

COMMUNICATIONS REPORT

Telling our Story in an Age of Digital Media

District Five
OF LEXINGTON & RICHLAND COUNTIES

2018-2019 Superintendent Priorities

- Focus our work decisions on/around our strategic plan
- Identify areas of achievement to improve
- Provide "Chick-Fil-A" & "Moes"-like customer service for our internal and external community
- Strengthen the structure and quality of communication both internally and externally
- Promote work and learning environments where students and staff feel safe physically, emotionally and socially

District Five
OF LEXINGTON & RICHLAND COUNTIES

NEWS INDUSTRY INTEL



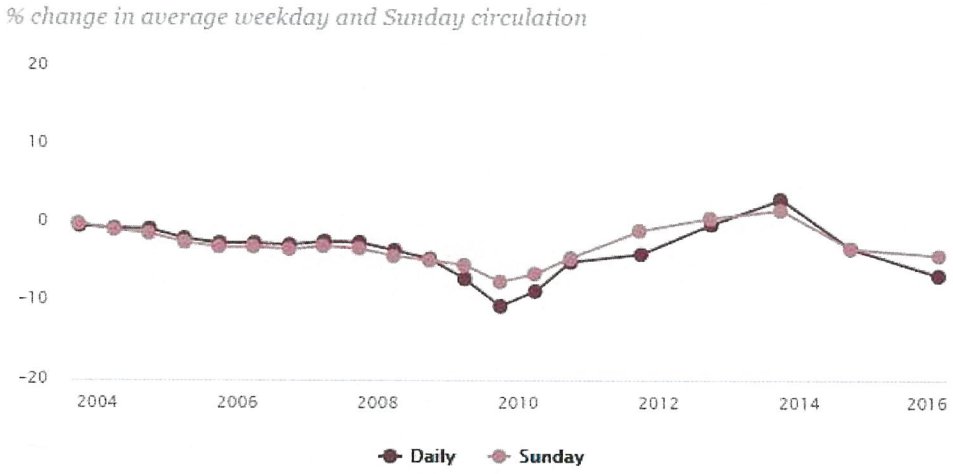
Data from:

- *SC Press Association*
- *Pew State of the News Media Study*
- *Newspaper Association of America*
- *Reuters Institute*

Decline in Newspaper Circulation

- **Weekday print circulation dropped by 7% in 2015, and Sunday circulation dropped by 4%. It was the largest dip since 2010.**

- **Newspaper print revenue, adjusted for inflation, is the lowest it has been since 1950.**



Source: Pew Research Center, "State of the News Media 2016"

