



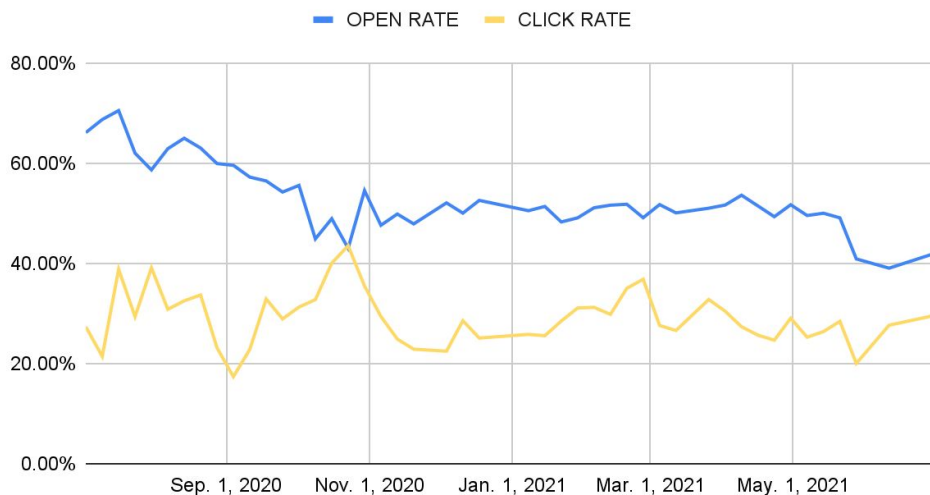
STEM SCHOOL
HIGHLANDS RANCH

Communications Analytics

Nicole Bostel, Director of Communications
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20-21 Newsletter Analytics - Parent

OPEN RATE and CLICK RATE



The National Industry Open Rate (for Constant Contact) is 27% for the Education Industry.

STEM's Open Rate was 47% for the school year.

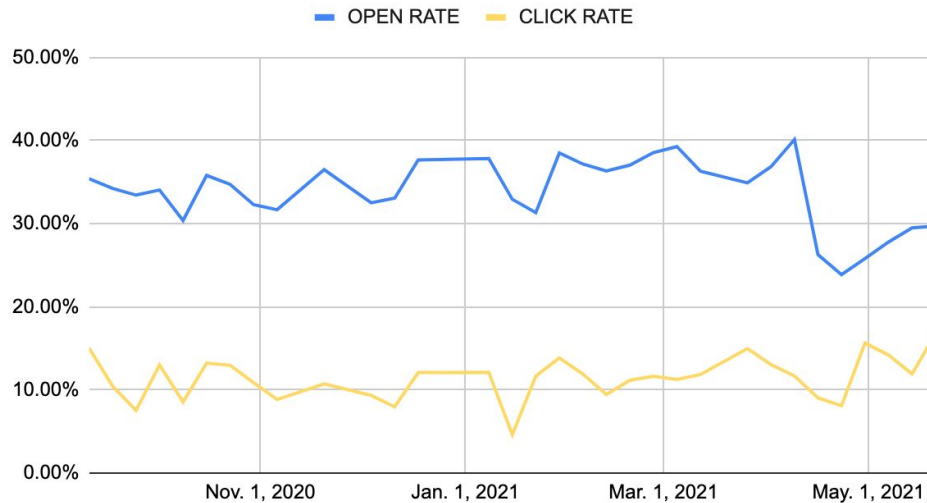
The Nation Industry Average for Click-Through Rate (Constant Contact) is 21% for the Education Industry.

STEM's Click Rate was 23% for the school year.

Most Clicked On Links were Secondary Updates, Elementary Updates and Dr Eucker's Message. Additionally, more families view the newsletter on their desktop (60%) vs their mobile phones. (40%). The most clicked on link was our Return to School Plan (643)

20-21 Newsletter Analytics - Students

Open Rate and Click Rate



April 9, 2021 Newsletter had the highest Open Rate of 40.13%

May 21, 2021 Newsletter had the highest Click Rate of 16.75%.

