

DEXTER COMMUNITY SCHOOLS

MAY 2023

COMMUNICATIONS UPDATE

TOOLS/REACH/PLANS





STRATEGY

INFORMATION

website, mass communications
Twitter, YouTube, Talk to Us

ENGAGEMENT

Facebook, Instagram, YouTube

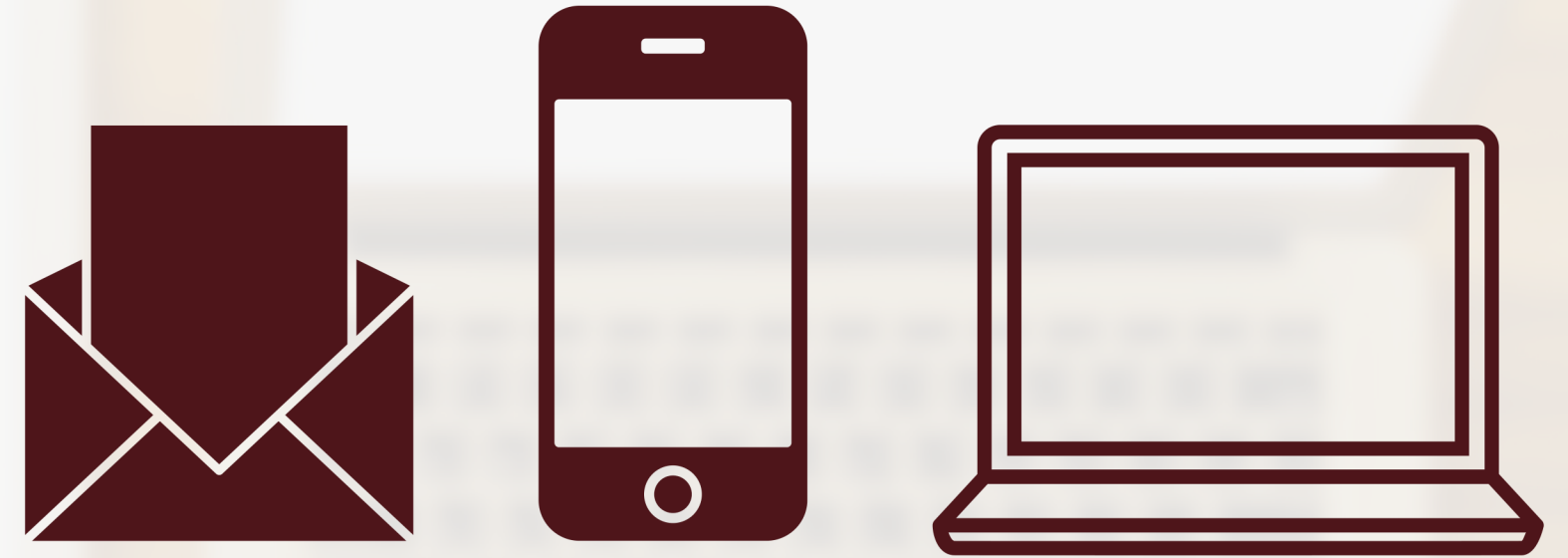
CURRICULUM/CULTURE

Instagram and Making Waves

WHAT'S THE PLAN?



