

# Communications & Community Relations Report

July 15, 2025



# Monthly Communications Insights

## PCSD 25 Social Media At a Glance

*As of June 16, 2025*



Followers

**12,352**



Followers

**1,432**



Subscribers

**620**

### Most Active Social Channel: Facebook



**92,721**

Views



**29.8k**

Engagement



**656**

Interactions



**-6**

Net Follows



**3,396**

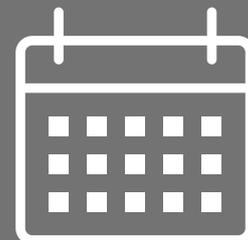
Video Views



## Livestreams

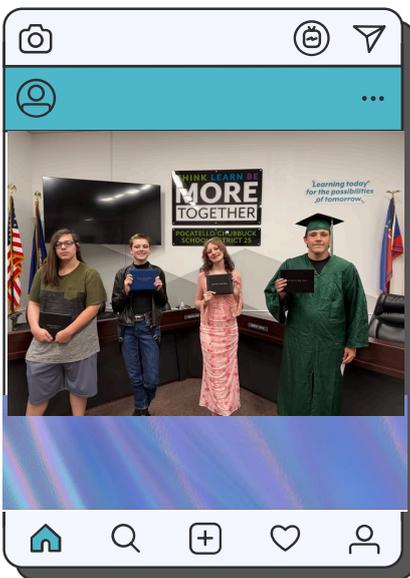


**June 17, 2025**  
**Regular Board Meeting**  
96 views

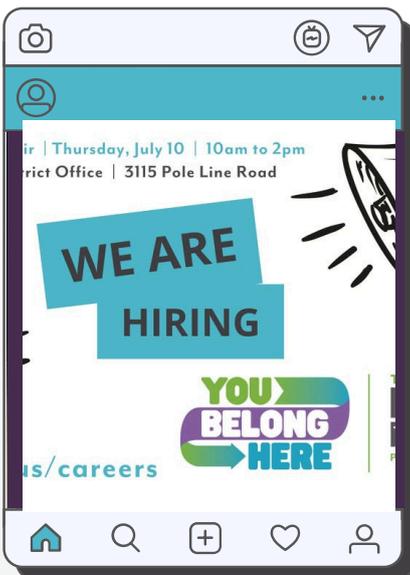


# Top Performing Posts

Top Content By Views: Last 28 Days



Views 35,108  
 Reach 23,182  
 Interactions 351  
 Shares 4



Views 5,910  
 Reach 3,423  
 Interactions 40  
 Shares 31

01

July 2, 2025

Congratulations to the Graduating Class of 2025 Summer School!

"Do not follow where the path may lead. Go instead where there is no path and leave a trail."  
 — Ralph Waldo Emerson

[Read the full post](#)

02

July 8 2025

Come see us!

[Read the full post](#)

# Most Watched Video - Facebook

*Top Content By Views: Last 28 Days*

**PCSD 25 School Board Work Session/Special Meeting for Action  
06.10.2025**

<https://www.youtube.com/live/DLPdtlIO2mI?si=hxVSkG2Kq2bCvLpF>

## ANALYTICS

Views 106

Duration 18:26

Watch Time 11.5 hours

Impressions 565

Unique  
viewers 171

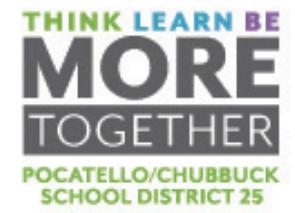


# 2025-2026 Campaigns

ATTENDANCE: EVERY DAY MATTERS + YOU BELONG HERE

Pocatello/Chubbuck School District #25  
 2025-2026 School Calendar

sd25.us/everydaymatters



Every Day Matters. Every Learner Belongs

We believe that showing up is more than a habit—it's a key to success. Learners who attend school regularly build stronger connections, stay engaged in learning, and feel a true sense of belonging in their school community. Plus, we simply miss you when you are gone!

### Track Your Child's Absences



**Chronic Absence**  
 18 or more days

**Warning Signs**  
 7 to 12 days

**On Track**  
 6 or fewer days

<input type="checkbox"/>					
<input type="checkbox"/>					
<input type="checkbox"/>					

On Time, In School, Every Day!

