

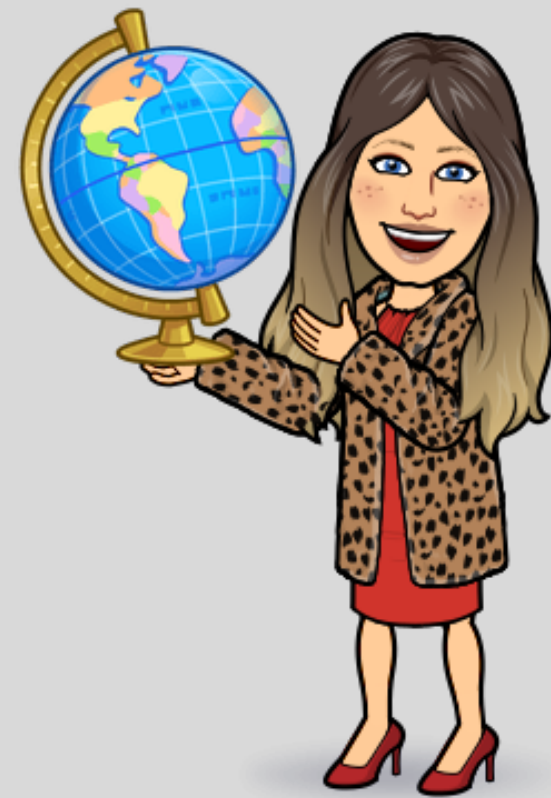


Communications Update



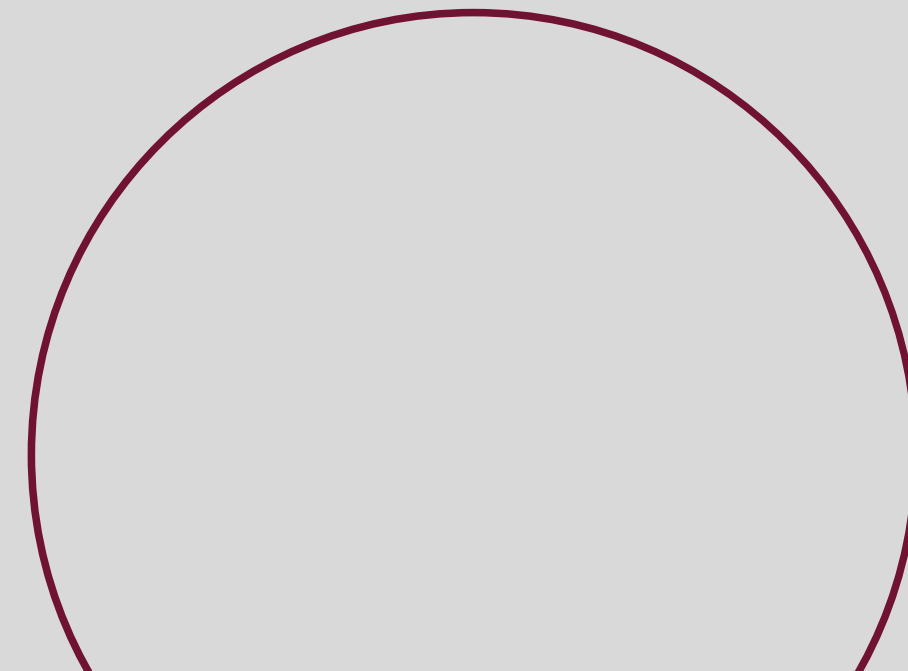
March 24, 2022

The Team



Public Information Officer
Shelley Spessard Ed.D.

Communications Specialist
Kayla Holmes



What We Do

Communication is an essential role within the school district. We aim to support internal and external communication of district personnel and stakeholders within our community through:

- Press Releases
- Media Inquiries
- Consultancies
- Daily Coverage
- Telling stories
 - Podcast
- Publishing Documents
- Launching Initiatives/Campaigns
- Providing Support (graphics, flyers, brochures, etc.)
 - Marketing and Branding
 - Professional Development
- District Volunteer Approval Process



Social Media

Social media is a tool used to connect with the LBUSD Community through photos, short stories, emergency communications, and quick updates. It provides a window into learning in and outside the classroom, where our community can see what happens behind the scenes throughout all 4 school sites. Our social media accounts include Instagram, Facebook, and Twitter.



