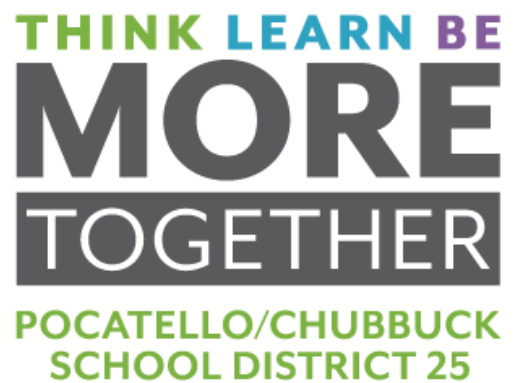
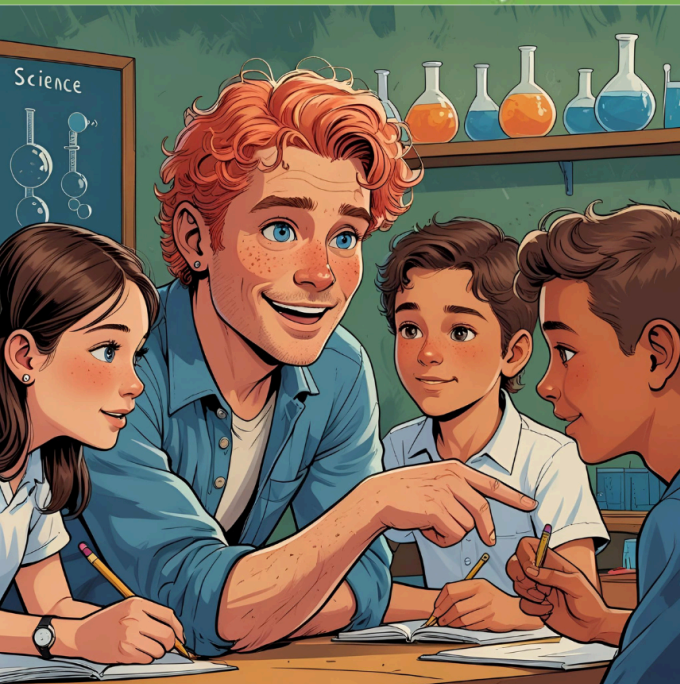


# Communications & Community Relations Report

May 19, 2026



*On Time, In School, Every Day!*



*Finish*  
**STRONG**  
*Boldly*  
**BELONG**

[www.sd25.us/everydaymatters](http://www.sd25.us/everydaymatters)

# Monthly Communications Insights

## PCSD 25 Social Media At a Glance

As of May 14, 2026



Followers

**12,560**



Followers

**1,448**



Subscribers

**678**

### Most Active Social Channel: Facebook



**259,363**  
Views



**2,438**  
Video Views  
Facebook



**3,236**  
Reactions



**1**  
Net Follows



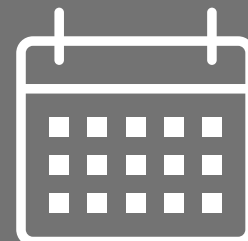
**3.2k**  
Video Views  
YouTube

### Livestreams



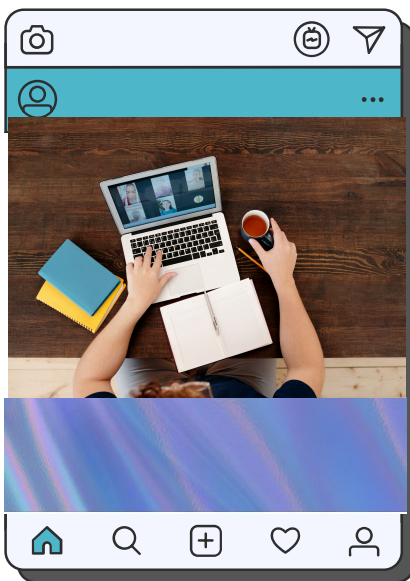
April 21, 2026  
**Regular Board Meeting**  
 184 views

May 12, 2026  
**Board Work Session**  
 82 views



# Top Performing Posts

Top Content By Views: Last 28 Days



Views	16,740
Reactions	37
Engagement	9,520
Clicks	na
Shares	14



Views	13,943
Viewers	7,217
Interactions	126
Shares	11
Reactions	369

**01** **May 5, 2026**

Highland High School will be on a virtual learning day on Friday, May 8, as the school hosts the first round of state baseball—the Super Regional Baseball Tournament at Westmark Field—on campus.