- MAGNET
- NEWSLETTER CONTENT
- POSTERS
- DIGITAL ADS

# 2025-2026 Campaigns

## CELL PHONE POLICY CAMPAIGN

**CELL PHONE & DEVICE  
 POLICY CHANGES FOR 2025-26**  
 MORE FOCUS. MORE LEARNING. MORE TOGETHER.

### What's New?

Effective immediately, personal electronic communication devices must be **turned off, out of sight, and not on the learner's person** during the school day.

 <p><b>PERSONAL ELECTRONIC COMMUNICATION DEVICES</b> Includes cell phones, earbuds, smartwatches, tablets, and laptops.</p>	 <p><b>HIGH SCHOOL LEARNERS</b> may use personal devices during lunch only.</p>	 <p><b>SMARTWATCHES</b> are allowed in elementary schools and high schools only if powered off or in "school mode." Smartwatches are prohibited in middle schools.</p>
 <p><b>ACADEMIC EXCEPTIONS</b> are allowed with teacher direction and administrator approval.</p>	 <p><b>STORE AWAY</b> Devices may be stored in lockers, backpacks, bags, or vehicles.</p>	

### Why the Change?

**Creating Focused Learning Environments. Building Better Habits. Growing Together**

Studies show that healthy boundaries around device use help improve:

- Learner focus and attention
- Academic achievement
- Social and emotional wellbeing
- School safety and climate

This policy helps create a learning-first culture while still supporting communication, inclusion, and safety.



### FAMILY FAQS

**Q: Can my child keep their phone in their pocket or sleeve—just in case?**

A: No. Devices must be off, out of sight, and not on their person (i.e., not in clothing, lanyards, etc.). Learners may store devices in a locker, backpack, bag, or vehicle.

**Q: What if there's an emergency?**

A: Anytime there is an emergency situation, our first priority is to ensure the safety of the campus. We'll ensure your child can reach you in the case of personal emergencies. Staff may allow a supervised phone call in the front office, nearby area, or phone available in the classroom. Students will be given a measure of privacy for personal calls. Families may always contact the school office directly.

**Q: What about smartwatches?**

A: Smartwatches are allowed in elementary and high schools, and only if they are powered off or set to "school mode." Smartwatches are prohibited in middle schools. If used to message, call, or access content during the school day, they will be treated as a violation.

**Q: Are personal electronic devices allowed for classwork?**

A: Yes, but only in specific cases with teacher permission and administrator approval. Devices must be used only for the purpose of educational activities and learning.

**Q: My child has a 504, IEP, or medical plan. What now?**

A: This policy does not override accommodations outlined in a 504 Plan, IEP, or Health Plan.

**Q: What happens in the case of policy violations?**

- A:
- Device is taken and held until the end of the day.
  - A parent/guardian conference is required (phone or in-person).
  - Repeated violations may result in loss of device privileges, detention, or other disciplinary measures.
  - Serious violations (e.g., threats, bullying, sexting, privacy violations) will result in disciplinary action and may involve law enforcement.

### LET'S WORK TOGETHER

In partnership with PCSD 25 families, we are committed to helping learners build healthy digital habits. Together, we can think more, learn more, and be more together.

Contact your school principal with questions or visit:  
[www.sd25.us/morefocus](http://www.sd25.us/morefocus)

<https://go.boarddocs.com/id/pcsd25/Board.nst?goto=open&id=BFVMCT5AA513>

#### Reminders

- Photos/videos/audio may not be taken during the school day unless approved for a class project or during high school lunch.
- Recording is never allowed in restrooms or locker rooms.
- The district is not responsible for lost, stolen, or damaged personal devices.

- MEDIA RELEASE
- ONE-SHEET WITH FAQS
- NEWSLETTER CONTENT
- POSTERS
- DIGITAL ADS
- HOW-TO VIDEO
- SOCIAL MEDIA

# **MEDIA LINKS**

## **Appendix**

Links to articles from May 16, 2025 to June 14, 2025

**June 17, 2025**

Little tells agencies, education leaders to prepare for possible spending cuts

<https://www.idahoednews.org/top-news/little-tells-agencies-education-leaders-to-prepare-for-possible-spending-cuts/>

Critchfield floats change to K-12 testing, reduced qualification for school administrators

<https://www.idahoednews.org/news/critchfield-floats-changes-to-k-12-testing-reduced-qualifications-for-school-administrators/>