Instagram



*Data as of 3/17/22

@LagunaBeachUSD

Total Followers: 2,217 (+477 since April 2021)

Post engagement rate: 9.34%

Top post



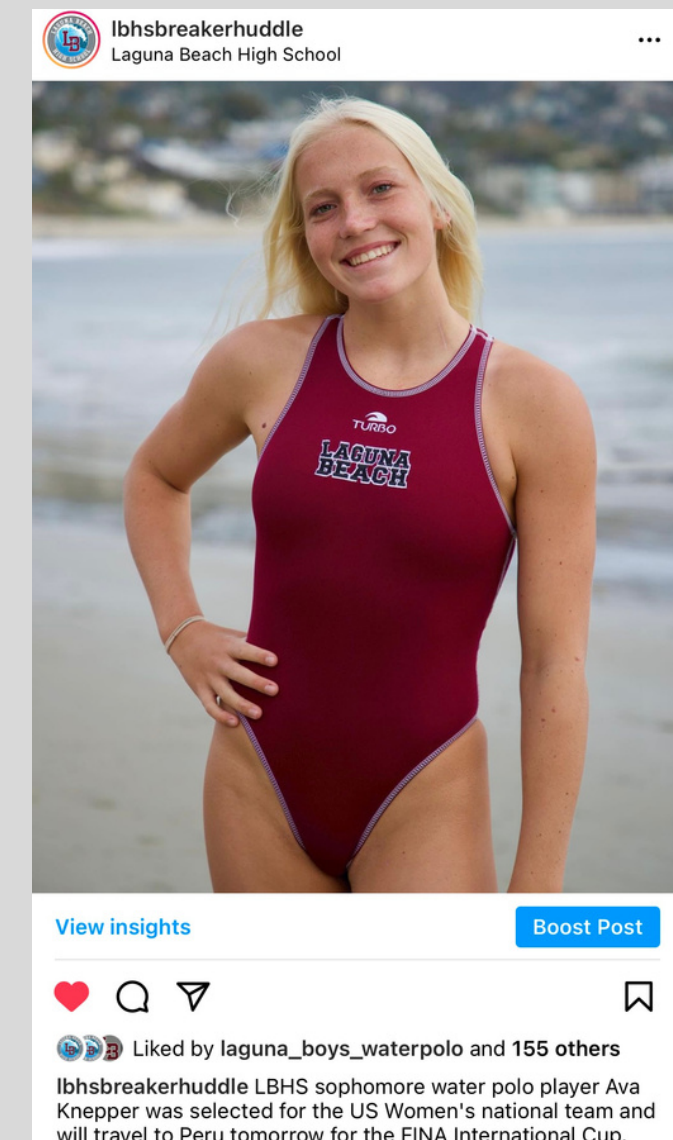
@LBHSBreakerHuddle

Launched September 2021

Total Followers: 614

Post engagement rate: 16.79%

Top post





Facebook & Twitter

*Data as of 3/17/22

 **Laguna Beach USD Communications**

 **@LagunaBeachUSD**

Top
post



Laguna Beach USD Communications is at Elementary Morro Elementary.
Published by Instagram · 21h · Laguna Beach ·

Mrs. Blanton's kindergarten class had an incredible day today! They got to see their baby chicks growing in their eggs through a process called candling, discussed the weather this month in a lion and lamb activity, and learned about 2D and 3D shapes, where they used foam shapes to create towers. Wow! Great job kindergarten!



300
People reached

213
Engagements

Boost post

  3

2 Comments 2 Shares

Launched April 2021
Total Page Followers: 74
Post Engagement Rate: 9.32%

Top
post

300 People reached		
98 Likes, comments & shares		
115 Post clicks		
63 Photo views	0 Link clicks	52 Other clicks
Distribution summary +10.3x higher than your other posts within 22 hours of publishing.		
↑10.3x more Post impressions	↑16.2x more Post clicks	↑18.2x more Reactions

Total Followers: 1,283 (+90 followers from April 2021)



Laguna Beach USD
@LagunaBeachUSD

Please note at this time we are closing ALL schools due to the active fire situation in Emerald Bay.



instagram.com
Laguna Beach USD (@lagunabeachusd) • Instagram photo

6:29 AM · Feb 10, 2022 · Twitter for iPhone

 View Tweet activity

18 Retweets 7 Quote Tweets 22 Likes

Impressions	10,349
Media views	9
Total engagements	404
Detail expands	199
Link clicks	84
Profile clicks	63
Retweets	25
Likes	22
Media engagements	9
Replies	1
Follows	1

Website

Parents visit our websites to discover up-to-date information, important announcements, news, etc. about the district and their child's school. It's the main hub that hosts essential information and how to find our social media platforms.