Due to ongoing rebuild construction and significantly limited parking, an anticipated increase in visitors would make normal drop-off, pick-up, and campus access more challenging. A virtual learning day helps maintain a safe and manageable environment for learners, staff, and visitors.

[Read the full post](#)

**02** **May 5, 2026**

We're proud to announce that Jacob Reece, a Social Studies teacher at Pocatello High School, has been named as a finalist for the Simplot Inspirational Teacher of the Year!

The Simplot Education Council received 2,204 nominations honoring 407 standout teachers across District 25. We'll be showcasing our finalists daily through Wednesday, May 13, 2026.

[Read the full post](#)

# Most Watched Video - YouTube

Top Content By Views: April 22 - May 13, 2026

**Help Unlock \$5,000 for Classrooms | Support School District 25**  
<https://youtu.be/HpScvv5AkX0>

## ANALYTICS

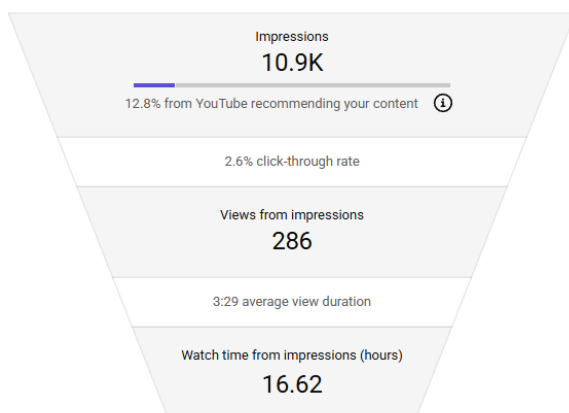
Total Views	2.1k
Unique Views	388
Average View	:25
Watch Time	10.6 hours



## CHANNEL REACH

### Impressions and how they led to watch time

Data available Apr 22 - May 13, 2026 (22 days)

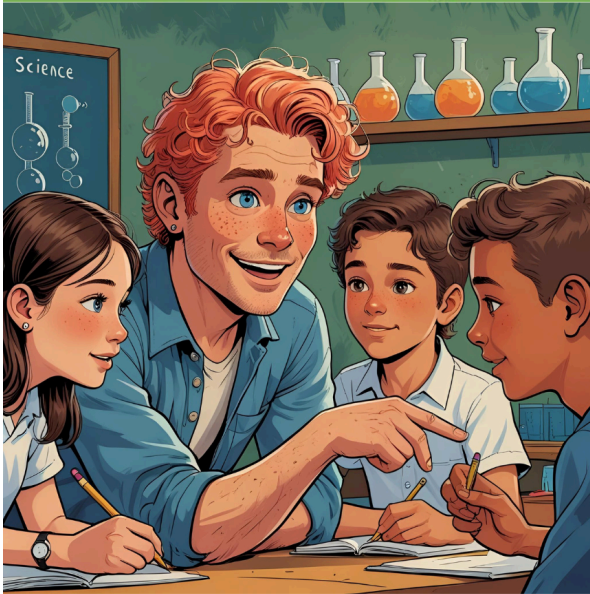


Total Channel Views:	2,206
Total Watch Time:	50 hours
Monthly Audience:	+4

# EVERY DAY MATTERS

MAY 2026

*On Time, In School, Every Day!*

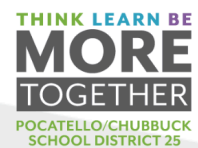


*Finish*  
**STRONG**  
*Boldly*  
**BELONG**

[www.sd25.us/everydaymatters](http://www.sd25.us/everydaymatters)

The school year's end is in sight, but every day still offers valuable learning. End-of-year events, tests, and celebrations all help build your child's confidence and skills. Avoid early checkouts and extended absences if possible.

Idaho's top teacher retention + your learner's commitment = an unstoppable finish.  
Let's finish strong—because learners don't just attend school, they belong in every single moment.