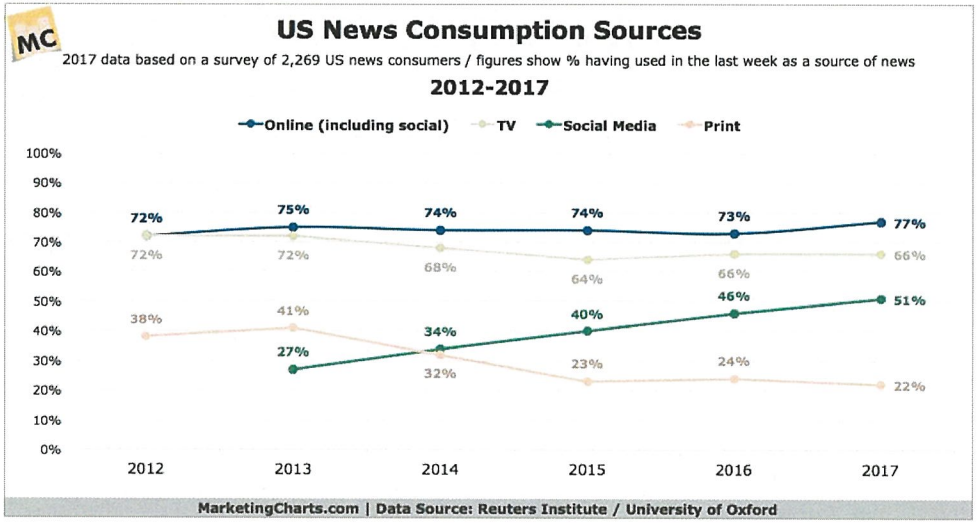
Growth of Digital Consumption-Overall

Average Time Spent per Day with Major Media by US Adults, 2012-2018
hrs:mins

	2012	2013	2014	2015	2016	2017	2018
Digital	**4:10**	**4:48**	**5:09**	**5:28**	**5:43**	**5:53**	**6:01**
—Mobile (nonvoice)	**1:28**	**2:15**	**2:37**	**2:53**	**3:06**	**3:15**	**3:23**
——Radio	0:26	0:32	0:39	0:44	0:47	0:50	0:52
——Social networks	0:09	0:18	0:23	0:26	0:29	0:32	0:34
——Video	0:09	0:17	0:22	0:26	0:29	0:31	0:34
——Other	0:44	1:08	1:14	1:16	1:20	1:22	1:24
—Desktop/laptop*	**2:24**	**2:16**	**2:14**	**2:12**	**2:11**	**2:10**	**2:08**
——Video	0:20	0:22	0:23	0:24	0:25	0:25	0:24
——Social networks	0:22	0:17	0:16	0:15	0:14	0:13	0:13
——Radio	0:07	0:06	0:06	0:06	0:06	0:06	0:05
——Other	1:35	1:31	1:28	1:27	1:26	1:26	1:26
—Other connected devices	**0:18**	**0:17**	**0:19**	**0:23**	**0:26**	**0:28**	**0:30**
TV**	**4:38**	**4:31**	**4:22**	**4:11**	**4:05**	**4:00**	**3:55**
Radio**	**1:32**	**1:30**	**1:28**	**1:27**	**1:27**	**1:26**	**1:25**
Print**	**0:40**	**0:35**	**0:32**	**0:30**	**0:28**	**0:27**	**0:26**
—Newspapers	0:24	0:20	0:18	0:17	0:16	0:15	0:15
—Magazines	0:17	0:15	0:13	0:13	0:12	0:11	0:11
Other**	**0:38**	**0:31**	**0:26**	**0:24**	**0:22**	**0:21**	**0:20**
Total	**11:39**	**11:55**	**11:57**	**12:00**	**12:05**	**12:07**	**12:08**

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *includes all internet activities on desktop and laptop computers; **excludes digital*
Source: eMarketer, April 2016

207855 www.eMarketer.com



Most-read?

The State

- Most students at this Columbia school can't afford prom. Now, they're going for free (29,000 PVs)
- Year-old AC Flora sports field shut down after complaints. Are others in danger? (15k+ PVs)
- 15-year-old charged with attempted murder in AC Flora High School stabbing (12k PVs)
- Dreher High School to get new sports facilities after long-sought compromise reached (3,800 PVs)
- Midlands girl numbered the days her dad was deployed. She happily stopped counting (2,800 PVs)