COMMUNICATIONS TOOLS



- WEBSITE
- PUBLICATIONS
- EMAIL/MASS COMMS
- APP

- YOUTUBE
- TWITTER
- FACEBOOK
- INSTAGRAM

WEBSITE

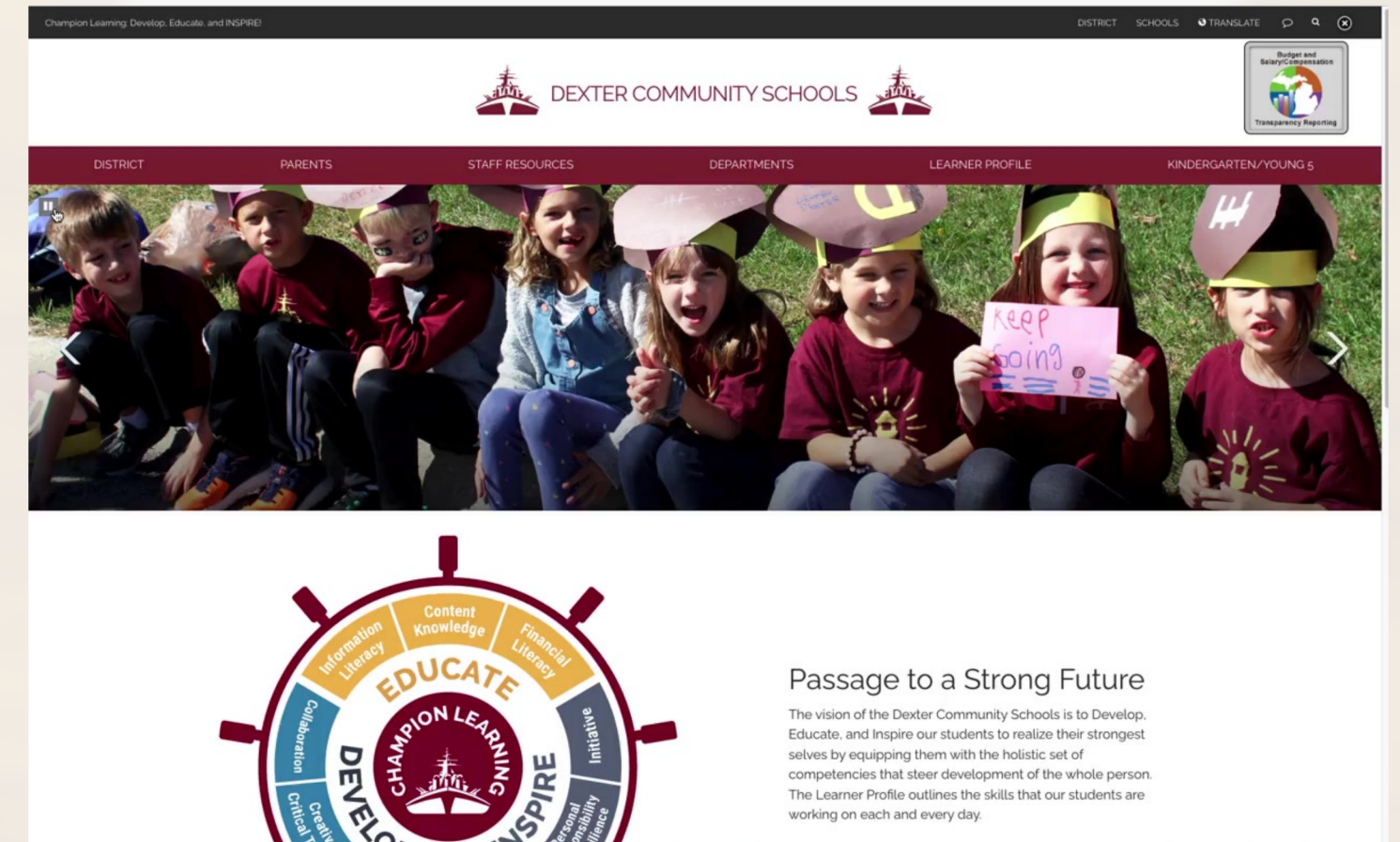
REACH (APRIL 2023)

14.9k users

54k page views

- 35k parents & essentials
- 6k HR/staff
- 3.3k Community Ed
- 9.7 k miscellaneous (less than 1% each)

GOALS: streamline navigation; consolidate info; improve accessibility



USERS

76% ages 18-44

65% desktop vs. 35% mobile

41% desktop vs. 58% mobile (new users)

Important Information and Where to Find it **A Quick-Reference Guide**

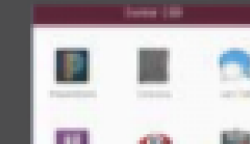


Dexter Community School District (DEXTER CSD)

Blackboard App

The Dexter CSD Blackboard App is a great way to stay informed about goings-on at school:

