

# FHSD Communications by the Numbers

Data from July 1, 2016 thru June 30, 2017

## eNEWS



**30,027** Subscribers  
**2,703** School messages  
**56** District messages  
**197** Internal publications  
**2,956** Total messages sent

## Website



**1,179,814** Website visits  
**2,225,428** Page views  
**402,495** Unique users  
**1.40** Average minutes on website  
**157** Countries where people viewed  
**43.5 %** View on a mobile device  
**67.91%** Returning visitors

## Social Media



**Facebook**  
**12,379** Followers  
**5,330** Reach average per post  
**8,355** Video views per week  
**109,140** Total reactions this year  
**11,526** Average page views per day



**Twitter**  
**6,828** Followers  
**4,575** Average impressions per day  
**34** Average link clicks per day  
**8** Average retweets per day  
**17** Average likes per day



**Youtube**  
**154** Subscribers  
**14,190** Views  
**297** Videos posted  
**43,805** Minutes watched  
**3:05** Minutes average duration

## General Communications



**Newsletter**  
**3** Community newsletters published  
**48,146** Households



**Stories**  
**272** Stories written for publications  
**121** Media mentions



**Surveys**  
**297** Surveys created and sent



**Peachjar Electronic Flyers**  
**6,332,356** Sheets of paper saved  
**722,832** Flyers sent  
**34.2%** Open rate

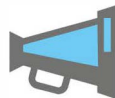


**Photos**  
**8,019** Photos taken

## Community Outreach



**Senior Pals**  
**5** Events hosted  
**86** Attendees



**Parent Speaker series**  
**3** Sessions offered  
**126** Unique attendees



**Chamber Coffee**  
**19** Business members attended



**Parent University**  
**14** Sessions offered  
**13** Community partners and vendors  
**117** Parents registered



**Community Education Classes**  
**7** Classes offered  
**123** Class participants