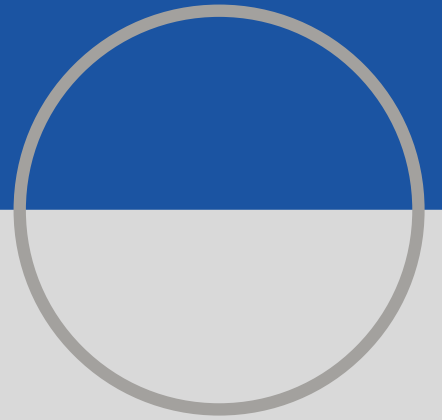


How do we implement communications on the website?

- Collaborate with Andy and Mike on the website
- Update stories, events, and Press Releases into news/announcements
- Display photos of current events on the homepages
 - Support with emergency updates (Page Pops)
 - Update Community Page with resources



ParentSquare

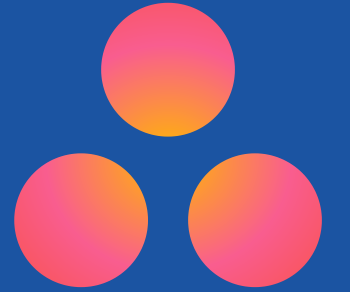


ParentSquare is our main form of communication with parents on important updates or critical information related to individual schools or district news.

We support District messaging through:

- Emergency announcements
- Covid updates
- Superintendent messaging
- District news
- Podcast announcements

Asana



Asana is a tool used by the communication team that allows projects to be organized, planned, and managed, with the ability to assign tasks to individuals.

With Asana, we:

- Assign and organize tasks for daily, weekly, and monthly projects and events
- Track form submissions for community relations support sent by teachers and staff
- Receive and post athletic photo submissions to LBHSBreakerHuddle

Highlights

*Data as of 3/17/22

44



**Press
Releases**

*since April 1, 2021

75+



**ParentSquare
Messages**

*since June 14, 2021

172K



**Total Website
Users**

*since April 1, 2021

STORIES



Stories picked up and shared by:

ACSA
Stu News
LA Times
Laguna Beach Indy
Orange County Register
OC Department of Education

**NEW
INSTAGRAM**



September 2021:

Creation of the LBHS Athletics
Instagram account,
@LBHSBreakerHuddle with the
collaboration of LBHS Boosters





Highlights

*Data as of 3/17/22

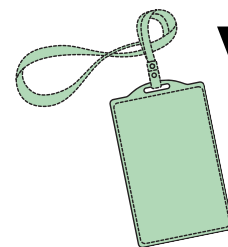
140+



**Asana
Projects
Completed**

*since June 2021

400+

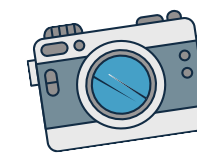


Volunteers Processed

285 Tier 1 Volunteers
65 Tier 2 Volunteers

*436 total volunteer applications received

489



Instagram Posts

*since April 1, 2021

**ONGOING
COMMUNITY
COLLABORATIONS**



**LBPD
OCDE
CALSPRA
PTA
IN N Out Burger**

**Community Coalition
City of Laguna Beach
The Ranch
ADL**

93



**LBHS
BreakerHuddle
Posts**

*since September 2021

A Work of Heart

Attended the CALSpra 2022 Conference in March 2022 where we presented on our DEI work in "A Work of Heart"

We discussed:

- The steps we have taken as a District toward growing capacity in equity and inclusion and our work with Education Elements.
- Our first small step with inclusion through the creation of the LBHS Breaker Huddle Instagram.
- How we will continue learning the needs of Laguna to tailor a plan that will work in this community.

64 attendees





Moving Forward

Listening & Learning

In creating our 2022-2025 Communications Plan, we will be conducting focus group meetings with various stakeholders to gain insight and positive feedback in improving our communications. These groups will allow us to gather data to see what is working, what needs to be improved, and areas we can focus on growing.

As we grow...

While we learn from our stakeholder focus groups and develop our plan, we will continue to capture highlights of our schools in and out of the classroom, tell positive stories of our amazing students, and be a window for the LBUSD community to feel involved and see what is happening throughout the district.



"To effectively communicate,
we must realize that we are all
different in the way we
perceive the world and use this
understanding as a guide to our
communication with others."

-Tony Robbins