- Receive notifications regarding weather-related school closures, scheduled days off, and other urgent news,
- Access the following functions: deposit lunch money, pay athletics fees, pay yearbook and other school fees through Eleyo,
- Log in to your parent PowerSchool account,



Booster & PTO Groups

DISTRICT BOOSTER GROUPS

- [Educational Foundation of Dexter](#)
- [Dexter Farm to School](#)
- [Dexter Alumni Association](#)

PARENT-TEACHER ORGANIZATIONS

- [DEEC PTO](#)
- [Wylie PTT \(Parents & Teachers Together\)](#)

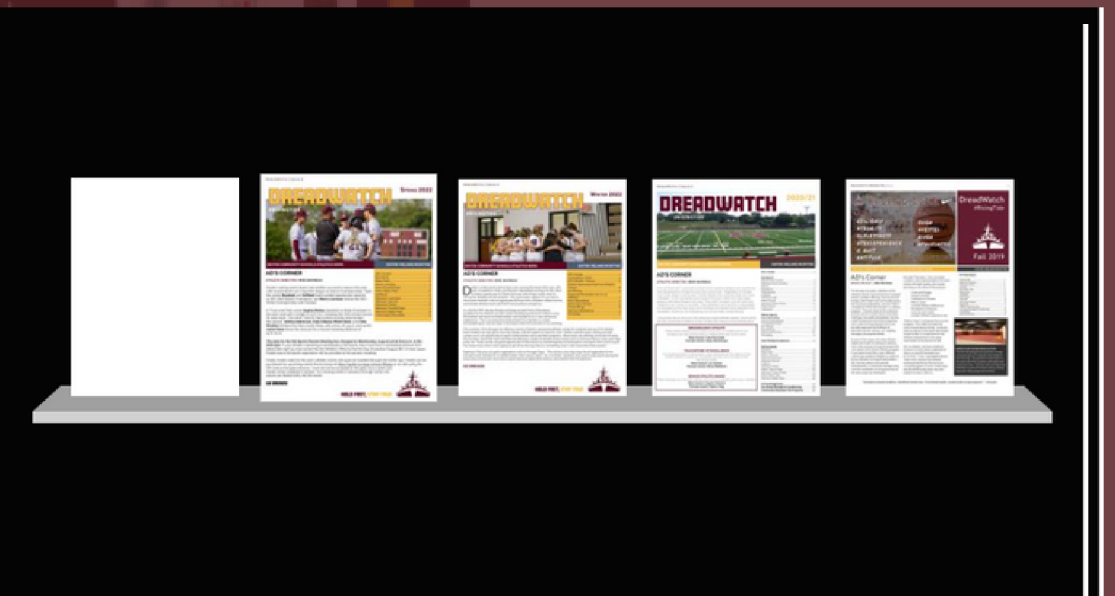
PROGRAM BOOSTER GROUPS

- [ABCD: Athletic Booster Club of Dexter](#)
- [Dexter Band Boosters](#)
- [Dexter Drama Booster Club](#)
- [Dexter Orchestra Boosters](#)
- [Garden Booster Club](#)
- [IB Booster Club](#)



PUBLICATIONS

- HARD COPY** – Making Waves (mailed)
– Community Ed catalog (mailed)
- ELECTRONIC** – DreadWatch (athletics)
– DreadNotes (creative arts)
– Wayfinder (district info/news)



REACH: 10.5K

PLANS: Continue producing quality magazines; add STEAM newsletter

MASS COMMUNICATIONS

EMAILS
TEXT
AUTOMATED PHONE CALLS

NUMBERS

Last School Year
unique messages sent

546

This School Year-T-D
unique messages sent

2,956
(600-1k attendance)

REACH: ~6k for district msgs

TECHNICAL ISSUES:

- all-or-nothing by platform
- errors importing contacts
- formatting difficulties



