New Brunswick Public Schools embraces social media – specifically Facebook, Twitter, and Instagram – with multiple posts shared on a consistent, weekly basis. With each platform, our goal is providing information to our 7.9K followers (students, parents, teachers, faculty, staff, and community members) that celebrates diversity, while also inspiring and motivating our audience.
The primary intent of New Brunswick Public Schools’ social media program is to serve as a direct communication portal to all those with whom our district needs to engage. With nearly 8,000 friends/followers across Facebook, Instagram, and Twitter, social media effectively augments our text, email, and media relations outreach programs, and on occasion exceeds them in terms of reach and speed of engagement.

12.8% increase in impressions
Followers: 3,390
Average reach, per post: 21,464

19.8% increase in engagement
Followers: 2,711
Average reach, per post: 5,872

290% increase in impressions
698.2% increase in engagements
Followers: 1,955
Average daily impressions: 505
Our “Motivation Mondays” posts reflect essential themes. For Women's History Month, in March, the featured quotes were from such exceptional role models as Ellen Ochoa, Maya Angelou, and Dolores Huerta. Presidents' Day was marked by a quote from President Obama, while MLK Day was highlighted by an excerpt from a speech Dr. King delivered in 1967. Whether from the last century, the last decade, or just last week, we share insights intended to inspire our community.
To engage with our local community, we initiated the #NBPSAsks campaign. Questions are sometimes tied to such special occasions as National Bagel Day and National Girl Scout Day. Other queries are simply fun, familiar conversation-starters, like “What’s your favorite movie?” or “Who’s your favorite team?”
We acknowledge holidays by extending our best wishes, then asking for input on what our students may be doing to celebrate. On Chinese New Year, for example, we discussed the Year of the Tiger.
Every district school observes Read Across America Day, and this year we compiled photos of the students celebrating to create a video that was posted both to our website and our social media platforms. The full video can be viewed at link.
We utilize our social media platforms to share essential community information. News ranges from the location of COVID-19 vaccine clinics to webinars on improving mental health. All posts are shared both in English and Spanish.

**Community Announcements**

New Brunswick Public Schools @nbpschools · Mar 7

This Saturday, March 12, from 10 AM-2 PM, A.C. Redshaw will be hosting a COVID Vaccine clinic for kids and adults! Scan the QR code below to register!

**See Insights**

New Brunswick Public Schools 🚲 Published by Sprout Social 🚲 March 22 at 11:59 AM 🚲

Gear up, girls! It’s time to ride with confidence. The Girls in Gear are starting an 8-week program for riders ages 6-12! Beginning Sunday, April 3rd at 8 AM to register, click the link below https://bit.ly/3EyCX65

**See Insights**

nbpschools Don’t forget to join Parents University this Saturday for their weekly Nurtured Heart Approach series. Join via the QR code or the link to the graphic below.

**See Insights**