

IMPACT REPORT

Communications & Community Relations

August 18, 2026



Monthly Communications Insights

PCSD 25 Social Media At a Glance

As of August 13, 2026



Followers
12,599
 +17 Net Follows



Followers
1,450
 -3



Subscribers
709
 +3

Most Active Social Channel: Facebook



23,969
 Views



20
 Shares



45
 Reactions



1,886
 Visits



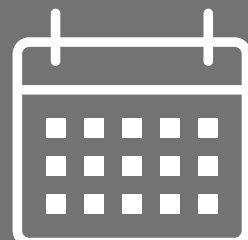
1.8k
 Video Views



Livestreams

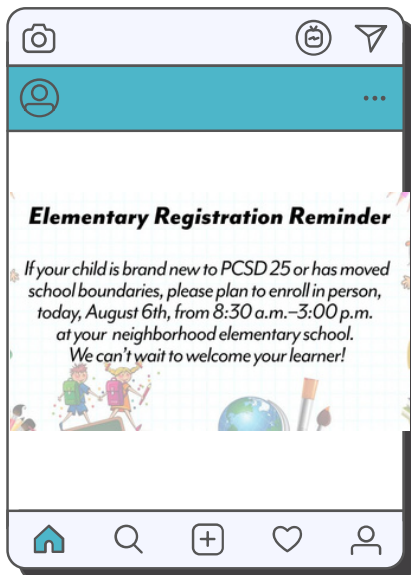


July 21, 2026
 Regular Board Meeting
 302 views

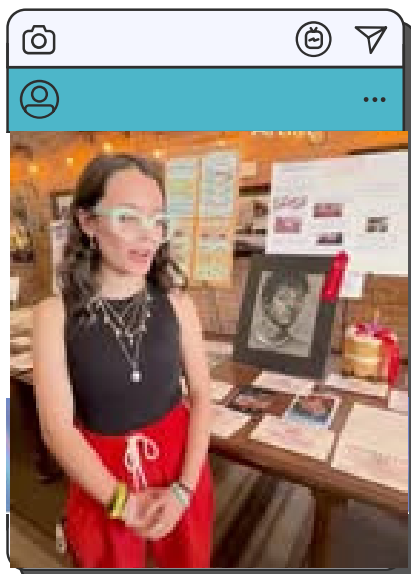


Top Performing Posts

Top Content By Views: Last 28 Days



Views	8,802
Viewers	4,237
Impressions	4,716
Clicks	437
Shares	20
Reactions	482



Views	1,317
Viewers	980
Impressions	977
Clicks	14
Reactions	24

01

August 6, 2026

Elementary School
Registration Reminder

[Read the full post](#)

02

August 12, 2026

I am Future Ready!: What's Your
Story?

What does it mean to be Future
Ready? For one learner, it might
mean rebuilding a car.

Over the coming months, you'll
learn how PCSD 25 is implementing
the Future Readiness Project, a new
Idaho graduation requirement
designed to help learners explore
their interests, develop real-world
skills, and prepare for whatever
comes next.

[Read the full post](#)

Most Watched Video - YouTube

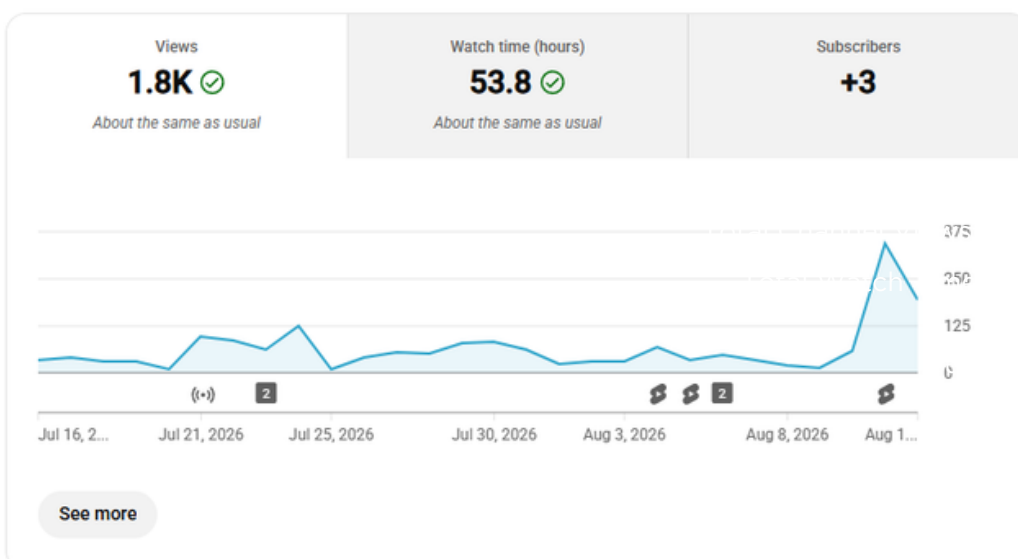
Top Content By Views: July 15 to August 12, 2026