Social Media

@LexRich5Schools

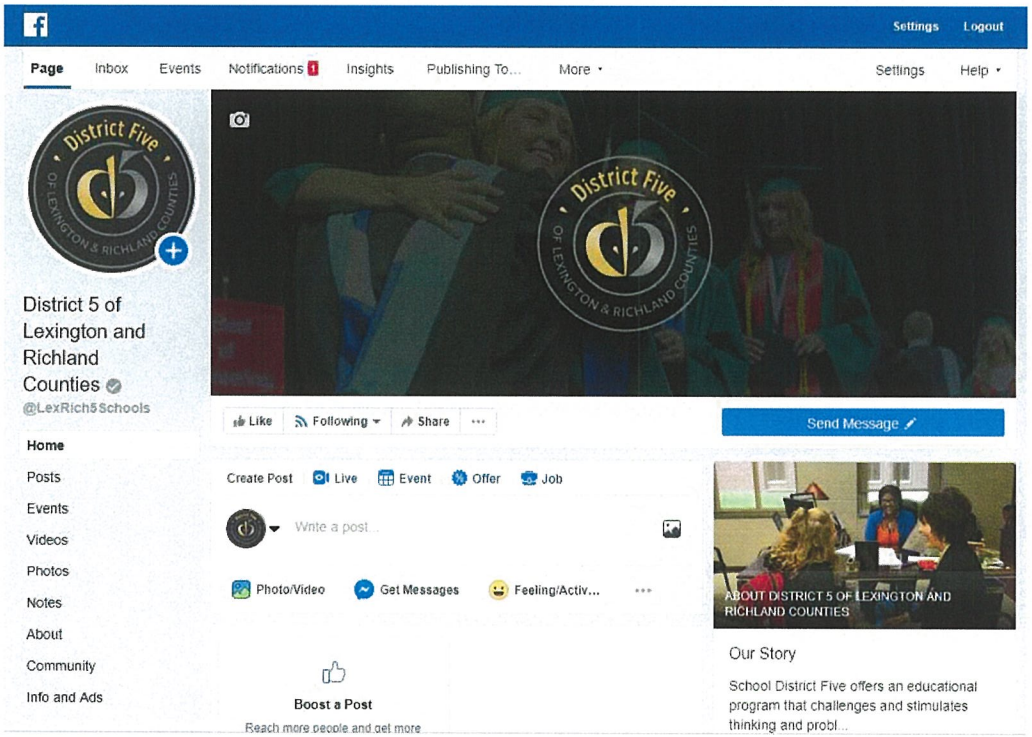


SOCIAL MEDIA CHANNELS

- Facebook - Largest Audience (5,872)
- Twitter – 2nd (4,853)
- Instagram – 3rd (1,100)
  - created in 2017

- Exploration:
  - LinkedIn
  - NextDoor

- Demographics: primarily a female driven audience
  - (84%) Facebook
  - (67%) Twitter



District Hashtags & Campaigns

- #LexRich5Schools - compiles all of our schools together and highlights the district as a whole for a snapshot
- #PrideIn5 - used to share and celebrate and praise accomplishments of the district and engage social community

- District Social Media Campaigns
  - #LeaD5 & #Teachin5 - used for teacher recruitment and engages district teachers to share their classroom communities, accomplishments and curriculum
  - #D5EveryDay - Attendance Initiative
  - #D5Reads365 - Reading Initiative

Analytics & Monitoring

Bitly Links

- 9,668 people have visited the district website since July 2018, due to press release links posted on Facebook and Twitter
- Top links clicked include:
  - 2,980 - Hurricane Florence Make-up Day Announcement
  - 1,339 - Finalized School Calendar for 2019-2020
  - 593 - Teacher Recruitment Registration Page
  - 356 - Special Called Board Meeting
  - 280 - Special Called Board Meeting
  - 268 - National Merit Scholars
- Social Media Monitoring
- Social Media Analytics

Facebook Page Followers



- **Followers continue to trend upward**
- **A follower is a person who has chosen to receive the updates that you post in their news feed.**

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	Lexington County Scho...	13.7K	0%	13	4.5K
2	Richland County School...	6.6K	▲0.3%	15	2.6K
3	Richland School District...	6.6K	▲0.2%	23	2.1K
YOU 4	District 5 of Lexington a...	5.6K	▲0.5%	14	6K
5	Lexington School Distri...	3.8K	▲0.2%	8	1.6K

- **School District Five is fourth in Page Likes, but began social media in 2013 in comparison to others who created pages earlier.**
- **We are exploring marketing social channels heavily at district events, during school registration, and with community stakeholder groups.**

Lex-Rich 5 Schools @LexRich5Schools · Apr 1

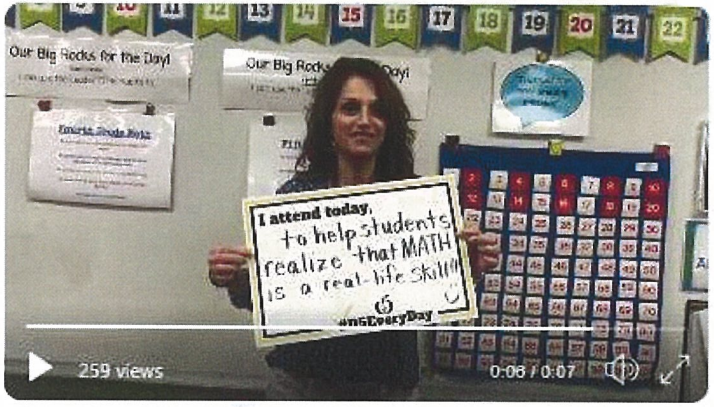
Congratulations to @ChapinMiddle for representing #LexRich5Schools this year as a finalist for the for the Riley Award for SIC Excellence by the @SCSIC School Improvement Council! Learn more about the award ceremony: bit.ly/2Uayg0D #LexRich5Schools #PrideIn5



