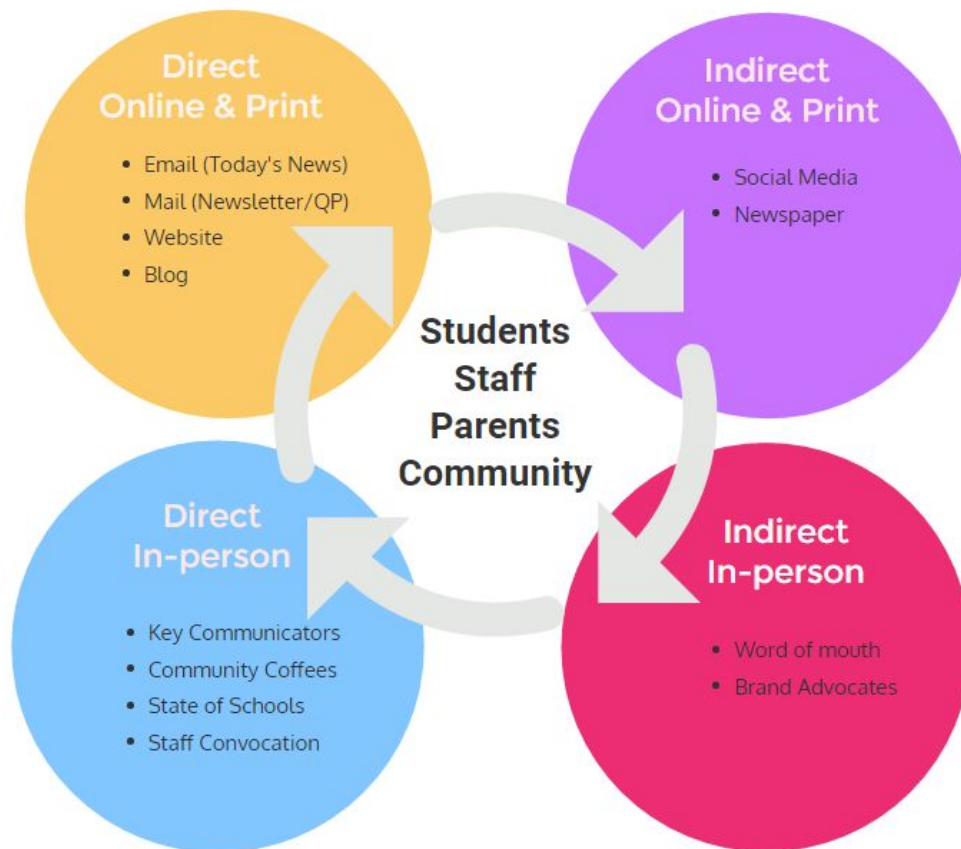


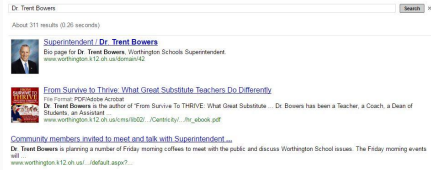
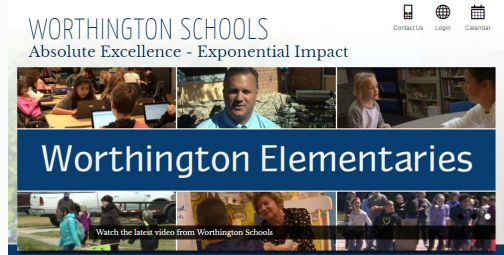
Communicate,
Communicate,
Communicate!



Worthington Schools COMMUNICATION



Communications 2015-16



- Website redesigned & reorganized
- Web pages more visual & user-friendly
- Better website search capabilities
- Less about “Where is it on the website?”
- New web sections like Student Success



Communications 2015-16



- Introduced Dr. Bowers to the community with coffees, blog, newspaper & social media
- State of the Schools
- Told our story through multiple videos



Communications 2015-16



- Began live streaming
- Launched Mission/Vision campaign
- Social Media growth



Social Media Growth

facebook®

2,525 Likes

44%



3,641 Likes

twitter

3,905 Followers

24%



4,849 Followers

Instagram

Started account this year and now have 460 Followers

You Tube

Worthington YouTube Channel has 99 Subscribers
and more than 33,000 Video Views




Engaging Posts = Engaged Community

 **Worthington City Schools**
Published by Don Taylor (?) · October 3 at 8:00am · Edited (?) · 🌐

Miss Rita, Worthington Bus #46, spends her "Spare" time baking cakes for a cause. What do you think?