# Kindergarten Enrollment Marketing Campaign Highlights

2026-27 School Year

**Enrollment Website:** <https://www.sd25.us/enroll-today>



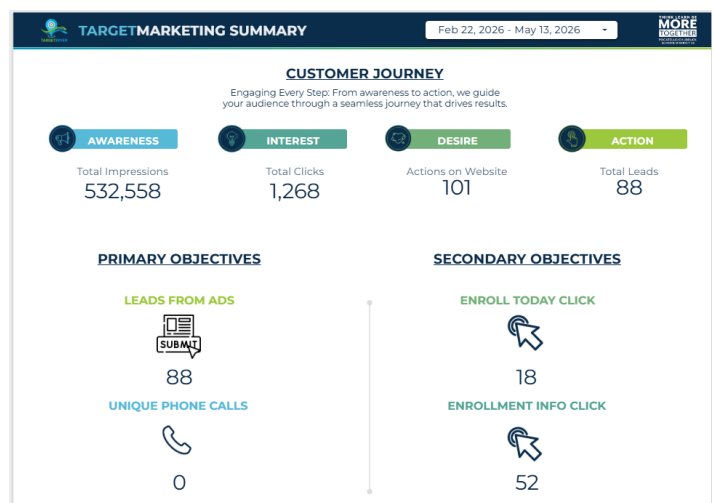
Target River’s digital enrollment campaign delivered strong community visibility and meaningful engagement, helping increase awareness of PCSD 25 enrollment opportunities across multiple platforms. From February 22 through May 13, 2026, the campaign generated more than 532,000 impressions and 1,268 clicks, resulting in 101 actions on the district website and 88 direct leads from prospective families.

The campaign successfully drove families toward enrollment resources, including:

- 52 clicks to enrollment information pages
- 18 “Enroll Now” clicks
- High engagement with Kindergarten and Transitional Kindergarten content, which accounted for many of the submitted leads.

Paid advertising performed especially well across Meta, Google, YouTube, and digital display platforms:

- Google Display Ads generated nearly 379,000 impressions
- Meta Lead Ads produced 738 clicks
- YouTube ads generated more than 2,200 video views
- Digital billboards added additional community exposure.



The campaign also supported direct family outreach through email marketing:

- More than 62,000 emails were sent
- The campaign achieved an average open rate of 16.5%
- More than 600 link clicks were generated through email engagement.

Overall, the enrollment campaign helped position PCSD 25 in front of families at key decision-making moments while generating measurable engagement and prospective enrollment leads.

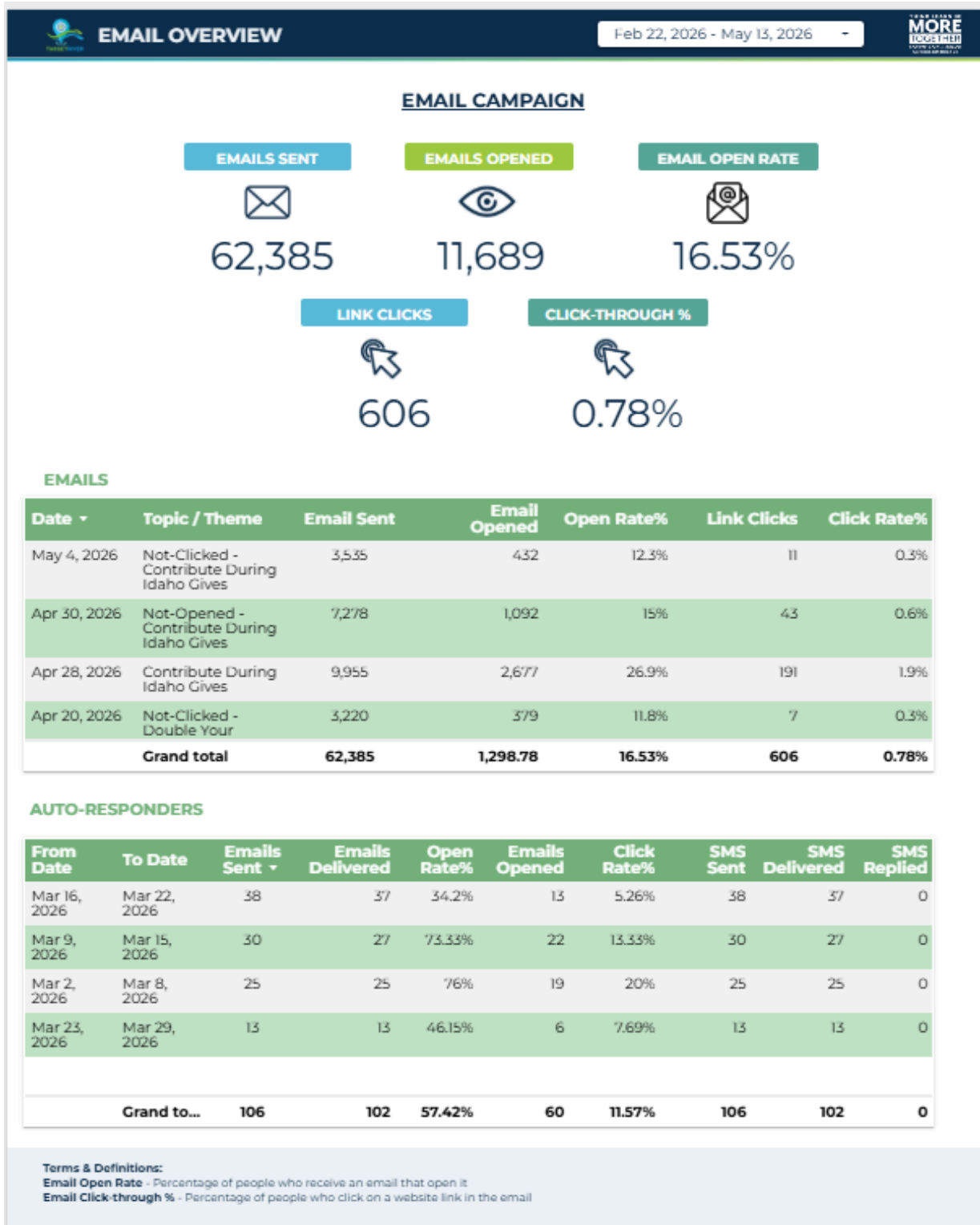
# Kindergarten Enrollment Marketing Campaign Highlights