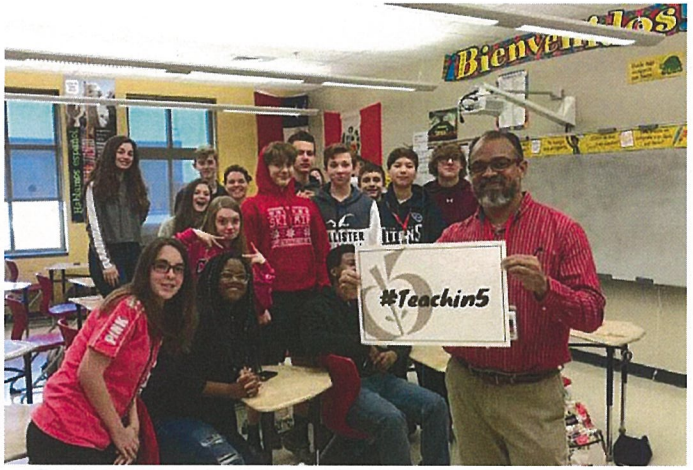
Denise Collins-Benne and 1 other Retweeted

H.E. Corley Elem @hecorleyelem · 18 Sep 2018

Why does Mrs Auckland attend #D5everyday ? #HECleads #HECMontessori



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Michael Carothers and 5 others liked

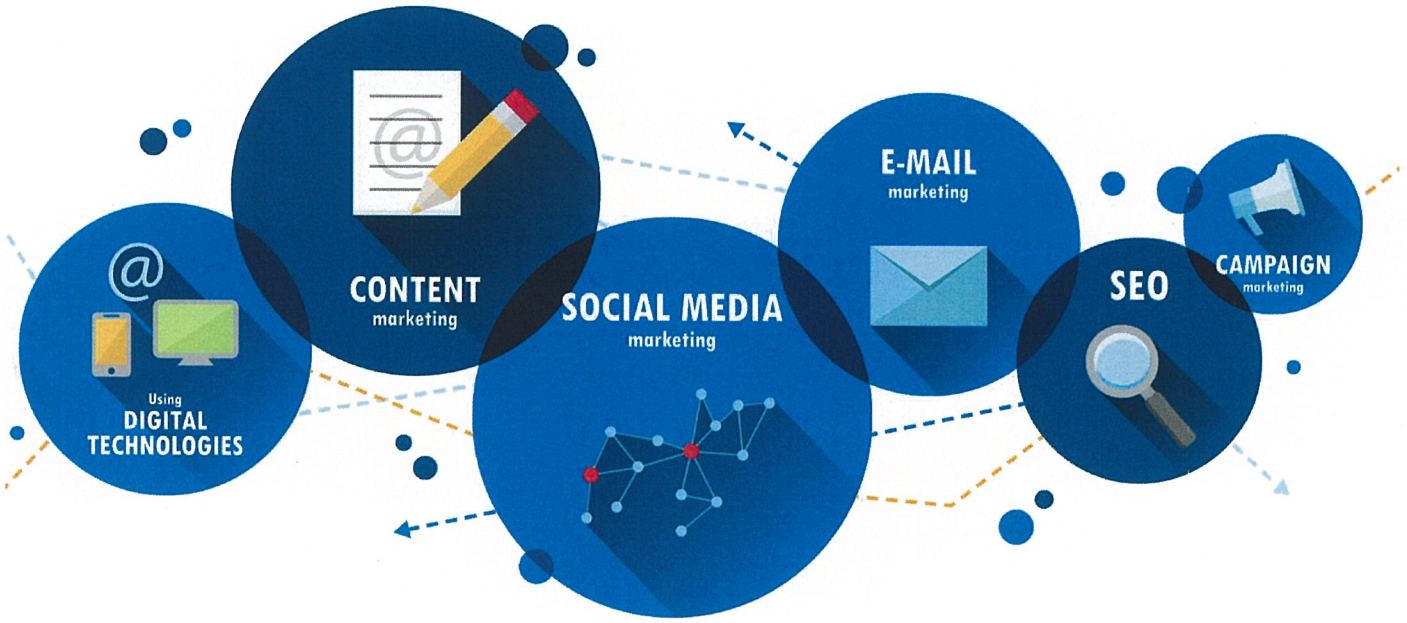
April Garrett @MsAprilGarrett · Mar 8

Amazing #LeaD5 session - collaboration, creativity, critical thinking, and communication for teachers, so they can lead their students to do the same! #PrideIn5 #teacherchoice @AdobeSpark



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Website and Media/Public Relations



