



Bond Communications Analytics

Social Media: Oct. 7 - Nov. 5, 2024



Facebook

3,792 Followers

Reach

16.3k

Follows

+21

Content Interactions

2.3k

Reel/Video Watch Time

1 day 5 hours (+175% from previous month)

Top Reel and Post



"Letting Our Student Board Reps Write the Script..."



2.4k



57



9



New Tax Rate Ad



638 (from all interactions)



106



Instagram

1,461 Followers

Reach

8.1k

Follows

+35

Content Interactions

2.4k

Top Reel and Post



"Letting Our Student Board Reps Write the Script..."



5.7k

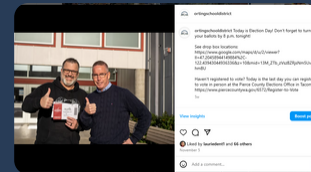


299



169

(most ever)



Voting Reminder



67

KEY



Videos



Direct

Messages/Shares



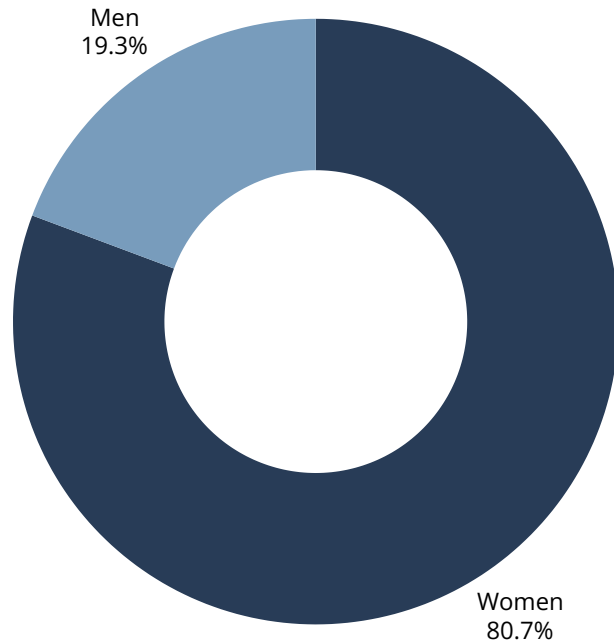
Likes

Social Media Analytics

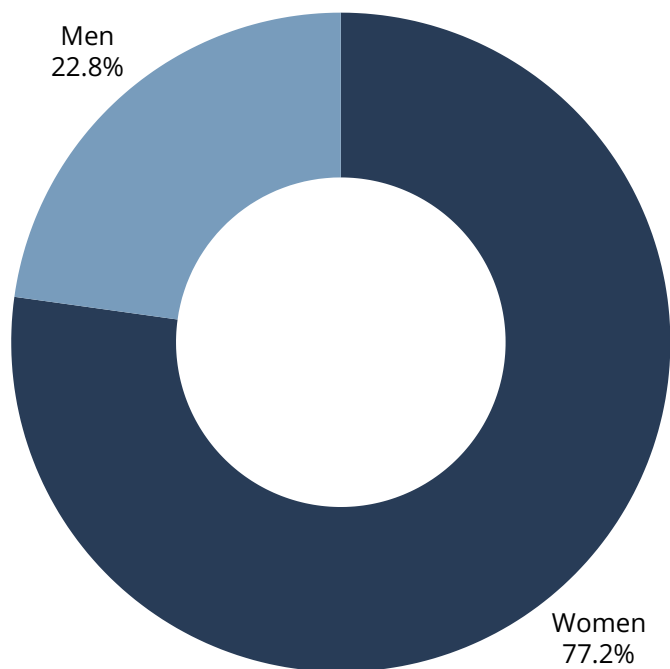
Audience breakdown on Facebook and Instagram