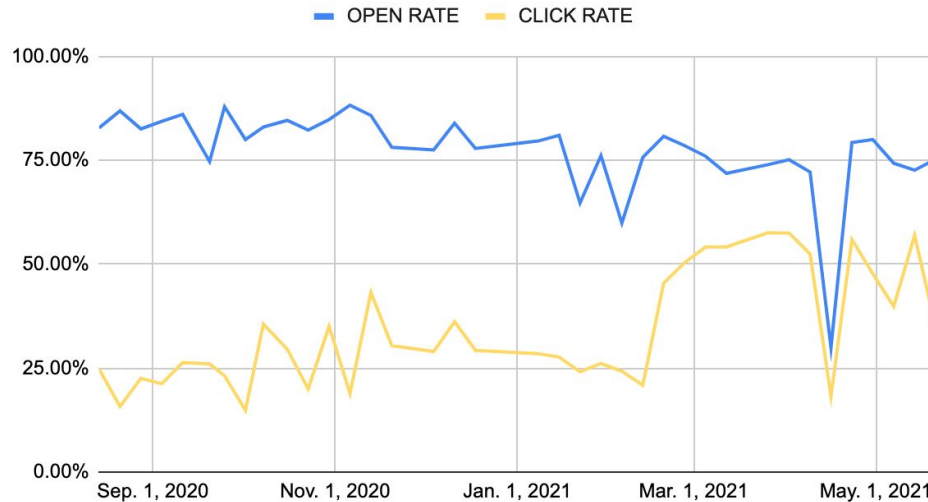
2021-22 Communications Goal is to increase student engagement.

- Open rate is currently at 43%
- Click rate is currently at 12%

Most Clicked On Links were Secondary Updates and Staff Shout-Outs. Additionally, majority of students view the newsletter on their desktop (85.86%) vs their mobile phones. (13.17%)

20-21 Newsletter Analytics - Staff

Open Rate vs Click Rate - Staff



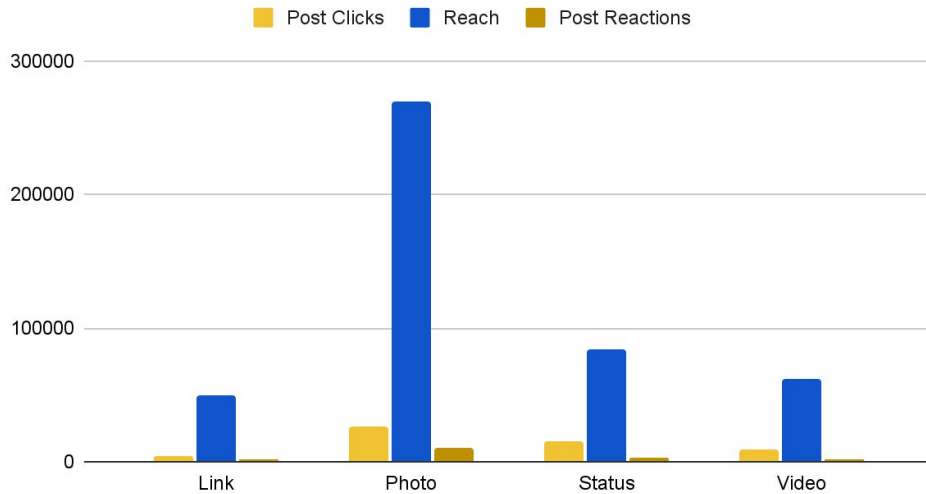
September 25, 2020 Newsletter had the highest Open Rate of 87.90%

March 26, 2021 Newsletter had the highest Click Rate of 57.60%.

Most Clicked On Links were STEM Staff Shout-Outs and Dr Eucker's Message. Additionally, majority of staff view the newsletter on their desktop (82.36%) vs their mobile phones. (17.64%)

20-21 Facebook Analytics

STEM School Highlands Ranch Facebook Page



July 1, 2020

- 5,652 Followers
- 5,535 Likes

June 30 2021

- 5,734 Followers ↑
- 5,584 Likes ↑

Of 516 posts to our Facebook Page, 74 were links, 312 were photos, 99 were status updates and 70 were videos.

