

Communication & Community Engagement

Social Media/Website

(communication)

Social Media Engagement: Twitter, Facebook & Instagram

2022-2023 (June 2023)

Twitter

New Followers: **129**
Avg. Tweet Impressions: **16,401**
Avg. Profile Views: 2,898
Total #of Tweets: **271**

Facebook

New Followers: **620**
Avg. # Page Views: **3,545**
Total # of Posts: **392**

Instagram

New Followers: **554**
Total # of Posts: **316**

2021-2022 (May 26, 2022)

Twitter

New Followers: **313**
Avg. Tweet Impressions: **21,460**
Avg. Profile Views: **6,424**
Total #of Tweets: **241**

Facebook

New Followers: **812**
Avg. Page Views: **3,595**
Total # of Posts: **400**

Instagram

New Followers: **201**
Total # of Posts: **192**

2020-2021

Twitter

New Followers: **192**
Avg. Tweet Impressions: **40,100**
Avg. Profile Views: **1,311**
Total #of Tweets: **379**

Facebook

New Followers: **1,118**
Avg. # Page Views: **5,884**
Total # of Posts: **318**

Instagram

New Followers: **502**
Total # of Posts: **453**



Facebook Live with the Superintendent

*Engagement - number of reactions, comments, shares & clicks

*Reach - number of people who saw content

2022-2023 (July 2023)

- **May 19, 2023**
 - Reach: 3,642
 - Engagement: 570
 - Continuous Engagement over 1 day
 - Topic: Staff contracts, SOL Testing, Graduation
- **August 15, 2022**
 - Reach: 10,400
 - Engagement: 366
 - Continuous Engagement over 4 days
 - Topic: 2022-2023 Back-2-School
- **December 9, 2022**
 - Reach: 3,461
 - Engagement: 74
 - Continuous Engagement over 1 day
 - Topic: 2023-2024 School Budget, Chronic Absenteeism, New School Board Members

2021-2022

- **August 13, 2021**
 - Reach: 15,064
 - Engagement: 5,811
 - Continuous engagement over 12 days
 - Topic: Upcoming 2021-22 SY
- **December 10, 2021**
 - Reach: 4,600
 - Engagement: 2,677
 - Continuous engagement over 2 days
 - Topic: Social Emotional Learning
- **March 11, 2022**
 - Reach: 4,800
 - Engagement: 2,740
 - Continuous Engagement over 2 days
 - Topic: SPS Proposed Budget
- **June 10, 2022**
 - Reach: 4,647
 - Engagement:
 - Continuous Engagement over 2 days
 - Topic: Back to School 2022-2023

Stats show that the target audience is approx. 85% female and 15% male age range 35-44.

2020-2021

- **August 14, 2020**
 - Reach: 20,800
 - Engagement: 7,200
 - Continuous Engagement over 6 days
 - Topic: Graduation, Summer School, SPS Online
- **December 11, 2020**
 - Reach: 10,500
 - Engagement: 4,284
 - Continuous Engagement over 11 days
 - Topic: Reopening of Schools
- **February 19, 2021**
 - Reach: 15,900
 - Engagement: 6,900
 - Continuous engagement over 27 days
 - Topic: Reopening of schools
- **May 14, 2021**
 - Reach: 6,400
 - Engagement: 2,286
 - Continuous Engagement over 6 days
 - Topic: Graduation, Summer School, SPS Online

SPS StarCAST PodCast

2022-2023 (Jan. 20, 2023)

- [Episode 1: Updates with Superintendent, Dr. John B. Gordon III](#)
 - Air date: Sept. 1, 2022
 - 35 downloads
- [Episode 2: Bullying Prevention Month](#)
 - Air date: Oct. 21, 2022
 - 24 downloads

2021-2022

- [Episode 1: Telling the Story of the National Blue Ribbon School](#)
 - Air date: Nov. 30, 2021
 - 15 downloads
- [Episode 2: Jamauri Demiel: LHS Star Student Athlete](#)
 - Air date: Jan. 14, 2022
 - 65 downloads
- [Episode 3: KFHS Varsity Boys Basketball: The Undefeated Journey](#)
 - Air date: Mar. 5, 2022
 - 82 downloads
- [Episode 4: The Center for Performance & Production Arts](#)
 - Air date: Apr. 29, 2022
 - 57 downloads



