FHSD Communications by the Numbers
Data from July 1, 2018 thru June 30, 2019

**eNEWS**
- 32,885 Subscribers
- 2,205 School messages
- 50 District messages
- 182 Internal publications
- 2,437 Total messages sent

**Website**
- 1,075,946 Website visits
- 1,891,617 Page views
- 39,076 Unique users
- 133 Countries where people viewed
- 52.8 % View on a mobile device

**District Mobile App**
- 2,963 Downloads
- 24,194 Sessions
- 2,972 Active Users
- 93,152 Page Views

**Social Media**
- **Facebook**
  - 14,518 Followers
  - 6,199 Reach average per post
  - 3,863 Video views per week
  - 4,635 Average reactions per week
  - 6,069 Average page views per day
- **Twitter**
  - 8,437 Followers
  - 6,164 Average impressions per day
  - 25 Average link clicks per day
  - 7 Average retweets per day
  - 27 Average likes per day
- **YouTube**
  - 403 Subscribers
  - 48,001 Views
  - 168 Videos posted
  - 166,105 Minutes watched
  - 3:27 Minutes average duration

**General Communications**
- **Newsletter**
  - 3 Community newsletters published
  - 60,283 Households
- **Stories**
  - 263 Stories written for publications
  - 166 Media mentions
- **Surveys**
  - 205 Surveys created and sent
- **Peachjar Electronic Flyers**
  - 6,070,750 Sheets of paper saved
  - 690 Trees saved
  - 5,181 Flyers sent
  - 33.7% Open rate
- **Photos**
  - 8,476 Photos taken

**Community Outreach**
- **Senior Pals**
  - 5 Events hosted
  - 167 Attendees
- **Parent Speaker series**
  - 3 Sessions offered
  - 403 Attendees
- **Parent University**
  - 28 Sessions offered
  - 12 Community partners and vendors
  - 117 Parents registered
- **Community Education Classes**
  - 12 Classes offered
  - 163 Class participants