I am Future Ready!: What's Your Story?

<https://youtu.be/HpScvv5AkX0>

ANALYTICS

Total Views 384
 Unique Viewers 157
 Average View :53
 Watch Time 3.5 hours



BACK-TO-SCHOOL COMMUNICATIONS

SAFE SCHOOLS: ALL DAY, EVERY DAY

- [Safe Schools: All Day Every Day website](#)
- [Annual Safety Reminders - Updated for 2026-2027](#)

Moment of Silence

FAQs: www.sd25.us/silence

2nd Communication - Reminder: August 24

- Infinite Campus - Families & Staff
- Email: District Staff

1st Communication - Notification: June 24

- Infinite Campus - Families & Staff
- Email: District Staff
- Social Media Post
- Website FAQs
- Website Page Pop

Future Readiness Project

- Videos
 - [I am Future Ready: What's Your Story?](#) Introduction teaser
 - [I am Future Ready: Create](#) - Subject teaser video
 - [Future Readiness Project: What is It?](#) Explainer video
- Website (COMING SOON)

LOOKING AHEAD

Back-to-school family communications • Moment of Silence reminder
Future Readiness rollout • Digital accessibility staff campaign
Every Day Matters launch • Light the World Giving Machine
framework + communications

Digital Accessibility: Building Better Communication Habits

Small steps. Better communication. Access for everyone.

Goal: Prepare SD25 for the April 2027 digital accessibility deadline while building communication practices that better serve all learners, families, staff and community members.

Our approach: Every staff member is a communicator. Rather than treating accessibility as a one-time compliance training, Communications will focus on small, practical habits employees can incorporate into the digital materials they already create and share.

2026-27 Strategy

- Weekly
 - **Accessibility in Action:** Beginning August 17, staff will receive a brief, practical accessibility tip focused on one habit at a time.
- Monthly
 - **Leadership Reinforcement:** Principals will receive a monthly “What should you be thinking about?” focus to help model and reinforce good practices.
- Ongoing
 - **Webmaster Support:** School webmasters will continue more advanced accessibility training and website monitoring.
- Beginning of Year
 - **Staff Roadshow:** Introduce why digital accessibility matters and reinforce that every employee plays a role in effective family communication.

SD25 is also strengthening the system around staff through accessible website and communication tools, standardized practices, community flyer expectations, templates and improved digital publishing workflows.

Desired Outcome: By May 2027, accessibility should feel less like an additional compliance task and more like a normal part of how we communicate.

2026-2027 TOPICS

Readable design and color contrast

Alt text and images • Descriptive links and QR codes • Accessible documents and PDFs • Presentations • Captions and multimedia
Social media • School Websites • Pre-publish accessibility checks

Every Day Matters | 2026-2027 Newsletter Graphics

Administrator quick reference | Page 1 of 2

Monthly plug-and-play graphics for school newsletters - use one graphic per month, August through June.

Campaign throughline: *Every Day Matters... because every learner deserves to feel Safe, Connected, and Ready to Learn.*



Easy access + download: [Google Drive graphics folder](#)

Every Day Matters | 2026-2027 Newsletter Graphics

Administrator quick reference | Page 2 of 2

Monthly plug-and-play graphics for school newsletters - use one graphic per month, August through June.

Campaign throughline: *Every Day Matters... because every learner deserves to feel Safe, Connected, and Ready to Learn.*



Administrator use Insert the matching monthly graphic into your school newsletter and keep the graphic intact.

Easy access + download:

https://drive.google.com/drive/folders/1adxNHuB-bmEdskDmXYIwIcPeH4w1K?usp=drive_link

Safe. Connected. Ready to Learn.