Gender

FACEBOOK



INSTAGRAM

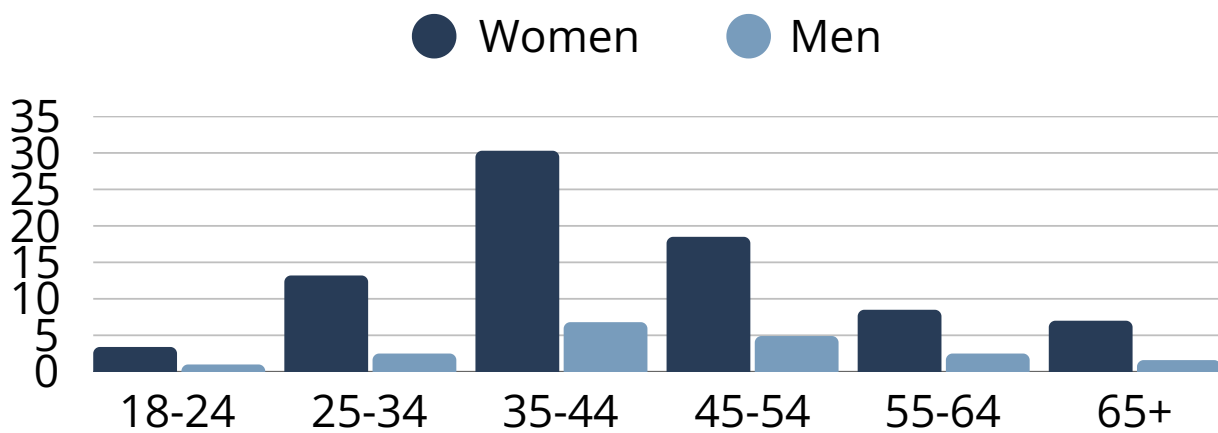


Social Media Analytics

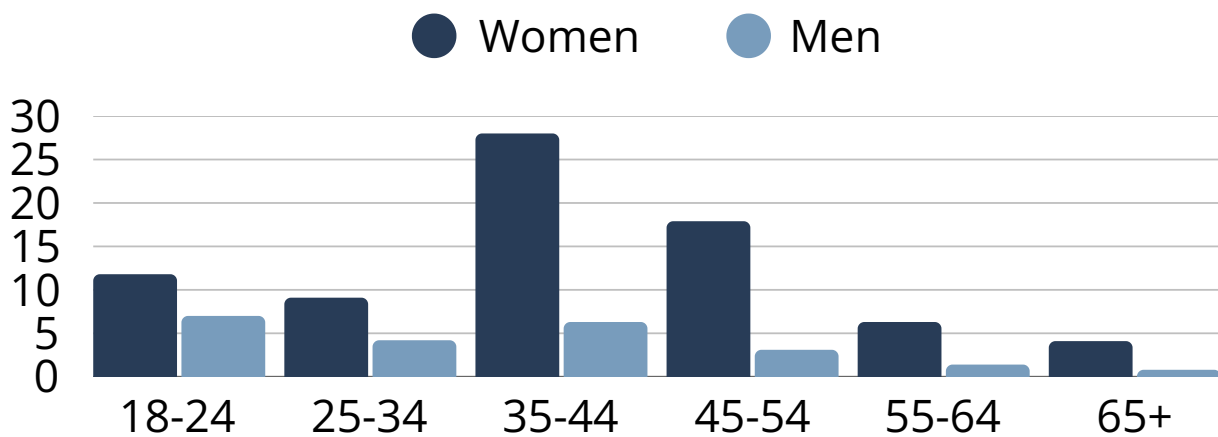
Audience breakdown on Facebook and Instagram

Age

FACEBOOK



INSTAGRAM



November 2024 Bond Campaign

Communication materials and marketing plan

Print Materials

In order of how they were published

NEW

Summer Summit Newsletter

Mailed out July 2024

This included a preface to the upcoming bond projects and election

Bond One Pager

Placed at district and school offices September 2024

NEW

Land Above Newsletter

Superintendent message to Tehaleh families and community, mailed August 2024

Bond Placemats

Handed out to the community during conferences/October 2024

Bond Mailer

Mailed out to the community October 2024

Bond Boards

Placed at district and school offices September 2024

Vote Reminder Signs

Placed on school and district campus's October 2024

Bond Bus Half-Sheet

Handed out by bus drivers November 2024

Electronic Materials

In order of how they were published

Social Media Bond Posts

Began July 2024

Bond Website

Launched July 2024

E-Newsletter

Began August 2024, ended November 2024

Bond Toolkit

Sent to school offices and admin August 2024

NEW

Ads and Boosted Posts

Began October 2024, ended November 2024

Bond Letters

Began September 2024, ended October 2024

Bond Videos

Posted every week in October 2024

Approaches we implemented differently for the bond campaign

Subjects we focused more on

Feedback from Strategies360 and examples from Washington districts, we focused more on the needs of our district versus and the projects of the bond package. This helped the Orting community see the *why* the bond was needed.



Example
from bond
mailer and
boards

To keep our audiences attention, we shorten the descriptions in our bond mailer, breaking the information into the most important details. This was feedback provided to us from Strategies360.



Example
from bond
mailer and
social media

We put an emphasis on how projects would impact the whole district, not just certain schools.