GOALS & PLANS: fewer & shorter msgs; delivery customization; **provider switch**



Dexter CSD 4+

Dexter Community Schools

★★★★★ 4.6 • 10 Ratings

Free

DCSD APP

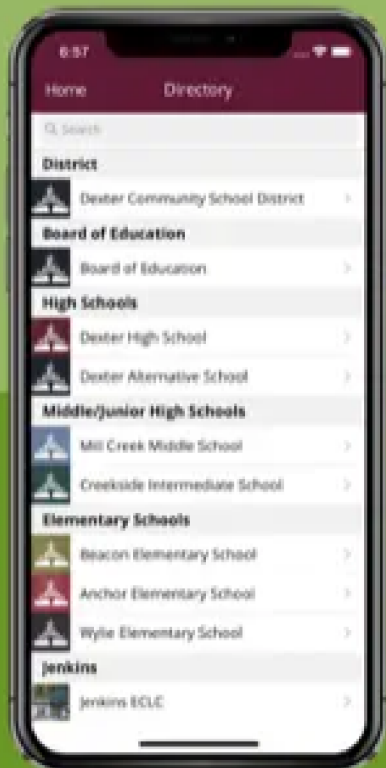
LINKS, NEWS, NOTIFICATIONS

NUMBERS

- ~4800 users
- By building: DHS–2K+; 6-8–1K; K-4 ~850 each
- Most used pages: news; payments; menus; PS; calendar

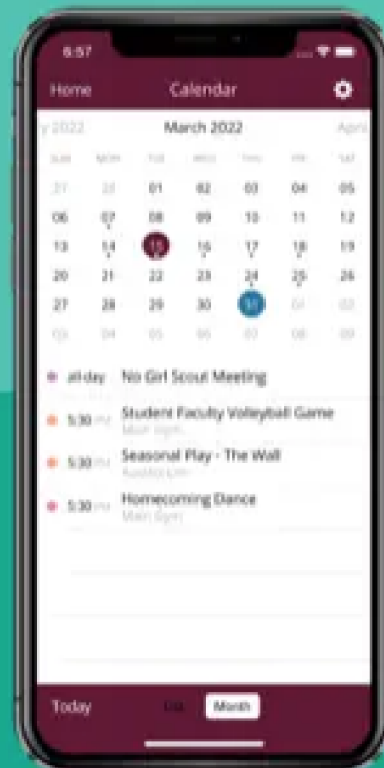
Screenshots iPhone iPad

Directory



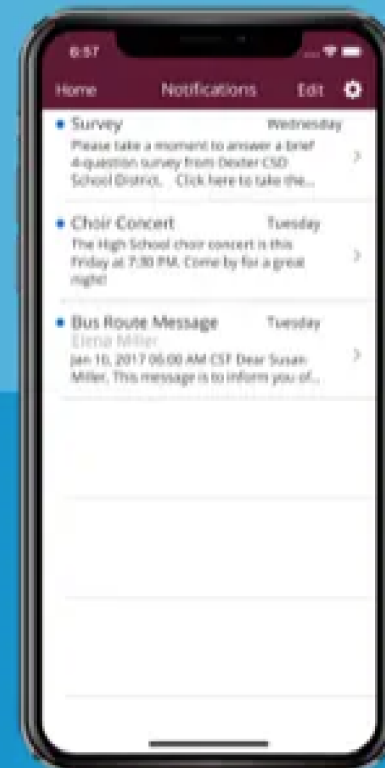
Locate important school information on the go

Calendar

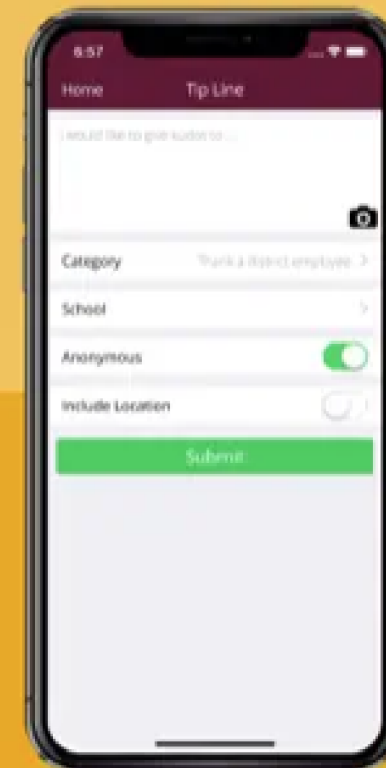


Don't miss another Parent Teacher conference

Notifications



Always know of important school happenings



Send Kudos to a teacher for a job well done

GOALS & PLANS:

