

BISD Community Relations Report

March 2024

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 2023:

- Billboard campaigns (District of Choices, Roar on the Shore, Alumni)
- **60** Press Releases – June 2023 through Feb 2024 (Same period last year: **60**)
- Weekly articles/news
- Weekly Calendar/Events summary
- Video Projects (Convocation, First Day of School, Lions Intro Video, Coggin Super Bowl, BEF Fundraiser, Coggin Walk Across Texas Glow Party, Woodland Learning Garden)
- 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, X/Twitter, Instagram) + Athletics (X/Twitter)
- Live varsity home football game video streaming at Gordon Wood Stadium
- Utilizing BHS Media Crew/Photography students for coverage of events
- Updated graphics and video for Gordon Wood Stadium scoreboard
- New Software/Resources: Envato Elements (graphic and video templates), Topaz Photo AI (photo enhancement tools)
- Rotating digital news display in Communications Office
- Relocated Communications Office
- **29** School Messenger messages (Communications Dept.) – *Excluding automated reminders for attendance / food service*
(June 2023 through Feb. 2024)
- Emails: **100,076** SMS: **93,173**
- TSPRA – **3 GOLD Star Awards** (Published News Release, Flyer, Live Video Sports Event)
- **BEST IN CATEGORY** (Published News Release – Behind the Tiara: Queen Bennett’s Legacy at BISD by Sara Musgrove)

Future Projects / Underway:

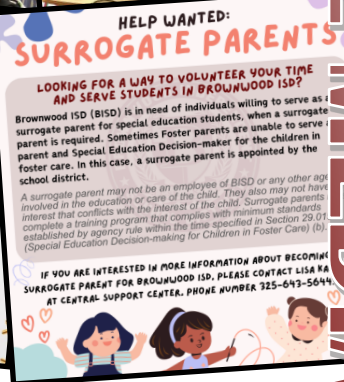
- ADSY communications & promotion
- Website (Transitioning from Blackboard to Finalsite)
- 2023 Bond (Media, News & Updates)
- Communications Internship / Partnership with HPU (Current Intern: Lauren Britton)
- Work with BEF / Alumni Association - FB Page / Logo / Graphics
- Preparations for BHS Graduation live video coverage
- Brownwood ROAR / Back to School Guide



COMMUNICATIONS



BROWNWOOD ISD



SOCIAL MEDIA

STAR AWARDS



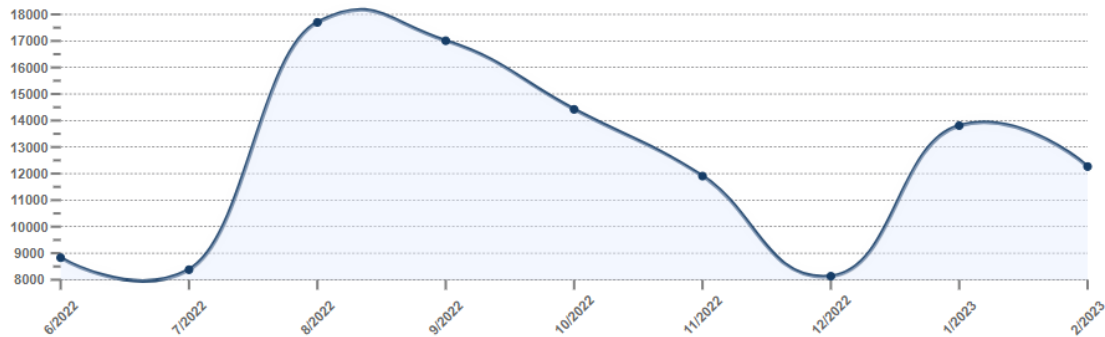


DIGITAL COMMUNICATIONS

WEBSITE (www.brownwoodisd.org)

Site Statistics

Total visits to your site are displayed on the graph below. If you want, you can adjust the date range and see the total visits to your site, page views within your site and targeted visits (when a page in your site was a user's final destination) within the date range.