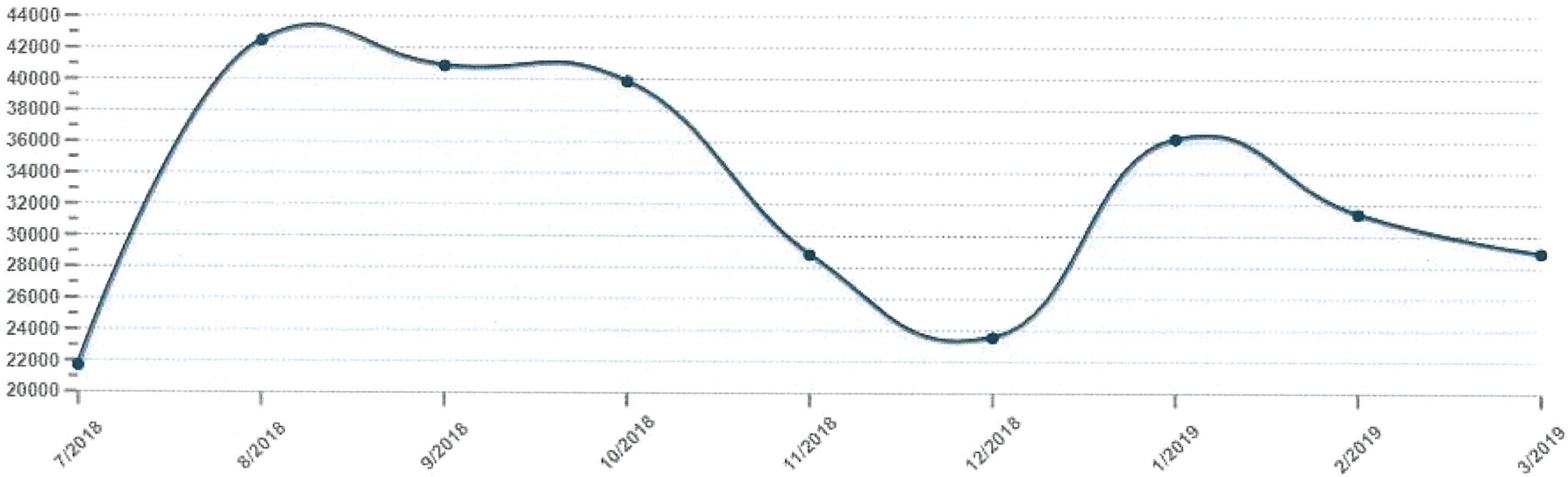
School District Five Websites



- BlackBoard Connect
- Website Updated: 2016
- Features
  - On-Screen Alerts
  - Home Screen Tabs
  - Multimedia Rotator
  - School Pages
  - Department Pages
- ADA Compliance Software

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	TOTAL PAGE VIEWS	TOTAL TARGETED VISITS
489,157	422,914	293,812

07/01/2018 03/29/2019 Apply

School District Five Public Relations

Events:

- Back to School Kick Off
- Community Involvement
- Employee Recognition
- School Board Meetings
- Public Information Meetings

FOIA Requests

- 2015-2016: 15
- 2016-2017: 91
- 2017-2018: 40

Annual Campaigns:

- Magnet Fair
- Teacher Recruitment
- 4K & 5K Registration

- ➢ Volunteer Applications
- ➢ Copy & Imaging Department
- ➢ Mailroom & Deliveries

District Five OF LEXINGTON & RICHLAND COUNTIES

School District Five Public Relations

Community Relations/Presentations:

- Monthly Irmo Chamber
- Irmo Optimist Club
- Nuts and Bolts
- School SICs
- D5 Foundation Luncheon
- Rotary Meetings
- Principals Meetings
- DO Staff Meetings
- PAC Meetings
- Advisory Meetings
- School Media Coordinators meetings
- Social Media Training for Schools

