

BISD Community Relations Report

March 2023

Mission of the Community Relations Department: To tell the BISD story through positive dialogue via print and social media, focusing on BISD policy, teaching efforts and student success; to integrate the BISD story into the community in such a way that it promotes goodwill and support to the district, while also investing key personnel into the community profile through service and networking.

Completed since March 2022:

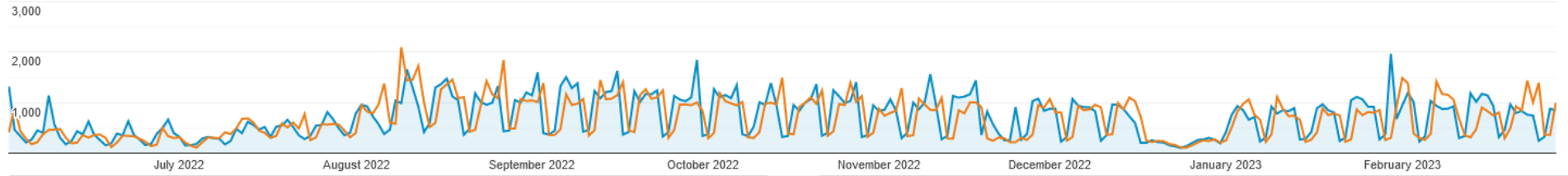
- Billboard campaign (District of Choices, Alumni)
- **60** Press Releases – June 2021 through Feb 2022 (Same period last year: **60**)
- Weekly articles/news
- Weekly Calendar/Events summary to Brownwood PD
- Video Projects (Door Safety, ADSY-Camp Adventure: Roar on the Shore)
- New Visitors Guide Ad & Advertorial
- BISD website updates (required postings, staff photos, daily updates, athletics section improvements)
- Monthly teacher and staff spotlight
- Monthly Board Reports & Board meeting live stream (YouTube)
- District social media postings (Facebook, Twitter, Instagram) + Athletics (Twitter)
 - New Buffer.com service setup for social media management and postings to multiple accounts
- Live varsity home football game video streaming at Gordon Wood Stadium
- Utilizing BHS A/V and Photography students for coverage of events
- Updated graphics and video for Gordon Wood Stadium scoreboard
- Equipment upgrades (iPad, Tripod, Video Editing Hardware, Storage, Office Monitor)
- **41** School Messenger messages (Communications Dept.) – Excluding automated reminders for attendance / food service
(June 2021 through Feb. 2022)
 - Emails: **111,636** SMS: **127,662**
- TSPRA - **4 Star Awards** (East Blue Ribbon Video – Gold, Alumni Billboard – Silver, Choices Billboard – Silver, Back to School ROAR – Silver)

Future Projects / Underway:

- ADSY communications & promotion
- Continue Communications Internship / Partnership with HPU
- Preparations for BHS Graduation live video coverage
- Website updates / Backend changes
- Back to School Guide / Summer Guide
- Continued development of BISD video projects

Jun 1, 2022 - Feb 28, 2023: ● Users

Jun 1, 2021 - Feb 28, 2022: ● Users



Users
3.21%
91,956 vs 89,094



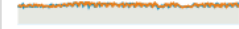
New Users
3.61%
89,141 vs 86,031



Sessions
2.45%
243,019 vs 237,200



Number of Sessions per User
-0.74%
2.64 vs 2.66



Pageviews
2.53%
575,411 vs 561,208



Pages / Session
0.08%
2.37 vs 2.37



Avg. Session Duration
-3.91%
00:01:52 vs 00:01:56

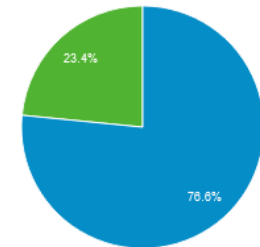


Bounce Rate
-1.11%
49.32% vs 49.87%

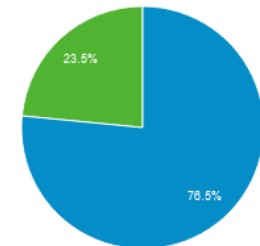


■ New Visitor ■ Returning Visitor

Jun 1, 2022 - Feb 28, 2023



Jun 1, 2021 - Feb 28, 2022



SOCIAL MEDIA:

**INDICATES NEW METRICS ADDED*

March 2023:

Twitter:

5,614 Tweets

1,460 Followers (+13)

**5,198 Impressions (Last 28 Days)*

Facebook:

Total Page Likes: 4.8K (+200)

**Followers: 5,496*

Organic Post Reach (Max): 7,823

**Page Reach (Feb. 2022-Feb. 2023): 133,845 (+56.6%)*

**Engagement (Last 90 days): 7,300*

Instagram:

1,482 Posts

1,521 Followers (+107)

**Reach: 1.3K*

March 2022:

Twitter:

5,120 Tweets

1,447 Followers

Facebook:

Total Page Likes: 4,607

Organic Post Reach (Max): 11,950

Weekly Post Reach (Feb. 20 – Feb. 26, 2022): 21,379

Weekly Post Engagements (Feb. 21 – Feb. 27, 2022): 6,667

Paid Reach: 8,402 (\$70.00)

Instagram:

1,155 Posts

1,414 Followers

March 2021:

Twitter:

4,615 Tweets

1,416 Followers

Facebook:

Total Page Likes: 4,333

Organic Post Reach (Max): 16,892

Weekly Post Reach (Feb. 22 – Feb. 28, 2021): 5109

Weekly Post Engagements (Feb. 22 – Feb. 28, 2021): 2488

Instagram:

880 Posts

1297 Followers

March 2020:

Twitter:

4,226 Tweets

1,380 Followers

Facebook:

Total Page Likes: 3,821

Organic Post Reach (Max): 20,855

Weekly Post Reach (Feb. 18 – Feb. 24, 2020): 3961

Weekly Post Engagements (Feb. 18 – Feb. 24, 2020): 2108

Instagram:

586 Posts

1065 Followers