Total downloads 335 (July 2023); Most Popular Time: 6-7pm; Most Popular Day: Monday

YouTube

2022-2023(July 2023)

- Total videos posted: 63 (not including school board meeting live streams OR Facebook Live recordings. 19 videos were recordings from All Suffolk Reads.)
 - Most Viewed: Graduation Live Streams from KFHS, LHS & NRHS
 - # of views: 53,900
 - **Total YouTube subscribers: 2,965**

2021-2022

- Total Videos Posted: 5 (not including school board meeting live streams OR Facebook Live recordings)
 - Most viewed: SPS Building Improvements & Rebranding
 - # of views: 305
 - **Total YouTube subscribers: 2,570** (May 2022)

*The previous Digital Media Specialist, Charles Brabble was employed with SPS from Feb. 2020 - Oct. 2021. The current Digital Media Specialist, Danny Epperson joined SPS in April 2022.



2020-2021

- Total videos posted: 12 (not including school board meeting live streams OR Facebook Live recordings)
 - Most Viewed: SPS Educate & Innovate
 - # of views: 1,453
 - **Total YouTube subscribers: 1, 861** (Sept. 2020)



Website Visitors/Engagement

*Sessions- Period of time a user is actively engaged with the website

*Page Views -Total number of pages viewed

2022-2023

The new SPS website launched in Jan. 2023. On July 1, 2023, Google Analytics transitioned to Google Analytics 4. G4 is an analytics service that enables us to measure traffic and engagement across our websites and mobile apps. As a result, we are able to show the current website traffic from 7/1/23 - 7/31/23 as shown below:

- Visitors
 - New: 24
- Engagement
 - Page views: 76
 - Avg. Time Spent: 1 min. 21 sec

2022-2023 (June 2023)

School Name	Subscribe	District Flyers	School Flyers	Total Flyers	Sends	Opens	Open Rate
Booker T. Washington Elementary	281	59	1	94	88,139	42,553	48.30%
Creekside Elementary	561	59	1	115	185,197	106,219	57.40%
Col. Fred Cherry Middle School	651	72	0	106	217,484	126,769	58.30%
Elephant's Fork Elementary	470	59	0	111	144,124	74,933	52.00%
Florence Bowser Elementary School	128	59	0	112	59,144	30,244	51.10%
Forest Glen Middle School	385	72	0	104	130,463	67,194	51.50%
Hillpoint Elementary	555	59	0	114	176,029	95,405	54.20%
John F. Kennedy Middle School	471	72	5	109	165,245	80,963	49.00%
John Yeates Middle School	443	72	8	111	161,627	95,413	59.00%
Kilby Shores Elementary	343	59	0	112	112,781	61,385	54.40%
King's Fork Middle School	866	72	0	105	293,817	145,878	49.60%
Lakeland High School	866	83	0	133	312,335	141,569	45.30%
Mack Benn, Jr. Elementary	493	59	0	112	157,508	81,525	51.80%
Nansemond Parkway Elementary	338	59	0	114	105,918	57,693	54.50%
Nansemond River High School	1,426	83	0	133	502,489	276,205	55.00%
Northern Shores Elementary	615	54	0	108	192,406	124,843	64.90%
Oakland Elementary	370	59	0	113	121,042	65,412	54.00%
King's Fork High School	1,348	83	1	137	483,007	232,858	48.20%
Southwestern Elementary School	457	59	0	99	139,211	67,969	48.80%
SPS Online Elementary School	110	59	0	104	31,286	17,403	55.60%
Turlington Woods	59	82	0	108	21,398	8,903	41.60%

Flipping Book (SPS Division Newsletter)

2022-2023 (June 2023)

- Suffolk Public Schools chose not to renew its membership with Flipping Book. The division transitioned to S'More Newsletters in November 2022 and rolled out accounts to each of our 21 schools to allow the ability to send translatable newsletters to their school communities. See slide #9 as a reference.