This year, Every Day Matters shifts from primarily attendance-focused messaging to a more holistic, family-centered approach built around helping every learner feel Safe, Connected, and Ready to Learn. Monthly, plug-and-play newsletter graphics from August through June pair timely attendance and engagement messages with a simple family action, safety spotlight, and encouraging words families can share with their children. Seasonal themes and district initiatives are woven throughout the year, creating a consistent, positive communication strategy that reinforces one central message: every day—and every learner—matters.

www.sd25.us/everydaymatters

On Time, In School, Every Day!



AUGUST

READY. SET. BELONG!

The new school year is right around the corner. Now's the time to reset sleep schedules, organize school supplies, and talk about arriving focused and ready to learn.

 **TRY THIS!**
Practice your family's morning routine before the first day.

 **SAFETY SPOTLIGHT**
Review transportation plans, emergency contacts, and device expectations.

 **HELP YOUR CHILD HEAR...**
You're safe here. You belong here. We can't wait to see you tomorrow!

Every Day Matters. Because every learner deserves to feel Safe, Connected, and Ready to Learn.

Family Resources

www.sd25.us/everydaymatters
www.sd25.us/safeschools



MEDIA LINKS

Appendix

Links to articles July 15 to August 7, 2026

July 15, 2026

Kuna trustees welcome new superintendent Marcus Myers

<https://www.idahoednews.org/news/kuna-trustees-welcome-new-superintendent-marcus-myers/>

Schools cash in on record-setting lottery payout

<https://www.idahoednews.org/top-news/schools-cash-in-on-record-setting-lottery-payout/>

July 17, 2026

Education news from around the state

<https://www.idahoednews.org/news/education-news-from-around-the-state-7/>

Private education tax credit reaches annual cap, applications close

<https://www.idahoednews.org/news/private-education-tax-credit-reaches-annual-cap-applications-close/>

Lake Pend Oreille trustees vote to relocate alternative school

<https://www.idahoednews.org/news/lake-pend-oreille-trustees-vote-to-relocate-alternative-school/>

Lakeland trustees cure alleged open meeting violation

<https://www.idahoednews.org/news/lakeland-trustees-cure-alleged-open-meeting-violation/>

Portneuf Valley Technical students claim national EMT championship in Atlanta

https://www.idahostatejournal.com/news/local/portneuf-valley-technical-students-claim-national-emt-championship-in-atlanta/article_d90b3509-8dff-407c-a3b0-68531091b5a4.html

A case of Measles has been reported in Teton County, Idaho

https://www.kpvi.com/news/local_news/a-case-of-measles-has-been-reported-in-teton-county-idaho/article_16df81f8-b1d0-471b-9e73-46832a44075a.html

July 18, 2026

US House Republicans take 'first step' toward dismantling Department of Education

https://www.idahostatejournal.com/news/local/us-house-republicans-take-first-step-toward-dismantling-department-of-education/article_cf9fee11-1333-4319-a791-aea48bdc2829.html

July 20, 2026

Schools face soaring laptop costs as AI data centers squeeze supply

<https://www.idahoednews.org/top-news/schools-face-soaring-laptop-costs-as-ai-data-centers-squeeze-supply/>

Idaho has a fiscal lesson to teach neighboring Washington

<https://www.idahoednews.org/voices/idaho-has-a-fiscal-lesson-to-teach-neighboring-washington/>

July 21, 2026

How the feds' healthcare grants could affect Idaho education: Three examples

<https://www.idahoednews.org/top-news/how-the-feds-healthcare-grants-could-affect-idaho-education-three-examples/>

'I think I'm more qualified than a rancher': Democratic candidate Terri Pickens stumps in Pocatello as part of East Idaho campaign swing

https://www.idahostatejournal.com/news/local/i-think-im-more-qualified-than-a-rancher-democratic-candidate-terri-pickens-stumps-in-pocatello/article_8a5881bf-276a-4d74-8b50-1929e334eecf.html

'It got inside.' Months after a Boise student's death by suicide, her parents speak out.