**June 18, 2025**

A local teacher loses his credentials after grooming a 13-year-old student

[https://www.kpvi.com/news/a-local-teacher-loses-his-credentials-after-grooming-a-13-year-old-student/article\\_99ead5dd-18d9-4db3-9675-587c8a2364f6.html?utm\\_campaign=blox&utm\\_source=facebook&utm\\_medium=social&fbclid=IwY2xjaWk\\_tt5leHRuA2FlbQlXMQBicmlkETE1OHNM0habnYzjbZcGhNAR5jE-ErIG\\_cBg0NchaodetC9EX4Dt78miA7uGDMKqilEpsd\\_eDcd4SxJ8lf0Q\\_aem\\_OQcs0DXaud3mNR9GrI0xnw](https://www.kpvi.com/news/a-local-teacher-loses-his-credentials-after-grooming-a-13-year-old-student/article_99ead5dd-18d9-4db3-9675-587c8a2364f6.html?utm_campaign=blox&utm_source=facebook&utm_medium=social&fbclid=IwY2xjaWk_tt5leHRuA2FlbQlXMQBicmlkETE1OHNM0habnYzjbZcGhNAR5jE-ErIG_cBg0NchaodetC9EX4Dt78miA7uGDMKqilEpsd_eDcd4SxJ8lf0Q_aem_OQcs0DXaud3mNR9GrI0xnw)

Nampa School District pitches land swap for historic baseball field

<https://www.idahoednews.org/news/nampa-school-district-pitches-land-swap-for-historic-baseball-field/>

Pocatello trustees pass cellphone restrictions

<https://www.idahoednews.org/news/pocatello-trustees-pass-cellphone-restrictions/>

Colleges, universities seek 11 exemptions to anti-DEI law

<https://www.idahoednews.org/top-news/colleges-universities-seek-11-exemptions-to-anti-dei-law/>

**June 19, 2025**

Former School District 25 worker released from jail after being federally indicted on child porn charges

[https://www.idahostatejournal.com/news/crimes\\_court/former-school-district-25-worker-released-from-jail-after-being-federally-indicted-on-child-porn/article\\_b5cf54d2-38f0-4ab6-8c62-b5bf33da651d.html?fbclid=IwY2xjawLA7gNleHRuA2FlbQlXMQBicmlkETE3YmZwemZqM0swNDV5U0pSAR6FgRTpApzfBZ\\_Fl655qM8mkgEddrG60qNK1Oar70AOC0KESv1n9nT36zHsQ\\_aem\\_eb83iOOeYgBMLci91OAxnw](https://www.idahostatejournal.com/news/crimes_court/former-school-district-25-worker-released-from-jail-after-being-federally-indicted-on-child-porn/article_b5cf54d2-38f0-4ab6-8c62-b5bf33da651d.html?fbclid=IwY2xjawLA7gNleHRuA2FlbQlXMQBicmlkETE3YmZwemZqM0swNDV5U0pSAR6FgRTpApzfBZ_Fl655qM8mkgEddrG60qNK1Oar70AOC0KESv1n9nT36zHsQ_aem_eb83iOOeYgBMLci91OAxnw)

A Spokane Spanish teacher lost his job after he read aloud the 'N-word'

[https://www.idahostatejournal.com/news/local/a-spokane-spanish-teacher-lost-his-job-after-he-read-aloud-the-n-word-from/article\\_f83b3a15-a75e-46bf-abe2-c6030ad3cd8d.html](https://www.idahostatejournal.com/news/local/a-spokane-spanish-teacher-lost-his-job-after-he-read-aloud-the-n-word-from/article_f83b3a15-a75e-46bf-abe2-c6030ad3cd8d.html)

New teacher minimum pay requirements create confusion and consternation

<https://www.idahoednews.org/news/new-teacher-minimum-pay-requirements-create-confusion-and-consternation/>

This time around, Idaho's budget problems begin close to home

<https://www.idahoednews.org/top-news/analysis-this-time-around-idahos-budget-problems-begin-close-to-home/>

#### **June 20, 2025**

'Everyone is welcome here' teacher takes Boise School District job

<https://www.idahoednews.org/news/everyone-is-welcome-here-teacher-takes-boise-school-district-job/>

#### **June 23, 2025**

'The way of the future:' Nic launches sous chef apprenticeship program

<https://www.idahoednews.org/north-idaho/the-way-of-the-future-nic-launches-sous-chef-apprenticeship-program/>

A school district is restricting student cell phone use

[https://www.kpvi.com/news/local\\_news/a-school-district-is-restricting-student-cell-phone-use/article\\_fd792466-1ddb-4c51-9c51-8c7ada87de23.html](https://www.kpvi.com/news/local_news/a-school-district-is-restricting-student-cell-phone-use/article_fd792466-1ddb-4c51-9c51-8c7ada87de23.html)