Warrior Strong Parent Newsletter

May 2023

Congratulations NRHS's JROTC



BOOKER T. WASHINGTON BEAR TRACKS

FOR THE WEEK OF MAY 1, 2023

From Coach & Jerry: Sending a HUGE thank you to Sandy Hall for assisting us with organizing the breakfast for the Morning on the Farm event. We truly appreciate everything you did to help us!

From Mr. Simmons: Shout out to Mr. Gay for the all the special treats she prepares for us, especially the Lemonade!!

From Mrs. Wilkins: Perhaps you spoke a kind word, gave me a lovely card, gave me a token of appreciation and a smile to brighten my day. It's about "Administrative Professionals' Week"!



CAVALIER COMMUNICATION

AUGUST 2023

ABOUT US



www.lakelandcc.edu
lakelandcc.edu

Flipping Book (SPS Division Newsletter)

The SPS Division newsletter recently launched in September during the 2021-22 school year.

- [September Newsletter](#)
 - 1,100 views
- [October Newsletter](#)
 - 1,300 views
- [November Newsletter](#)
 - 1,400 views
- **December Newsletter**
 - BI-MONTH (*did not publish due to winter break*)
- [January Newsletter](#)
 - 1,800 views
- [February Newsletter](#)
 - 1,500 views
- [March Newsletter](#)
 - 1,500 views
- [Teacher of the Year: Special Edition](#)
 - 250 views



Mass Notification

Mass Notification Communication

The information below provides the total number of announcements made from the Division ONLY. Announcements are made via email and/or phone blast.

2022-2023(June 2023)

- Non-School Hours Emergency
 - 0
- School Hours Emergency
 - 0
- General Announcements
 - 1,730(Finalsite Communications)



*SPS transitioned to a new mass notification system in January 2023

New Additions

(communications)

Communication/Engagement Updates for 2022-2023

- Google/Apple Division Mobile App (July. 2023)
- Division/Schools Websites (Jan. 2023)
- Mass Notification System (Jan. 2023)
- Division Translation Software (Jan. 2023)
- JustFOIA System (Nov. 2022)
- S'More Newsletter Software for All Schools (Oct. 2022)
- Peachjar Communication for All Staff (Sept. 2022)

Community Sponsors

(Division Level)

Communication/Engagement Updates for 2022-2023

- TowneBank - \$25,000
- United Way of South Hampton Roads - \$62,000
- KLM Scholarship Foundation - \$11,000
- Sentara Obici STEM Camp - \$9,000 (in-kind for 2022 & 2023)
- Amadas Industries - \$16,000 (in-kind)
- University Instructors - \$5,000

Communication/Engagement Updates for 2022-2023

Parents as Partners Community Event Division-Wide

VENDORS

ACCESS College Foundation
BeSmart Program – Gun Safety at Home
Camp Community College
Dismal Swamp
Early Childhood Development Commission (ECDC)
Future Farmers of America (FFA) KFHS, LHS,
NRHS
Invo Tele-Mental Health
I-Ready
Nansemond River Preservation Alliance
Norfolk Botanical Gardens
Organic Roots (YOGA)
Parent Educational Advocacy Training Center
Sentara Community Care
Suffolk Art League
Suffolk Commonwealth's Attorney
Suffolk Cultural Arts Center

Suffolk Health Department
Suffolk Police Department
Suffolk Public Library
Suffolk Public Schools – Food and
Nutrition Services
Special Education Parent Resource
Center
Suffolk Public Schools – Transportation
Department
The Endependence Center
The Governor's School of the Arts
The Self-Esteem Q.W.E.E.N. LLC
The Up Center
United Way of South Hampton Roads
Wood Safety Consultants

Communication/Engagement Updates for 2022-2023

Strong Mind, Strong Body: Yoga to Thrive this School Year Community Event Division-wide

VENDOR

Organic Roots (YOGA)

John F. Kennedy Replacement Building Community Information Session

VENDOR

RRMM