- Shift "expiration date" content to app vs. website
- provider switch
- increase usage

MAKING WAVES

LAUNCHED FALL 2021

~50 per year (school year only)
Email, video/website and magazine

BREAKDOWN

- District – 22
- DHS – 39
- Alt Ed – 2
- Mill Creek – 21
- Creekside – 11
- Wylie – 10
- DEEC – 15
- Jenkins – 2

HOT TOPICS

Achievement/Community/Place-Based
Learning/Arts/STEM/Special Ed/Wellness

GOALS & PLANS: move to post format; cover all ages; annual mailing

MAKING WAVES AT DCS



CHAMPION LEARNING: Develop, Educate, and INSPIRE!



SOCIAL MEDIA

FRIEND OR FOE?



“Conversations among the members of your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations.”

SETH GODIN

- 72% of all US adults use social media (PEW 2021)
- 85% of Americans ages 18-29 use social media
- 81% of those ages 30-49
- 73% of those ages 50-64
- 45% of those ages 65+
- **Top Social Media Posting Platforms:** FaceBook, YouTube, Instagram, ~~(TikTok)~~, ~~(SnapChat)~~, Twitter, Pinterest

♥ 142 💬 37 👤 27

SOCIAL MEDIA **POSITIVE APPLICATIONS**



- BUILD REPUTATION
- INCREASE AWARENESS
- DRIVE ENGAGEMENT



- INCREASE & MAINTAIN ENROLLMENT
- RECRUIT HIGH-QUALITY STAFF



TWITTER

@DexterSchools

REACH

1400 FOLLOWERS

AVERAGE ~10,800

IMPRESSIONS PER MONTH

ENGAGEMENT

POPULAR TOPICS -> GRAPHICS

- DCS TIPS
- EVENTS
- RECOGNITION DAYS

GOALS & PLANS: stay steady; watch for Twitter developments

DEXTER COMMUNITY SCHOOLS

YOUTUBE @DexterCommunitySchools



Dexter Community Schools

@dextercommunityschools 217 subscribers 183 videos

DCS offers innovative and engaging learning opportunities for every stude... >

HOME

VIDEOS

LIVE

PLAYLISTS

COMMUNITY

CHANNELS

AB

move channel approval for dexterschools.org

Open Houses, Tributes, and Projects ▶ Play all

This playlist features classroom and individual projects, shout-out and tribute videos, and occasional open houses.



Dexter Students Hit the Lanes



Wylie Arbor Day
Dexter Community Schools



Sprout Love
Dexter Community Schools



DHS Advanced Drawing & Painting Video

REACH

214 SUBSCRIBERS

3500 UNIQUE VIEWERS (90 DAYS)

47.5K VIEWS TO DATE

USERS

- 45.3% mobile device
- 43.9% desktop

POPULAR TOPICS

- Making Waves
- Shout-Outs

PLANS: increase video tutorials



FACEBOOK

@DreadStrong

TOP RECENT POSTS (JAN-APRIL)

- Dr. Timmis Polar Plunge
- Corporal Visel Appreciation

TOP POSTS

- Congrats Coach Jacobs
- Bus Driver Appreciation graphic
- Holiday Lights Parade video (lighted bus)

PLANS: increase engagement (calls to action)