#### **June 24, 2025**

Utah reports first measles case, warns of potential exposure in Utah County

[https://www.idahostatejournal.com/news/local/utah-health-officials-report-two-more-measles-cases/article\\_6329a0ba-d980-4a3a-803e-772fcffc1043.html](https://www.idahostatejournal.com/news/local/utah-health-officials-report-two-more-measles-cases/article_6329a0ba-d980-4a3a-803e-772fcffc1043.html)

Highland's Spencer Van Orden goes from admiring records to breaking them

[https://www.idahostatejournal.com/sports/highlands-spencer-van-orden-goes-from-admiring-records-to-breaking-them/article\\_86a569b9-62fd-4d7e-af9a-714f8dcb721d.html](https://www.idahostatejournal.com/sports/highlands-spencer-van-orden-goes-from-admiring-records-to-breaking-them/article_86a569b9-62fd-4d7e-af9a-714f8dcb721d.html)

#### **June 25, 2025**

New York teenagers paint an Idaho-inspired mural at their school

<https://www.idahoednews.org/top-news/new-york-teenagers-inspired-by-idaho-teacher-paint-a-mural-at-their-school/>

Budget holdbacks not 'necessarily expected,' Education department says

<http://idahodnews.org/news/budget-holdbacks-not-necessarily-expected-education-department-says/>

Idaho GOP summer meeting results in resolutions over grocery tax, general election primaries

[https://www.idahostatejournal.com/townnews/politics/idgop-summer-meeting-results-in-resolutions-over-grocery-tax-general-election-primaries/article\\_dcdbf7f9-3803-40e3-b194-9a897d424134.html](https://www.idahostatejournal.com/townnews/politics/idgop-summer-meeting-results-in-resolutions-over-grocery-tax-general-election-primaries/article_dcdbf7f9-3803-40e3-b194-9a897d424134.html)

#### **June 26, 2025**

An online school mushroomed during the pandemic – and lawmakers slept through it

<https://www.idahoednews.org/top-news/analysis-an-online-school-mushroomed-during-the-pandemic-and-lawmakers-slept-through-it/>

State provides guidance on classroom displays, days before law goes into effect

<https://www.idahoednews.org/news/state-provides-guidance-on-what-schools-can-display-in-classrooms-days-before-new-law-goes-into-effect/>

Trustees hire Arizona elementary school district superintendent to lead Lakeland

<https://www.idahoednews.org/news/trustees-hire-arizona-elementary-school-district-superintendent-to-lead-lakeland/>

Two local high school debate teams take top spots at national tournament

<https://www.eastidahonews.com/2025/06/two-local-high-school-debate-teams-take-top-spots-at-national-tournament/>

### **June 27, 2025**

NIC enrollment, CTE programs continue to grow

<https://www.idahoednews.org/news/nic-enrollment-cte-programs-continue-to-grow/>

Pocatello/Chubbuck school board chair addresses updated cellphone policy

<https://localnews8.com/news/pocatello/2025/06/27/pocatello-chubbuck-school-board-chair-addresses-updated-cellphone-policy/>

### **June 28, 2025**

School District 25 Board of Trustees adopts new policy restricting cellphone usage

[https://www.idahostatejournal.com/news/local/school-district-25-board-of-trustees-adopts-new-policy-restricting-cellphone-usage/article\\_fc441916-2d2b-40a6-a72e-b4d35860bdc2.html](https://www.idahostatejournal.com/news/local/school-district-25-board-of-trustees-adopts-new-policy-restricting-cellphone-usage/article_fc441916-2d2b-40a6-a72e-b4d35860bdc2.html)

Minding your child's mental health: How to help your child have a mentally healthy summer break

[https://www.idahostatejournal.com/community/minding-your-child-s-mental-health-how-to-help-your-child-have-a-mentally-healthy/article\\_939bd472-deea-449b-8c6c-62df3b822741.html](https://www.idahostatejournal.com/community/minding-your-child-s-mental-health-how-to-help-your-child-have-a-mentally-healthy/article_939bd472-deea-449b-8c6c-62df3b822741.html)

June 29, 2025

### **June 30, 2025**

Attorney general: 'Everyone is Welcome Here' sign cannot be displayed in Idaho Schools