5,407 people reached Boost Unavailable

 **Mary Eisel** I never knew that about rita !! we love miss rita!
Like · Reply · October 3 at 8:12am

 **Corry Rausch** Amazing! And so is Rita! She took care of WKHS band last night and was amazing 😊
Like · Reply · 1 · October 3 at 9:25am

 **Scott Weaston** Miss Rita's awesome! Aislinn misses you as her bus driver. 😊
Like · Reply · October 3 at 10:26am

 **Shanna Cavallaro** Wow! Miss Rita is not only the BEST bus driver but clearly the best baker too!! We miss her!
Like · Reply · October 3 at 11:27am

 **Jackie Holmer** Mustard She is my sons bus driver and she is so nice.
Like · Reply · October 3 at 11:50am



Engaging Posts = Engaged Community

Top mention earned 1,307 engagements



Trent Bowers

@TBowers3 · Mar 4

Every student in [@wcsdistrict](#) should have a trusted adult who cares about them and believes in them [#ItsWorthIt](#)
pic.twitter.com/BgtoZgoahT



3 19 106

View Tweet

Post Details

Reported stats may be delayed from what appears on post. X



Worthington City Schools

Published by Don Taylor 171 · April 5 ·

WKS students and staff surprise Ohio Principal of the year, Angie Adrean - SEE VIDEO AND PHOTOS AT <http://bit.ly/1RmbEXL> [#itsworthit](#)



10,824 people reached

139

Like Comment Share

Boost Unavailable

12 Comments 32 Shares

10,824 People Reached

472 Reactions, Comments & Shares

369

Like

129

On Post

240

On Shares

19

Love

10

On Post

9

On Shares

1

Wow

0

On Post

1

On Shares

50

Comments

13

On Post

37

On Shares

33

Shares

32

On Post

1

On Shares

1,501 Post Clicks

428

Photo Views

285

Link Clicks

788

Other Clicks

Top Tweet earned 14.6K impressions

Thanks [@wil_trapp](#) of [@ColumbusCrewSC](#) who visited [@BrooksideBcats1](#) for Teacher Appreciation Week [#itsworthit](#)
pic.twitter.com/XEGlyXMemr



10 66

View Tweet activity

View all Tweet activity

Top mention earned 522 engagements



Amanda Young

@Young3rdBobcats · May 4

Thank you [@wil_trapp](#) for visiting [@BrooksideBcats1](#) So sweet with our kids! [@wcsdistrict](#) [#ItsWorthIt](#) [@ColumbusCrewSC](#)
pic.twitter.com/7vzTyxiiBg



4 24

Post Details

Reported stats may be delayed from what appears on post. X



Worthington City Schools added 4 new photos.

Published by Don Taylor 171 · March 8 ·

Please join with Wilson Hill Elementary in wishing Principal Girard a HAPPY BIRTHDAY! [#itsworthit](#)



1,588 people reached

123

27 Comments 1 Share

Boost Unavailable

1,588 People Reached

223 Reactions, Comments & Shares

170

Like

121

On Post

49

On Shares

5

Love

2

On Post

3

On Shares

45

Comments

27

On Post

18

On Shares

3

Shares

2

On Post

1

On Shares

392 Post Clicks

179

Photo Views

0

Link Clicks

213

Other Clicks

NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

0 Report as Spam

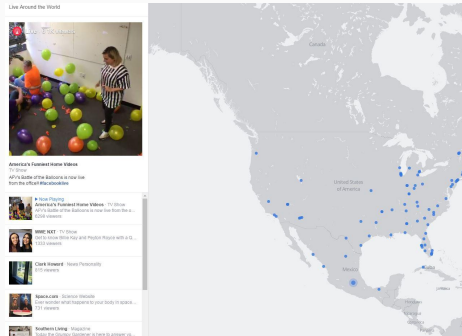
0 Unlike Page



Coming For 2016-17



- Website standards from school-to-school
- Reviewing analytics on web pages to determine better placement, usage, etc.
- Updated newsletter distribution
- More live-streamed video
- Social media themes (ref. Twitter contests)
- Integrating Mission/Vision into communication plan



Communicate,
Communicate,
Communicate