2026-27 School Year

Enrollment Website: <https://www.sd25.us/enroll-today>



POCATELLO/CHUBBUCK SCHOOL DISTRICT 25



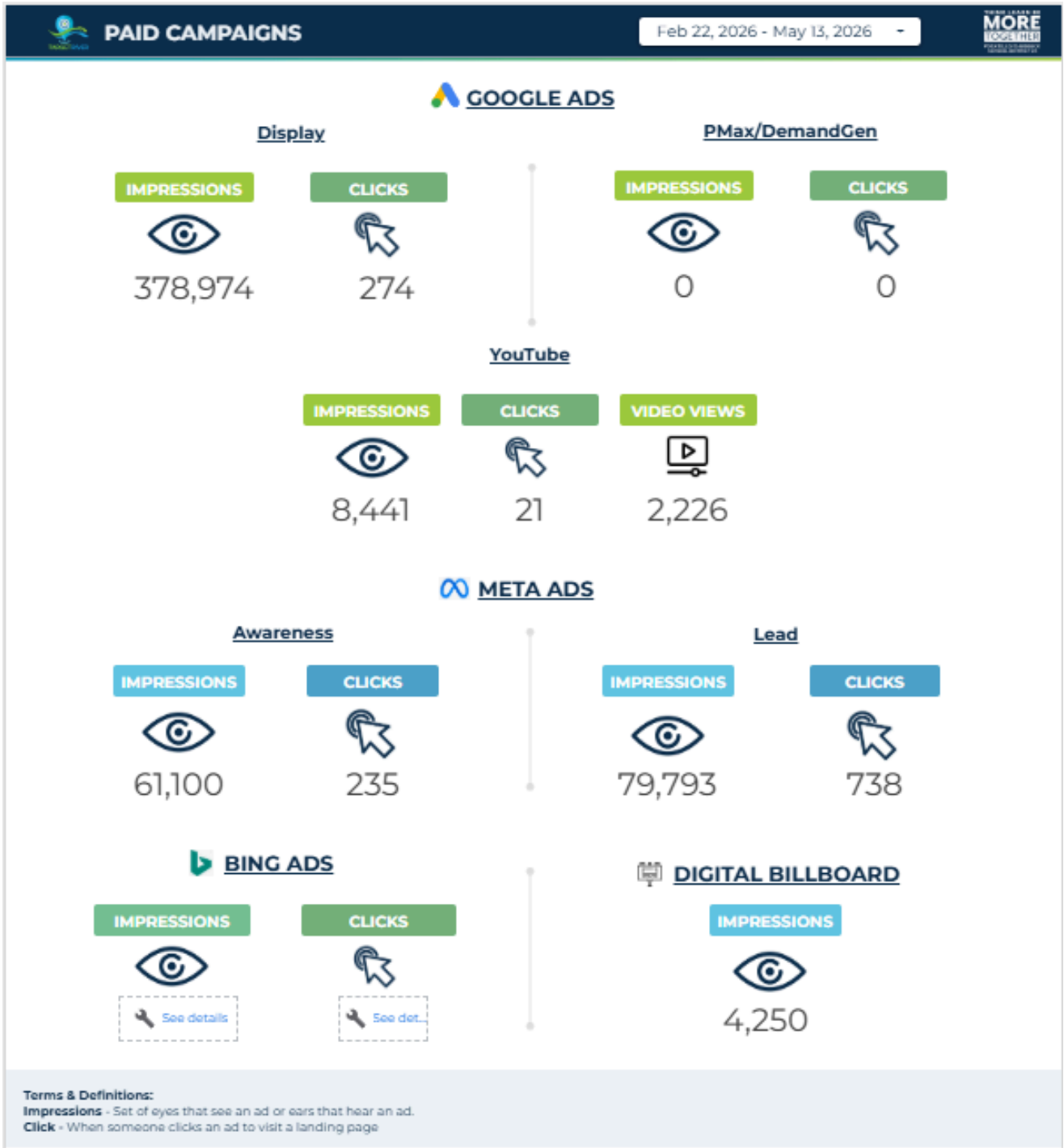
# Kindergarten Enrollment Marketing Campaign Highlights