20-21 Twitter Analytics

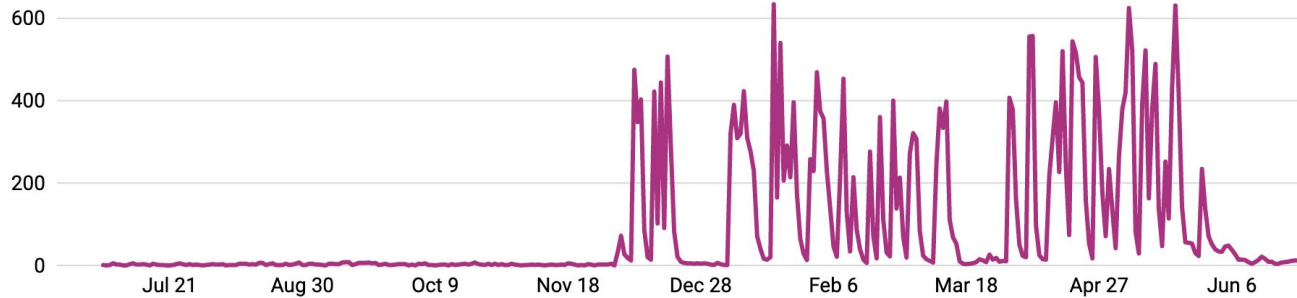
Date Range	Tweets	Clicks	Engagement	Impressions	Mentions	Profile Visits	New Followers
July-September	3	43	1.7%	9,100	12	413	-1
October-December	11	22	1.0%	16,100	44	2,249	27
January-March	58	133	1.4%	76,000	51	3,051	12
April-June	37	30	1.3%	23,400	31	2,229	-4

Steady growth on Twitter with the execution of the Social Media Plan that is executed by the Communications Team.

20-21 Instagram Analytics

Instagram Reach ⓘ

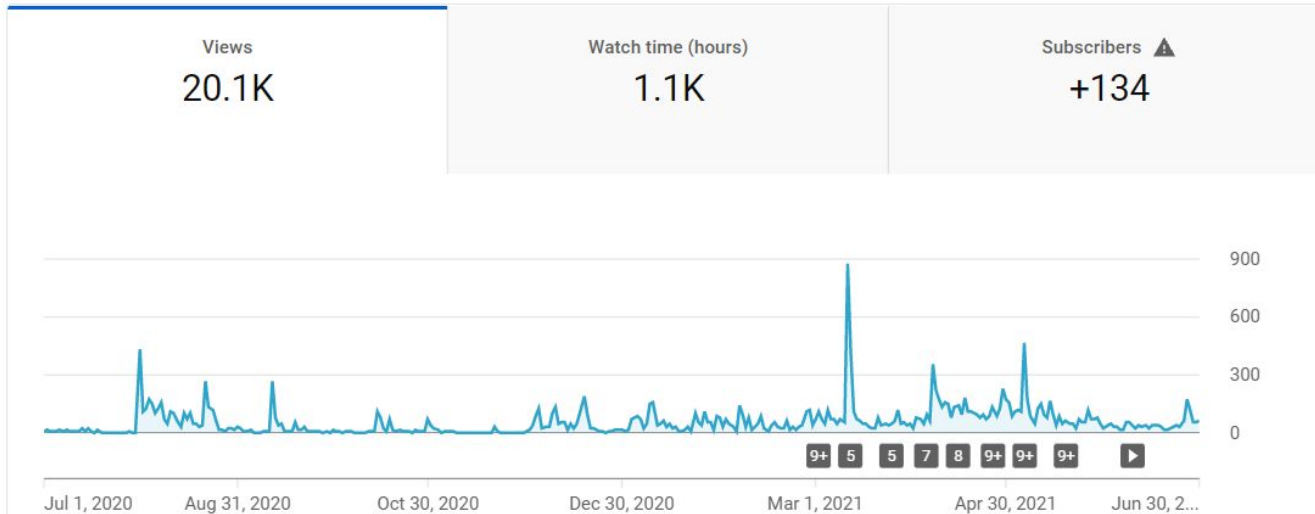
4,496 ↑ 131.4%



Top performing post was on May 28, 2021 “STEM Graduation Recap. Had a Reach of 607, 34 likes and reactions and 3 shares.