<https://www.idahoednews.org/top-news/attorney-general-everyone-is-welcome-here-sign-cannot-be-displayed-in-idaho-schools/>

Valley View parents sue Boise district, alleging sexual abuse

<https://www.idahoednews.org/top-news/valley-view-parents-sue-boise-district-alleging-sexual-abuse/>

### **July 1, 2025**

GOP resolution calls for partisan school board elections

<https://www.idahoednews.org/state-policy/gop-resolution-calls-for-partisan-school-board-elections/>

More than 30 apply to lead Mountain View through deconsolidation

<https://www.idahoednews.org/news/more-than-30-apply-to-lead-mountain-view-through-deconsolidation/>

Coeur d'Alene trustees select hospital CEO to fill vacant seat

<https://www.idahoednews.org/news/coeur-dalene-trustees-select-hospital-ceo-to-fill-vacant-seat/>

New budget, some new state laws take effect today in Idaho

<https://www.idahoednews.org/news/new-budget-some-new-state-laws-take-effect-today-in-idaho/>

Science of reading training for Idaho Falls teachers is yielding 'tremendous' results

<https://www.idahoednews.org/east-idaho/science-of-reading-training-for-idaho-falls-teachers-is-yielding-tremendous-results/>

Attorney general: 'Everyone is welcome here' sign cannot be displayed in Idaho schools

<https://www.eastidahonews.com/2025/07/attorney-general-everyone-is-welcome-here-sign-cannot-be-displayed-in-idaho-schools/>

The unique way a school district is helping students with sensory issues

<https://localnews8.com/news/2025/07/01/the-unique-way-a-school-district-is-helping-students-with-sensory-issues/>

### **July 2, 2025**

Nearly \$7 billion for schools in jeopardy, as Education Department holds up federal funds

<https://www.idahoednews.org/news/nearly-7-billion-for-schools-in-jeopardy-as-ed-dept-holds-up-federal-funds/>

### **July 3, 2025**

Tax Commission answers – most – questions about Parental Choice Tax Credit

<https://www.idahoednews.org/news/tax-commission-answers-most-questions-about-parental-choice-tax-credit/>

How Trump's sweeping tax and domestic policy bill will affect children and schools

<https://www.idahoednews.org/news/how-trumps-sweeping-tax-and-domestic-policy-bill-will-affect-children-and-schools/>

State launches contest for students to celebrate America's 250<sup>th</sup> birthday

<https://www.idahoednews.org/news/state-launches-contest-for-students-to-celebrate-americas-250th-birthday/>

Supreme Court will rule on Idaho's transgender athletics ban

<https://www.idahoednews.org/top-news/supreme-court-will-rule-on-idahos-transgender-athletics-ban/>

**July 4, 2025**

4-H offers Idaho students credits for out-of-school learning

<https://www.idahoednews.org/top-news/4-h-offers-idaho-students-credits-for-out-of-school-learning/>

Former Caldwell coach arrested after investigation of abuse allegations

<https://www.idahostatesman.com/news/local/crime/article309492745.html>

**July 5, 2025**

Pocatello police provide dozens of local youths with mentorship and life skills during D.A.R.E. summer middle school programs

[https://www.idahostatejournal.com/news/local/pocatello-police-provide-dozens-of-local-youths-with-mentorship-and-life-skills-during-d-a/article\\_fb1b5d20-2265-4ebe-bcdc-6bea5d843462.html](https://www.idahostatejournal.com/news/local/pocatello-police-provide-dozens-of-local-youths-with-mentorship-and-life-skills-during-d-a/article_fb1b5d20-2265-4ebe-bcdc-6bea5d843462.html)

Highland athlete named 24-25 Gatorade Idaho Boys Track and Field Player of the Year

[https://www.idahostatejournal.com/news/local/highland-athlete-named-2024-25-gatorade-idaho-boys-track-and-field-player-of-the-year/article\\_4b284a60-ea3a-4f4e-bf21-a9329061baeb.html](https://www.idahostatejournal.com/news/local/highland-athlete-named-2024-25-gatorade-idaho-boys-track-and-field-player-of-the-year/article_4b284a60-ea3a-4f4e-bf21-a9329061baeb.html)

Supreme Court will take up a new case about which school sports teams transgender students can join

[https://www.idahostatejournal.com/news/local/supreme-court-will-take-up-a-new-case-about-which-school-sports-teams-transgender-students/article\\_90d22391-4040-58c9-b36e-c8eeaf1c645e.html](https://www.idahostatejournal.com/news/local/supreme-court-will-take-up-a-new-case-about-which-school-sports-teams-transgender-students/article_90d22391-4040-58c9-b36e-c8eeaf1c645e.html)