<https://www.idahoednews.org/kevins-blog/it-got-inside-months-after-a-boise-students-death-by-suicide-her-parents-speak-out/>

Former Nampa school board chair resigns

<https://www.idahoednews.org/news/former-nampa-school-board-chairwoman-resigns/>

Fiscal discipline is why Idaho finished strong

<https://www.idahoednews.org/voices/fiscal-discipline-is-why-idaho-finished-strong/>

July 22, 2026

US Education Department veterans blast Trump plan to transfer programs

https://www.idahostatejournal.com/news/local/us-education-department-veterans-blast-trump-plan-to-transfer-programs/article_176129d9-5f35-451b-bc35-ef934f4e5571.html

Idaho's average per-pupil spending edges up

<https://www.idahoednews.org/top-news/average-idaho-per-pupil-spending-edges-up/>

July 23, 2026

Little lauds Idaho's bottom line – but downplays how Idaho got there

<https://www.idahoednews.org/top-news/little-lauds-idahos-bottom-line-but-downplays-how-idaho-got-there/>

July 24, 2026

Insurance trust has run out of money, and Idaho schools have to pay the debt

<https://www.idahoednews.org/top-news/insurance-trust-has-run-out-of-money-and-idaho-districts-have-to-pay-the-debt/>

Filer admits to open meeting violation, then appears to repeat mistake

<https://www.idahoednews.org/news/filer-admits-to-open-meeting-violation-then-appears-to-commit-similar-violation/>

Little's victory lap looks more like a walk of shame

<https://www.idahoednews.org/voices/littles-victory-lap-looks-more-like-a-walk-of-shame/>

July 25, 2026

Fiscal discipline is why Idaho finished strong

https://www.idahostatejournal.com/freeaccess/opinion-fiscal-discipline-is-why-idaho-finished-strong/article_454a233f-8abf-4c57-bfca-0226472c2468.html

Now is the time for all good candidates to come to the aid of their state

https://www.idahostatejournal.com/freeaccess/opinion-now-is-the-time-for-all-good-candidates-to-come-to-the-aid-of/article_baf7faab-ae8d-455f-8cde-408fc5967f2b.html

July 27, 2026

Few Idaho schools may use new spending flexibility this year

<https://www.idahoednews.org/state-policy/few-idaho-schools-may-use-new-spending-flexibility-this-year/>

Judge allows lawsuit against Boise School District over transgender bathroom policy to proceed

<https://www.idahoednews.org/news/judge-allows-lawsuit-against-boise-school-district-over-transgender-bathroom-policy-to-proceed/>

Bluum seeks to help Idahoans access new federal scholarship tax credit

<https://www.idahoednews.org/news/bluum-seeks-to-help-idahoans-access-new-federal-scholarship-tax-credit/>

Idaho does not use funds for education as wisely as it could

<https://www.idahoednews.org/voices/idaho-does-not-use-funds-for-education-as-wisely-as-it-could/>

How Idaho can build on it's proposed K-12 AI standards

<https://www.idahoednews.org/voices/how-idaho-can-build-on-its-proposed-k-12-ai-standards/>

July 28, 2026

New Marsh Valley superintendent wastes no time pushing for teacher-led turnaround

[https://www.idahostatejournal.com/news/local/common-vision-new-marsh-valley-superintendent-wastes-no-time-pushing-for-teacher-led-turnaround/article_25dbbd40-3ec7-4504-aa73-bddb4431df4b.html?](https://www.idahostatejournal.com/news/local/common-vision-new-marsh-valley-superintendent-wastes-no-time-pushing-for-teacher-led-turnaround/article_25dbbd40-3ec7-4504-aa73-bddb4431df4b.html?fbclid=IwY2xjawTWDorleHRuA2FlbQIxMQBzcnRjBmFwcF9pZBAyMjlwMzIxNzg4MjAwODkyAAEeLm9lApIDvVrpAwZF7w7wccvL0fVjiCl5f4Cp8gOCsc7GZzRF7kudjj0OHg_aem_MihqbceEFi8XnLTZSXLyrg)

[fbclid=IwY2xjawTWDorleHRuA2FlbQIxMQBzcnRjBmFwcF9pZBAyMjlwMzIxNzg4MjAwODkyAAEeLm9lApIDvVrpAwZF7w7wccvL0fVjiCl5f4Cp8gOCsc7GZzRF7kudjj0OHg_aem_MihqbceEFi8XnLTZSXLyrg](https://www.idahostatejournal.com/news/local/common-vision-new-marsh-valley-superintendent-wastes-no-time-pushing-for-teacher-led-turnaround/article_25dbbd40-3ec7-4504-aa73-bddb4431df4b.html?fbclid=IwY2xjawTWDorleHRuA2FlbQIxMQBzcnRjBmFwcF9pZBAyMjlwMzIxNzg4MjAwODkyAAEeLm9lApIDvVrpAwZF7w7wccvL0fVjiCl5f4Cp8gOCsc7GZzRF7kudjj0OHg_aem_MihqbceEFi8XnLTZSXLyrg)