2020-21 YouTube Analytics

In the selected period, your channel got 20,120 views



Compared to 2019-20 School year:

- 3,900 Views
- 81.5 hours of Watch Time
- 23 New Subscribers

Currently for this school year:

- 29,500 Views
- 1,000 hours of Watch Time
- 61 New Subscribers

2020-21 YouTube Analytics

Geography	Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	52,943	2:30	2,220.4
<input type="checkbox"/> United States	29,892 56.5%	2:55	1,457.4 65.6%
<input type="checkbox"/> Japan	3,059 5.8%	1:23	71.3 3.2%
<input type="checkbox"/> United Kingdom	2,826 5.3%	2:44	129.1 5.8%
<input type="checkbox"/> Philippines	1,463 2.8%	1:22	33.4 1.5%
<input type="checkbox"/> India	621 1.2%	1:08	11.9 0.5%
<input type="checkbox"/> Australia	570 1.1%		
<input type="checkbox"/> Canada	446 0.8%		
<input type="checkbox"/> Malaysia	275 0.5%		
<input type="checkbox"/> Singapore	222 0.4%		
<input type="checkbox"/> Thailand	204 0.4%		
<input type="checkbox"/> Indonesia	196 0.4%		
<input type="checkbox"/> Vietnam	167 0.3%		

Compared to 2019-20 School year STEM YouTube content was only viewed in the United States.

<input type="checkbox"/> Brazil	137 0.3%	0:48	1.8 0.1%
<input type="checkbox"/> Israel	79 0.2%	2:35	3.4 0.2%
<input type="checkbox"/> Germany	46 0.1%	4:12	3.2 0.2%
<input type="checkbox"/> United Arab Emirates	43 0.1%	1:02	0.8 0.0%
<input type="checkbox"/> Italy	33 0.1%	1:23	0.8 0.0%
<input type="checkbox"/> Panama	33 0.1%	1:17	0.7 0.0%
<input type="checkbox"/> Turkey	21 0.0%	0:22	0.1 0.0%
<input type="checkbox"/> New Zealand	16 0.0%	0:14	0.1 0.0%
<input type="checkbox"/> Jamaica	14 0.0%	1:16	0.3 0.0%
<input type="checkbox"/> Kazakhstan	12 0.0%	0:07	0.0 0.0%
<input type="checkbox"/> Argentina	11 0.0%	0:17	0.1 0.0%
<input type="checkbox"/> South Africa	11 0.0%	3:03	0.6 0.0%

2020-21 Video View Counts

<u>Year</u>	<u>Facebook</u>	<u>LinkedIn</u>	<u>Twitter</u>	<u>Instagram</u>
2019-20	8,840	0	0	0
2020-21	45,077*	460	5,888	14,674

*Facebook has seen a 409% increase in view count.

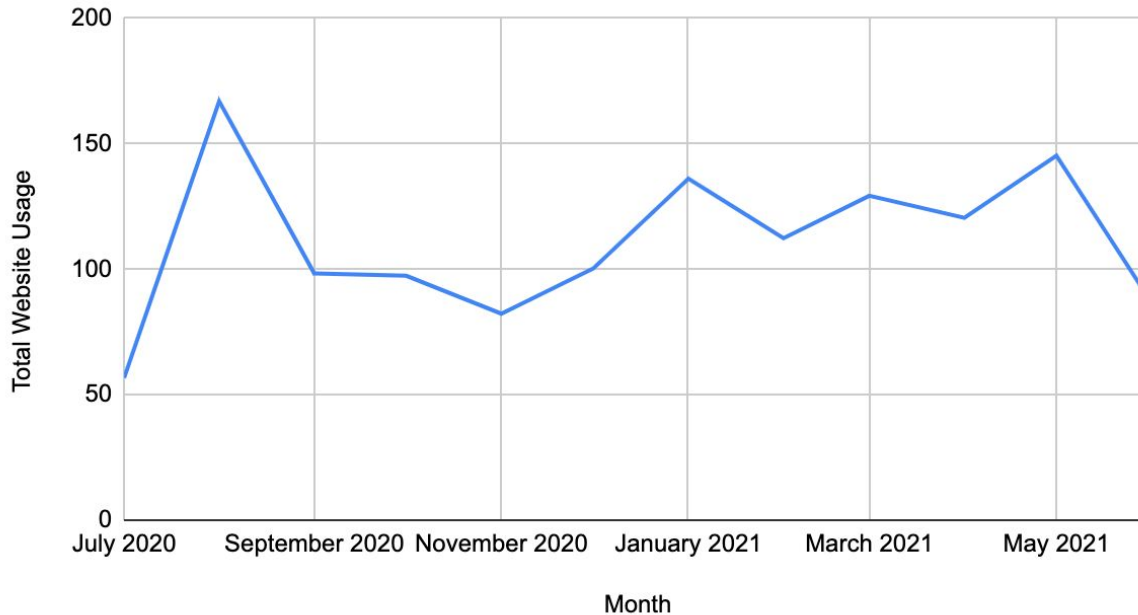
Our goal for the 2021-22 School Year is to reach a combined 100,000 view count across our social media channels.

