SCHOOL DISTRICT OF CLAYTON
COMMUNICATIONS SCORECARD

Statistics for 2021 Q1
July 1 - September 30

Facebook
Total Posts: 56

Top 3 Posts

#1 - Cameron Poole Promotion
Date: 8.20.2021
Reach (Organic): 8,258
Post Clicks: 488
Reactions, Comments, and Shares: 1,121

#2 - SASSP Educator of the Year Scholarship
Date: 9.7.2021
Reach (Organic): 2,213
Post Clicks: 92
Reactions, Comments, and Shares: 189

#3 - A Place for Everyone - EP 1
Date: 9.3.2021
Reach (Organic): 2,046
Post Clicks: 291
Reactions, Comments, and Shares: 154

Viewers
July 1          Sept. 30
Followers: 2,856          Followers: 2,901
Page Likes: 2,751          Page Likes: 2,786

Reach
3,365            14,011           8,782

Average Post Reach:
Approx. 1115 per post

Top 3 Post Stats:

#1 - Cameron Poole Promotion
New year. New Title. Same important work. Cameron Poole has been promoted to Chief Equity and Inclusion Officer. His work continues to reflect the priority the District continues to place on equity, diversity and inclusion work. Congratulations, Cameron!

http://ow.ly/3eBn50G5uMD

#2 - SASSP Educator of the Year Scholarship
Congrats to Jaleeyah Davis on her SASSP Educator of the Year scholarship! Cameron Poole, Chief Equity and Inclusion Officer, awarded this scholarship to Davis because of her hard work and dedication to being a successful student.

http://ow.ly/3eBn50G5uMD

#3 - A Place for Everyone - EP 1
One way we can ensure our schools feel like a place for everyone is to build an awareness of the different cultures, faiths and celebrations that our students and their families experience and have our students tell those stories in their own voices. With Sept. holding a number of significant days for our Jewish families, we thought hearing from one of our CHS students about what the High Holidays mean to them would be a thoughtful way to begin this series. Learn more at https://www.claytonschools.net/Page/22226.
Twitter
Total Posts: 57

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<tr>
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<th>July 1</th>
<th>Sept. 30</th>
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<tbody>
<tr>
<td>Followers</td>
<td>2,343</td>
<td>2,384</td>
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**Impressions**

Q1: 103.5k

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<tbody>
<tr>
<td>Impressions</td>
<td>24.1K</td>
<td>56.5K</td>
<td>22.9K</td>
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**Average Impressions:**

Approx. 1.1K per day

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**Top 3 Post Stats:**

**#1 - Cameron Poole Promotion**

Date: 8.20.2021

Impressions: 34,612

Total Engagements: 346

**#2 - Dr. Nisha Patel’s First Day**

Date: 7.1.2021

Impressions: 8,719

Total Engagements: 464

Media Views: 1,561 (video views)

**#3 - WMS Missouri Gold Star School**

Date: 9.1.2021

Impressions: 4,649

Total Engagements: 108
**Instagram**

Total Posts: 48  
(Not Including Archived Posts)

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<th>July 1</th>
<th>Sept. 30</th>
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<tr>
<td>Followers</td>
<td>1,134</td>
<td>1,203</td>
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**Impressions**  
Q1: 24,351

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<tr>
<td>Impressions</td>
<td>12,217</td>
<td>8,112</td>
<td>4,022</td>
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<tr>
<td>Average Post Reach</td>
<td>Approx. 640</td>
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**Top 3 Post Stats:**

1. **#1 - 2021 Homecoming**  
   Date: 9.27.2021  
   Impressions: 928  
   Likes: 149

2. **#2 - 2022 Niche Rankings**  
   Date: 10.1.2021  
   Impressions: 747  
   Likes: 121  
   Views: 428

3. **#3 - 2022 National Merit Commended Students**  
   Date: 9.30.2021  
   Impressions: 736  
   Likes: 80

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It was great to see you at Homecoming 2021! Thanks for joining the parade, cheering at the football game, and showing your Greyhound spirit! View photos from the festivities at the link in our bio.

The 2022 Niche Rankings have been released. We are proud to announce the District has been ranked as the second best school district in the state and as the 17th best district in the country. The District has also been ranked as the best place to teach in Missouri and the top district with the best teachers in Missouri. Learn more at the link in our bio.

The District is proud to announce that sixteen students have been selected as Commended Students in the 2022 National Merit Scholar program. Learn more about the National Merit Scholar program at the link in our bio.
SCHOOL DISTRICT OF CLAYTON
COMMUNICATIONS SCORECARD

Statistics for 2021 Q1
July 1 - September 30

**eNews**
Number of Editions: 6

**Website**

**Average Open Rate (Open):**
- July 9: 36.05%
- Aug. 6: 35.45%
- Aug. 20: 41.46%
- Sept. 3: 33.45%
- Sept. 17: 38.84%

**Top Three Click Thru Rates:**
- Aug. 20: 6.48%
- Aug. 6: 3.14%
- Sept. 17: 4.81%

**Average Click Thru Rate (CTR):**
- July 9: 1.19%
- Aug. 6: 3.14%
- Aug. 20: 6.48%
- Sept. 3: 2.79%
- Sept. 17: 4.81%

**Number of Featured New Stories:**
- Q1: 25
  - July: 4
  - Aug.: 8
  - Sept.: 13

**Most Visited Page:**
Calendar: 6,010 views

**Number of Page Views:**
- Q1: 700,554
  - July: 235,696
  - Aug.: 235,231
  - Sept.: 229,627

**Number of Visits:**
- Q1: 693,207
  - July: 230,082
  - Aug.: 232,647
  - Sept.: 230,478