District Five OF LEXINGTON & RICHLAND COUNTIES

School District Five Media Relations



Press Releases

- **180 per year**
  - **124 July-March**

Broadcast/TV stories

- **80 per year**

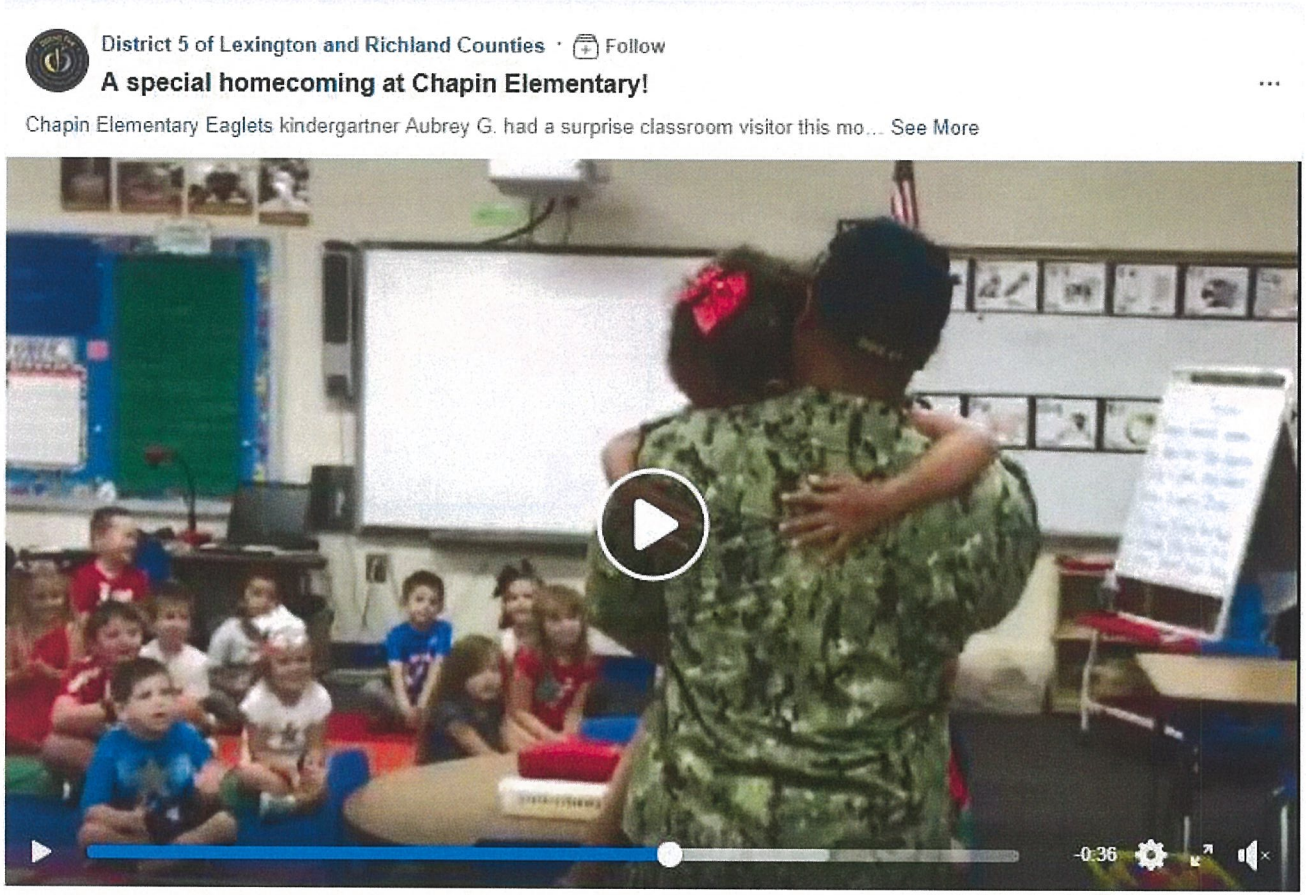
Print Stories

- **20 per year, daily**
  - **25+ July-March**
- **400-600 per year, weekly**
  - **418 July-March**

School District Five's Chopped Competition is well attended by broadcast media each year. This year it was broadcasted on both WLTX and ABC Columbia.



All four broadcast news stations attended a military homecoming surprise at Chapin Elementary School in October.



School District Five has several Teacher of the Week features each school year.



Communications staff members are always onsite when media outlets visit school campuses in School District Five.



Other Marketing & Communications Tools



School District Five Logo/Branding



D5 Logo

- **2006: D5 logo created by teacher Nancy Davis**
- **Apple design includes a lowercase "d" and the number "5"**
- **2016: Color change from red and green to gold and platinum**
- **2018-19: Refresh of design to modernize and standardize colors**
- **2018-19: Logo approval/application process**