Currently at **51,277**.

Over the last two school years, we've seen a 576% increase in views across all of STEM's social media platforms.

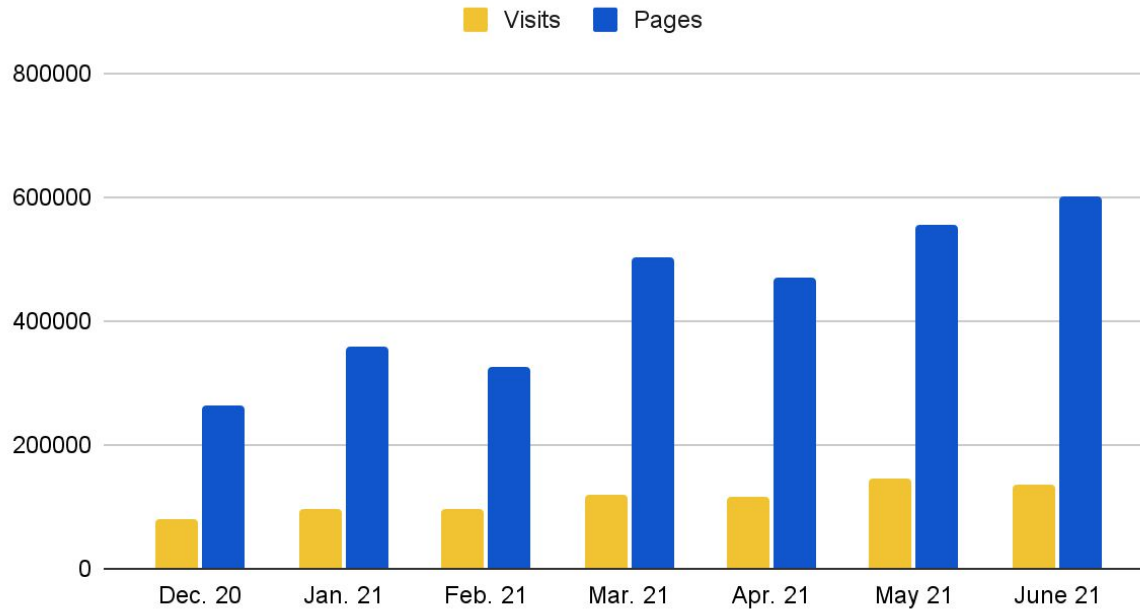
2020-21 Website Analytics

Total Website GB Usage by Month



2020-21 Website Analytics

Website Traffic (Homepage vs Pages)



2020-21 Communications Recap

What went well

- Reinforced and improved upon the process to submit News/Event items
- Collaboration with all stakeholders
- Increased social media presence and parent engagement
- Reinforced the STM Brand

Areas for Improvement

- Reinforcement and update of communications processes and channels
- Broaden the incorporation of communications strategies and techniques
- Reinforce the “STEM Voice”

What to Expect for 2021-22

- Continued improvement to the stemk12.org website.
- Updates to the Communications Plan to incorporate Strategic Plan Goal alignment.
- Intentional and strategic communications for Parents at each school level (incorporation of School Directors)
- Intentional and strategic communications for Staff and Students.

Questions?

The background features a white upper section and a lower section with wavy, overlapping shapes in orange and blue. The orange shapes are on the left and bottom, while the blue shape is on the right and top, creating a dynamic, abstract design.