2026-27 School Year

Enrollment Website: <https://www.sd25.us/enroll-today>

THINK LEARN BE  
**MORE**  
TOGETHER

POCATELLO/CHUBBUCK  
SCHOOL DISTRICT 25





THINK LEARN BE  
**MORE**  
 TOGETHER  
 POCATELLO/CHUBBUCK  
 SCHOOL DISTRICT 25

CELEBRATE AMERICA THROUGH  
 THE EYES OF OUR LEARNERS

**RECAP**

- Nearly 250 submissions
- 600+ attendees
- \$2700 awarded in prizes courtesy of the SD25 Education Foundation
- Potential for annual event

**EARNED MEDIA**



**Tyhee third-grader wins Best in Show at School District 25 America 250 Fine Arts Exhibition**

Nabuiginnah "Naboo" Madzeweyu Yellowjohn third grader from Tyhee Elementary has been named Best in Show in the Pocatello/Chubbuck School District 25 America Through the Eyes of Our Learners Fine Arts

Idaho State Journal /



**Pocatello - Chubbuck School District 25 Education Foundation is Taking Part in a Statewide Campaign**

The Pocatello - Chubbuck School District 25 Education Foundation is taking part in this years Idaho Gives Campaign.

KPVI /



**Blackfoot School District Powwow sees newly crowned royalty & contest dancing**



By LORI VAN DER BRUG  
 BLACKFOOT — Blackfoot School District 250 Powwow head James Blake Osborn (left) and Texas Countryman (Jeremy Bray photo) ...

**Yellowjohn, Merksan Osborne & Hooper win PGSD 25 Fine Arts Competition awards**



By YVONNE WALKER  
 SO-TO BEARS — Nabuiginnah "Naboo" Madzeweyu Yellowjohn and Beatrice Merksan Osborne (center) with family ...

**FHBC Vice Chairman Tendoy attends commissioning ceremony for U.S. Navy's new USS Idaho submarine**



By ROSALIND WATZ  
 A HOUSTON STEEL — FHBC Vice Chairman Lee Juan Tendoy (fourth from right) with Idaho Gov. Brad Little (far left) ...

# EDUCATOR APPRECIATION WEEK HIGHLIGHTS - 2026



## IDAHO GIVES 2026 AT-A-GLANCE



The SD25 Education Foundation experienced significant momentum during the 2026 Idaho Gives campaign, particularly in the area of sustained employee giving. While overall campaign donations totaled \$5,920.92 prior to the Lookout Credit Union matching gift, the most impactful outcome was the substantial growth in recurring payroll contributions.

This growth reflects increasing staff engagement and long-term investment in the Foundation's mission.

### 2026 Campaign Highlights

- 45 total donors
- 40 employee donors
- 8 outside/community donors
- 11 payroll giving actions
- 3 new payroll deductions
- 8 increased payroll deductions
- 37 one-time employee donations
- \$2,246.92 in new or increased monthly payroll commitments
- \$2,475 raised through the Idaho Gives platform
- \$180 raised through Venmo
- \$325 in one-time payroll deduction gifts
- Successfully unlocked the full \$5,000 Lookout Credit Union matching gift

Monthly payroll deductions increased from \$1,095.33 to \$3,342.25 — an increase of more than 205% and representing more than \$40,000 annually in steady, ongoing support for learners, educators, and schools across SD25.



**\$1,000 SCHEELS grant through statewide movement challenge participation**

The Foundation saw fewer total donors in 2026 compared to 2025, but significantly stronger growth in recurring giving and long-term sustainability.

The 2026 campaign strategy intentionally emphasized “Steady Investments. Lasting Impact.” by encouraging sustainable, recurring support rather than one-time giving alone. The dramatic increase in payroll participation and commitment reflects strong alignment with that long-term approach.

# **MEDIA LINKS**

## **Appendix**

Links to articles April 22 to May 13, 2026



# Thank you.

**PCSD 25**

**Communications**

Courtney Fisher  
Director of Communications

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 [www.sd25.us](http://www.sd25.us)

