

COMMUNICATIONS UPDATE

JULY 2020 PERFORMANCE

SOCIAL MEDIA

FACEBOOK

- 2x Page Followers & Likes
- Reached over half a million people
- 15x post engagement

TWITTER

- Highest Retweets & Likes received to date
- 14x Impressions
- 2x Followers

INSTAGRAM

- Gained 100 Followers
- 4x Reach
- Highest engagement to date

RECOMMENDATIONS

- Communications Plan for August 1 - November 3.
- Create messaging for Voter Education Campaign.
- Focus on User Generated Content (UGC). Regenerate those posts on TSA channels.
- Prepare and distribute Legislative Priorities that align with messaging campaign for 2020 November elections.
- Allot a monthly budget for digital ads to maximize reach.

TSA SOCIAL MEDIA REPORT

JULY 2020 PERFORMANCE (31 DAYS)

COMMUNITY INTERACTIONS

- Joaquin Castro, U.S. Congressman
- Rep. Donna Howard
- Sen. Jose Menendez
- Amanda Salinas, Fox News
- Northside ISD
- AISD Athletics
- Amarillo Education Foundation
- Arkansas For Safe Public Schools
- Texans For Virtual Instruction
- TX Kids Can't Wait
- TCASE



FACEBOOK

611,038  **+63,816%**
people reached *from June*

119,200  **+23,273%**
engagements *from June*

3,231  **+100%**
likes *from June*

3,379  **+100%**
followers *from June*



TWITTER

205,000  **+1,088%**
impressions *from June*

22,329  **+22.3%**
clicks *from June*

1,309  **+341**
followers *from June*

85  **+750%**
mentions *from June*



INSTAGRAM

+820  **+8%**
impressions *from June*

+500  **+4.5%**
reach *from June*

281  **+50%**
followers *from June*

101  **+100%**
sends *from June*

ANALYTICS OF DR. WOODS' POST

JULY 30, 2020 PERFORMANCE (1 POST)



Texas School Alliance
@Alliance_Texas

After weeks of inconsistent guidance from TEA and Texas leadership on schools reopening in the fall, Dr. @briantwoods1 has set the tone for school districts across the state. Thank you for continuing to fight for the safety of our students and teachers! 🍌 @NISD #GoodTrouble #TxEd

"What I am essentially saying to The State of Texas, is you can talk about 8 weeks all you want, we're going to do a phased in plan that is going to be based on public health measures. Period.

And if you choose not to fund us, we will see you in court. Because we are going to do educationally and from a public health, public safety perspective what is best for our students and staff."

DR. BRIAN WOODS
NORTHSIDE ISD
SUPERINTENDENT





2:16 PM · Jul 30, 2020

2.4K See the latest COVID-19 information on Twitter



FACEBOOK

+612,000

people reached

+74,500

engagements

+2,500

likes / reactions

+4,650

shares

293

comments



TWITTER

+100,500

impressions

+22,360

clicks

+2,450

likes

+670

retweets

49

comments



INSTAGRAM

445

people reached

640

impressions

120

likes

101

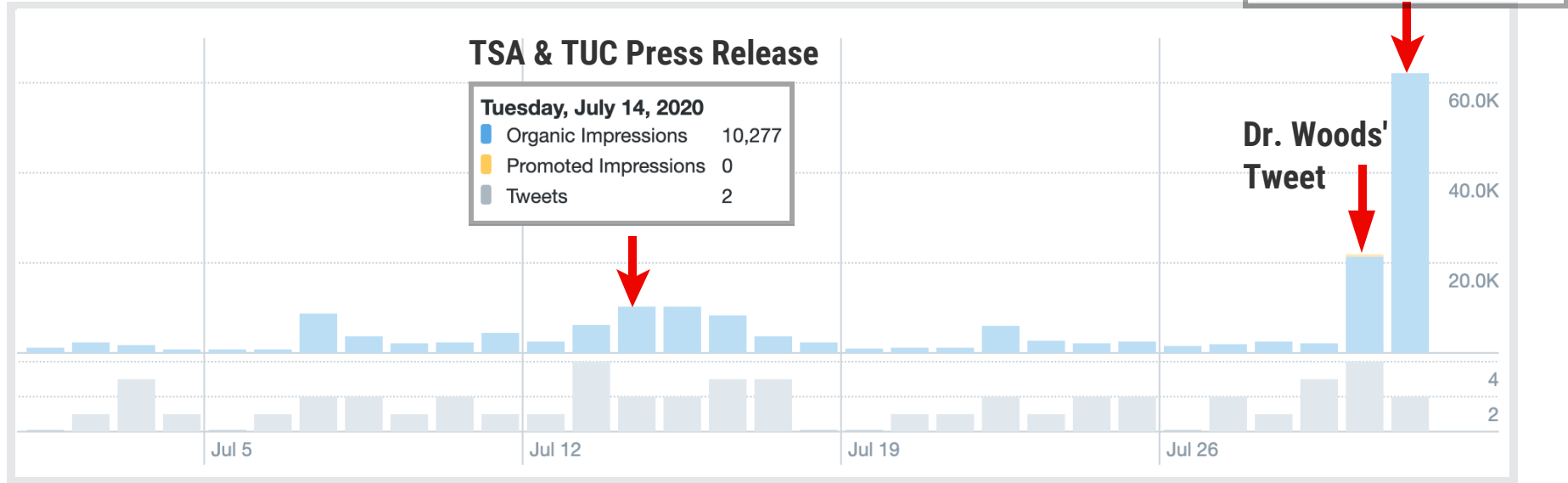
post sends

5

comments

JULY TWITTER ENGAGEMENT BY DAY

JULY 1 - JULY 31, 2020 (42 posts)



In mid-July, TSA hit a digital landmark on Twitter of most organic engagement to date with over **10,270** impressions.

That landmark was blown away when Dr. Woods' post went live on July 31,
with more than **62,150 impressions in one day.**