**July 6, 2025**

First round of reading test exemptions impacted more than 1,300 learners

<https://www.idahoednews.org/top-news/first-round-of-reading-test-exemptions-impacted-more-than-1300-learners/>

Grieving mom organizes Shakespeare-inspired fundraiser for suicide prevention

<https://www.eastidahonews.com/2025/07/grieving-mom-organizes-shakespeare-inspired-fundraiser-for-suicide-prevention/>

**July 7, 2025**

States in 'triage mode' over \$6B in withheld K-12 funding

[https://www.idahostatejournal.com/news/local/states-in-triage-mode-over-6b-in-withheld-k-12-funding/article\\_ddb0b92b-9c76-4d57-958b-34c5a4c7f0b9.html](https://www.idahostatejournal.com/news/local/states-in-triage-mode-over-6b-in-withheld-k-12-funding/article_ddb0b92b-9c76-4d57-958b-34c5a4c7f0b9.html)

**July 8, 2025**

On the Fourth of July, Trump signs his 'big, beautiful bill' into law

[https://www.idahostatejournal.com/news/local/on-the-fourth-of-july-trump-signs-his-big-beautiful-bill-into-law/article\\_c47b1ca3-2c64-44fb-9875-e19263809856.html](https://www.idahostatejournal.com/news/local/on-the-fourth-of-july-trump-signs-his-big-beautiful-bill-into-law/article_c47b1ca3-2c64-44fb-9875-e19263809856.html)

School leaders, lawmakers speak out against private school tax credit

<https://www.idahoednews.org/news/school-leaders-lawmakers-speak-out-against-private-school-tax-credit/>

Former superintendent, who used school showers, files tort claim against state

<https://www.idahoednews.org/news/former-superintendent-who-used-school-showers-files-tort-claim-against-state/>

### **July 10, 2025**

Federal freeze puts \$33 million of Idaho funding on ice

<https://www.idahoednews.org/top-news/federal-freeze-puts-33-million-of-idaho-funding-on-ice/>

Taxpayers get the bill for an open meetings lawsuit – and get no answers

<https://www.idahoednews.org/top-news/analysis-taxpayers-get-the-bill-for-an-open-meetings-lawsuit-and-get-no-answers/>

State leaders and educators respond to AG's 'Everyone is Welcome Here' opinion

<https://www.idahoednews.org/top-news/teachers-union-calls-ags-opinion-ridiculously-unworkable/>

Bonneville trustees discuss policies on flags, human sexuality and cellphones

<https://www.idahoednews.org/news/bonneville-trustees-discuss-policies-on-flags-human-sexuality-and-cellphones/>

Your questions answered on classroom signs or posters

<https://www.idahoednews.org/news/your-questions-answered-on-classroom-signs-or-posters/>

US Education Department to revive student loan interest for borrowers in SAVE program

<https://www.idahoednews.org/news/us-education-department-to-revive-student-loan-interest-for-borrowers-in-save-program/>

### **July 11, 2025**

Critchfield spokesman leaving Education Department for broadcasting role

<https://www.idahoednews.org/news/critchfield-spokesman-leaving-education-department-for-broadcasting-role/>

Crapo, Risch seek ban on funding 'gender ideology'

<https://www.idahoednews.org/news/crapo-risch-seek-ban-on-funding-gender-ideology/>

News from around the state

<https://www.idahoednews.org/news/news-from-around-the-state-4/>

### **July 12, 2025**

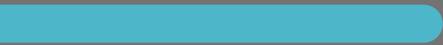
The 'Big Beautiful Bill' is a deceptive school voucher plan

[https://www.idahostatejournal.com/free/opinion-the-big-beautiful-bill-is-a-deceptive-school-voucher-plan/article\\_f924b468-1776-47c0-a26b-75e483aee4f8.html](https://www.idahostatejournal.com/free/opinion-the-big-beautiful-bill-is-a-deceptive-school-voucher-plan/article_f924b468-1776-47c0-a26b-75e483aee4f8.html)

**July 14, 2025**

Idaho's bold fight against classroom indoctrination targets woke 'welcome' signs

<https://www.idahoednews.org/voices/idahos-bold-fight-against-classroom-indoctrination-targets-woke-welcome-signs/>



# Thank you.

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