School District Five Video

Video Types

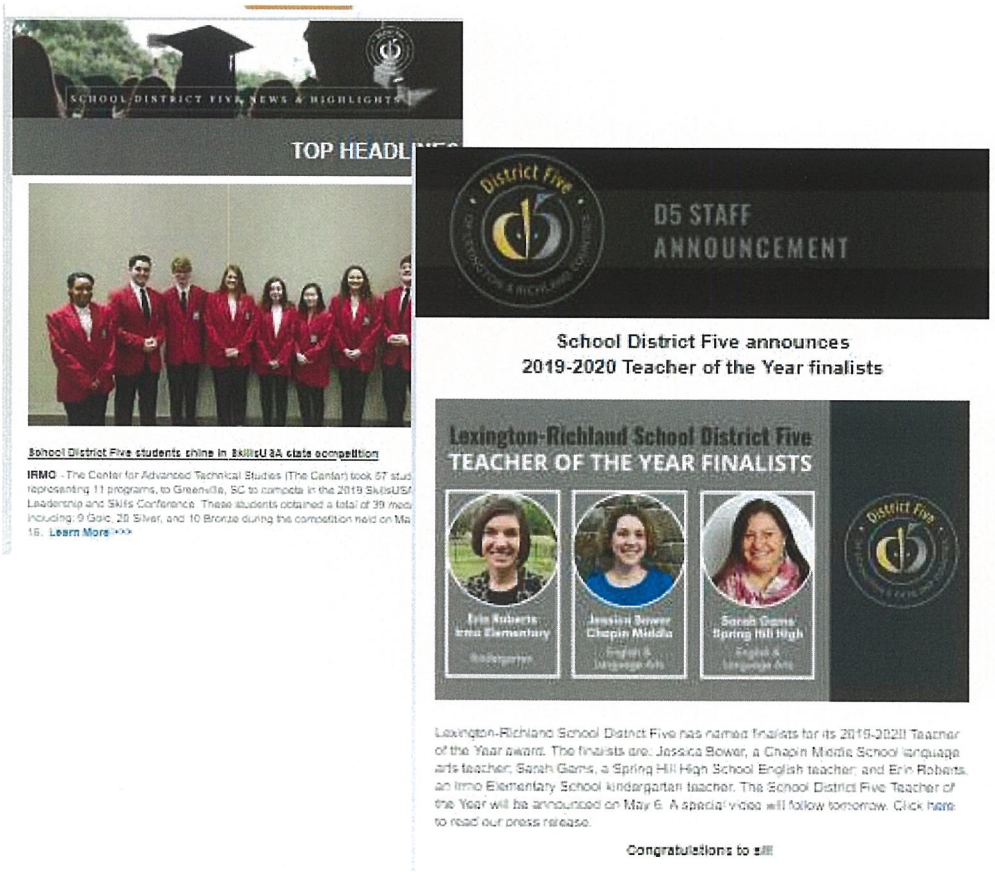
- **Training Videos**
- **Public Videos**
- **School Board Videos**

Video Production 2018-19

- **112 videos produced July-March**
  - **YouTube**
  - **Social Media**
  - **Website**



School District Five E-Blasts



Weekly E-Newsletter

- Staff
- 250+ media/public contacts

Staff E-Blasts

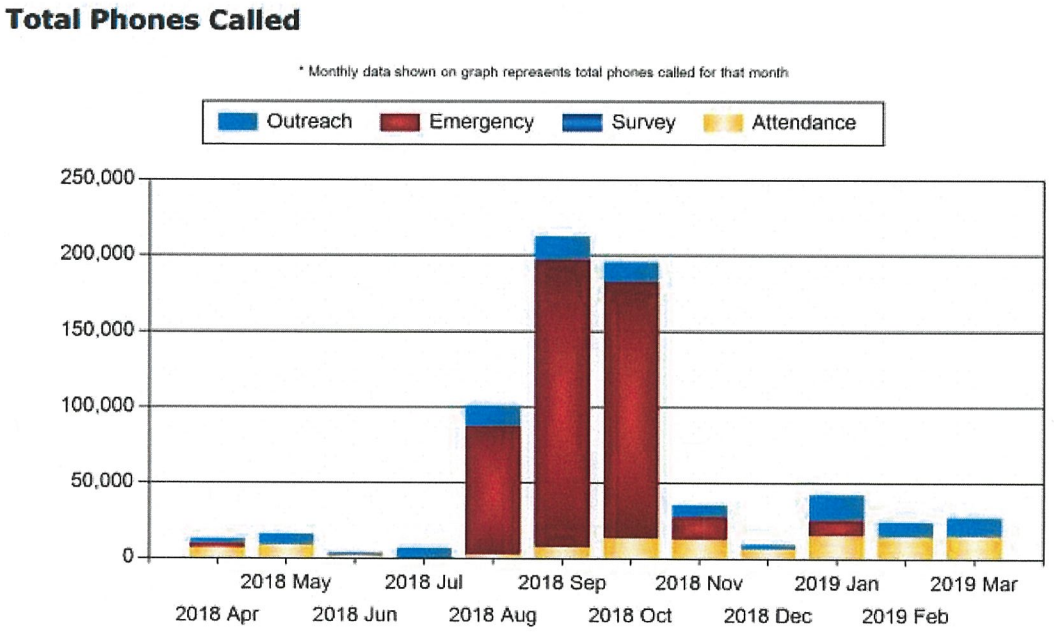
- Emergency Alerts (e.g. active scams, etc.)
- Announcements