Back 2 School Giveaway returns to help local students with supplies

<https://www.eastidahonews.com/2026/07/back-2-school-giveaway-returns-to-help-local-students-with-supplies/>

School health insurance trust that ran out of money weighs options to pay Blue Cross

<https://www.idahoednews.org/top-news/school-health-insurance-trust-that-ran-out-of-money-weighs-options-to-pay-blue-cross/>

Moscow weighs plan for new middle school, high school upgrades

<https://www.idahoednews.org/news/moscow-weighs-plan-for-new-middle-school-high-school-upgrades/>

July 30, 2026

New CEI institute creates STEM pipeline for high schoolers

<https://www.idahoednews.org/news/new-college-of-eastern-idaho-institute-creates-stem-pipeline-for-high-schoolers/>

'A concern, but not a surprise:' A resurgence of measles looms over Idaho schools

<https://www.idahoednews.org/top-news/a-concern-but-not-a-surprise-a-resurgence-of-measles-looms-over-idaho-schools/>

Jerome explores staggered schedule to ease bus, traffic challenges

<https://www.idahoednews.org/news/jerome-explores-staggered-school-schedule-to-ease-bus-traffic-challenges/>

Idaho Department of Insurance could take over depleted school benefit trust

<https://www.idahoednews.org/top-news/department-of-insurance-could-take-over-depleted-school-benefit-trust/>

July 31, 2026

School leaders gather in Boise for annual conference

<https://www.idahoednews.org/news/school-leaders-to-gather-in-boise-for-annual-conference/>

August 1, 2026

Little's victory lap looks more like a walk of shame

https://www.idahostatejournal.com/townnews/politics/opinion-little-s-victory-lap-looks-more-like-a-walk-of-shame/article_f6010fd7-c9b6-408e-8467-00fc3645f593.html

August 3, 2026

School leaders urged to strengthen ties with lawmakers

<https://www.idahoednews.org/top-news/break-through-school-leaders-urged-to-strengthen-ties-with-lawmakers-ahead-of-next-session/>

Professional Standards Commission restores public access to educator disciplinary hearings

<https://www.idahoednews.org/news/professional-standards-commission-restores-public-access-to-educator-disciplinary-hearings/>

Lobbying group sues Boise State, alleging it withheld public records

<https://www.idahoednews.org/news/lobbying-group-sues-boise-state-alleging-it-withheld-public-records/>

Controller designates 'Idaho Transparency Month'

<https://www.idahoednews.org/news/controller-designates-idaho-transparency-month/>

August 4, 2026

State superintendent candidates make their case to school leaders

<https://www.idahoednews.org/top-news/state-superintendent-candidates-make-their-case-to-school-leaders/>

Benefit trust members may receive more information next week

<https://www.idahoednews.org/top-news/benefit-trust-members-may-receive-more-information-next-week-manager-says/>

Charter schools receive \$3.6 million in early state payments

<https://www.idahoednews.org/news/charter-schools-receive-3-6-million-in-early-state-payments/>

Turn special education conflict into collaboration

<https://www.idahoednews.org/news/presenter-turn-special-education-conflict-into-collaboration/>

August 5, 2026

What you need to know about vaccinations before a new school year begins

https://www.kpvi.com/what-you-need-to-know-about-vaccinations-before-a-new-school-year-begins/video_c3505988-a7f2-57ac-b7ad-5bca77f4d059.html

Demand outnumbers available bilingual employees

<https://www.idahoednews.org/news/demand-outnumbers-available-bilingual-employees/>

August 6, 2026

Idaho governor's race: Pickens, Stegner say they are in it to win it

https://www.idahostatejournal.com/news/local/idaho-governor-s-race-pickens-stegner-say-they-are-in-it-to-win-it/article_d63978c8-e9f7-43d0-9656-6033ea66ae77.amp.html

August 7, 2026

Feds propose Head Start deregulation, Idaho nonprofit concerned

<https://www.idahoednews.org/news/feds-proposes-head-start-deregulation-idaho-nonprofit-concerned/>

Thank you.

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