TOTAL VISITS
162,872

06/01/2022

02/28/2023

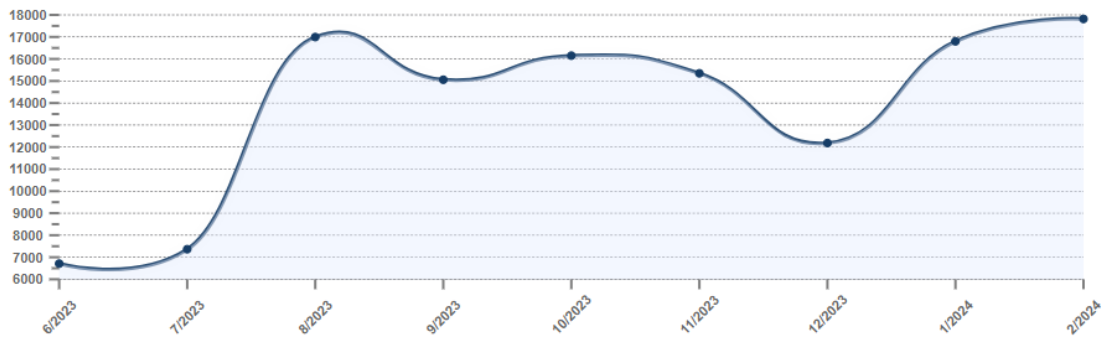
Apply

TOTAL PAGE VIEWS
167,972

TOTAL TARGETED VISITS
112,447

Site Statistics

Total visits to your site are displayed on the graph below. If you want, you can adjust the date range and see the total visits to your site, page views within your site and targeted visits (when a page in your site was a user's final destination) within the date range.



TOTAL VISITS
198,172

06/01/2023

02/29/2024

Apply

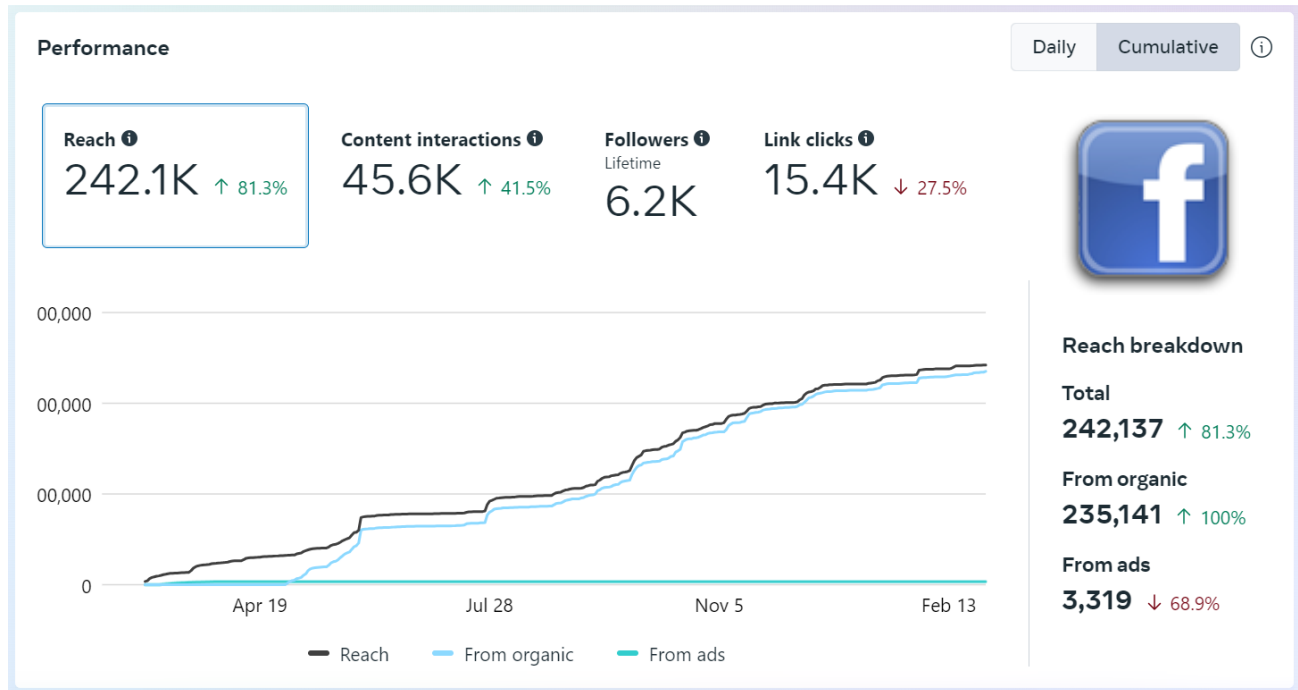
TOTAL PAGE VIEWS
173,315

TOTAL TARGETED VISITS
124,431



DIGITAL COMMUNICATIONS

SOCIAL MEDIA (Facebook, X/Twitter, Instagram)



	Mar-23	Mar-24
FACEBOOK		
Total Page Likes	4800	5100
Followers	5496	6157
Page Reach (Year)	133,845	242,137
Engagement (Last 180 Days)	7300 (90 Days)	20,700
INSTAGRAM		
Posts	1482	1856
Followers	1521	1616
Reach	6500	9300
X/TWITTER		
Tweets	5614	6136
Followers	1460	1471
Impression (Last 28 Days)	5198	3328