

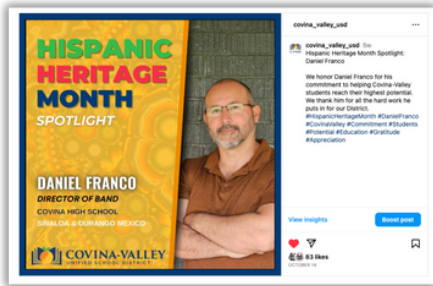
Tactics: Social Media

Overview

The Covina-Valley Unified School District launched social media platforms in October 2020 to improve communication channels with parents. In the 22-23 academic year, we utilized social media to engage our K-12 community with consistent, timely, and accurate information. Our strategy involves using platforms like Instagram, Facebook, LinkedIn, and YouTube, each tailored to engage different segments of our community. We post daily during peak traffic times, with color-coded banners representing the various educational levels. Our [Content Calendar](#) is aligned with our Board Goals to showcase our schools' diverse achievements and initiatives.

Highlighted Posts

Check out three relevant posts below that showcase community engagement, staff appreciation, informational content, and more!



[Click to view post](#)



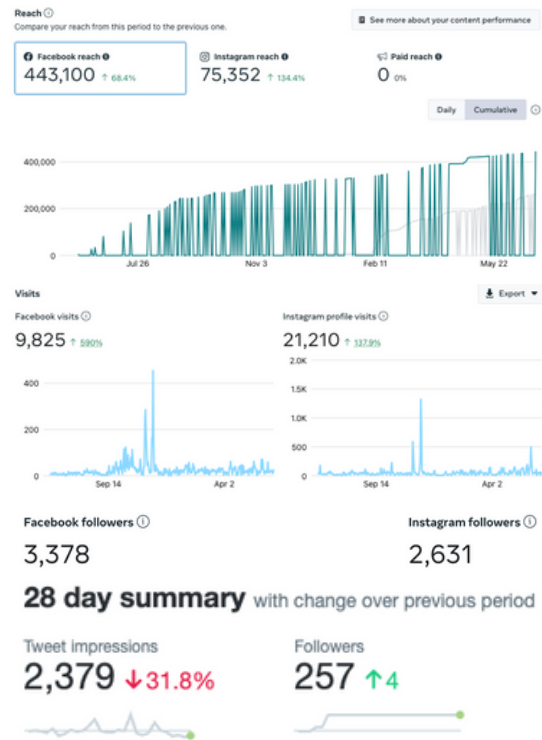
[Click to view post](#)



[Click to view post](#)

NSPRA Publications and Digital Media Excellence

Social Media Analytics and Growth



Findings include the following from June 6, 2022 to June 26, 2023:

Facebook:

- 837 followers to 3,378 followers, an increase of 2,463 followers.
- 68.4% increase in Reach
- 590% increase in page Visits
- 18.3% increase in Engagement

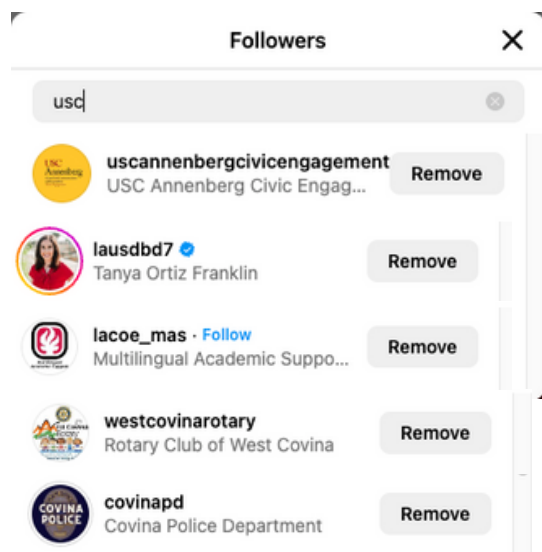
Instagram:

- 860 followers to 2,631 followers, and an increase of 1,794 followers.
- 134.4% increase in Reach
- 137.9% increase in Visits
- 20.9% increase in Engagement

X:

- 98 followers to 280 followers, an increase of 182 followers
- 8.4% Engagement rate, an increase of 117%

Stronger Community Partnerships



In addition to increasing our followers and engagement, having a robust social media presence has led to new partnerships with local businesses, government agencies, educational leaders, and more.

By engaging with our audience through social media, we have showcased our District's stories and values, attracting the attention of like-minded organizations. These partnerships have opened up new opportunities for us to collaborate and expand our reach, providing increased exposure for our District and allowing us to impact our community significantly. Our social media presence has proven invaluable in building these relationships, and we will continue to prioritize it as a critical element of our overall community engagement strategy.

Content Calendar

| NOVEMBER | | | | | | |
|-------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|--|
| DETAILS | MON | TUES | WED | THURS | FRI | |
| Photo/Video/Link | Happy Halloween, C-VUSD! | Happy Halloween, C-VUSD! | Happy Halloween, C-VUSD! | Happy Halloween, C-VUSD! | Happy Halloween, C-VUSD! | |
| Caption | Stay connected to the latest in our district's news and events. | Stay connected to the latest in our district's news and events. | Stay connected to the latest in our district's news and events. | Stay connected to the latest in our district's news and events. | Stay connected to the latest in our district's news and events. | |
| School Level | Elementary School | Elementary School | Elementary School | Elementary School | Elementary School | |
| Content Pillar | Informational | Informational | Informational | Informational | Informational | |
| Board Goal | Board Goal 7 | Board Goal 7 | Board Goal 7 | Board Goal 7 | Board Goal 7 | |
| Content Type | Photo | Animation | Animation | Animation | Animation | |

C-VUSD Community Hashtag

#cvusd_inspires
960 posts
The community shares what inspires them about the District through an active hashtag, allowing us to gauge engagement levels.