USERS

3470 SUBSCRIBERS

16,811 POST REACH (JAN-APRIL)
PAGE VISITS 4,850

40% DEXTER, 9% ANN ARBOR,
~13% CHELSEA, WHITMORE LAKE,
PINCKNEY, HAMBURG



dextercommunityschools

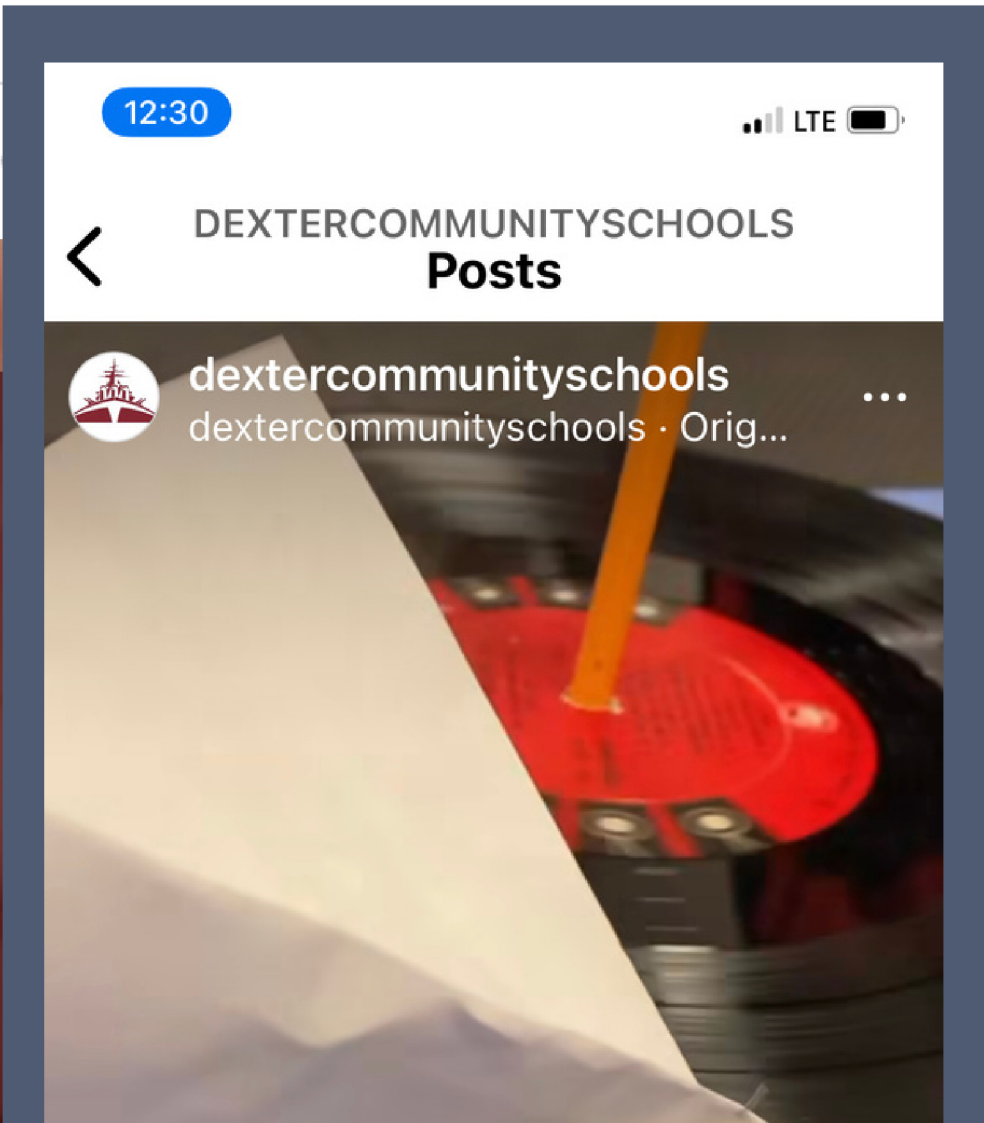


6 posts 159 followers 78 following

Dexter Community Schools
DCS offers innovative and engaging learning opportunities for every student. We're a small-town district with big opportunities! [#dreadstrong](#)
www.dexterschools.org

@DexterCommunitySchools

POSTS REELS SAVED TAGS



INSTAGRAM

LAUNCHED APRIL 18
FOLLOWERS: ~160
REACH: ~149K
ENGAGEMENT: ~4500

GOALS: highlight teaching & learning;
increase submissions; build subscribers

404374 12349 61 1647 2566

QUESTIONS?

GOALS

ACCESSIBLE
ACCURATE
RELIABLE
HELPFUL



QUALITIES

APPEALING
THOUGHTFUL
ENGAGING
UNIQUE