School District Five Crisis Communications

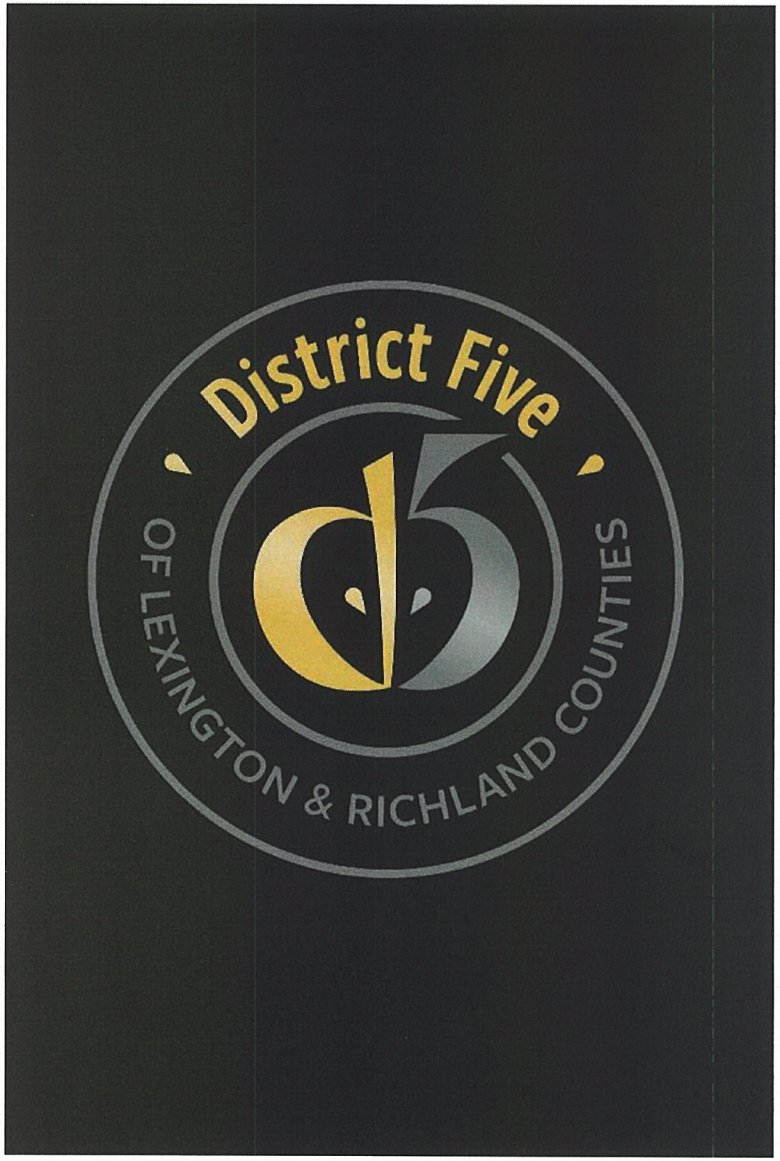
BlackBoard Connect

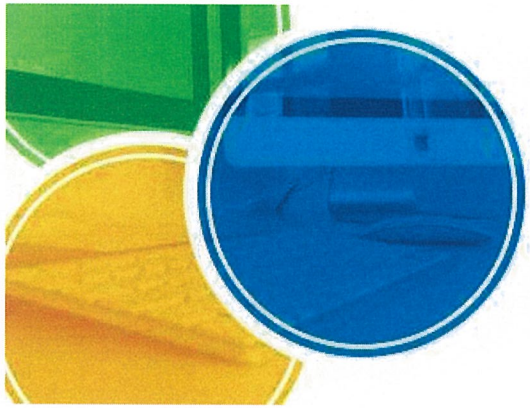
- Automated System
  - Phone Blasts
  - Text Blasts
  - Email Blasts

- Information
- Reminders
- School Closures
- Active Emergencies



CONNECT WITH US: @LEXRICH5SCHOOLS





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