



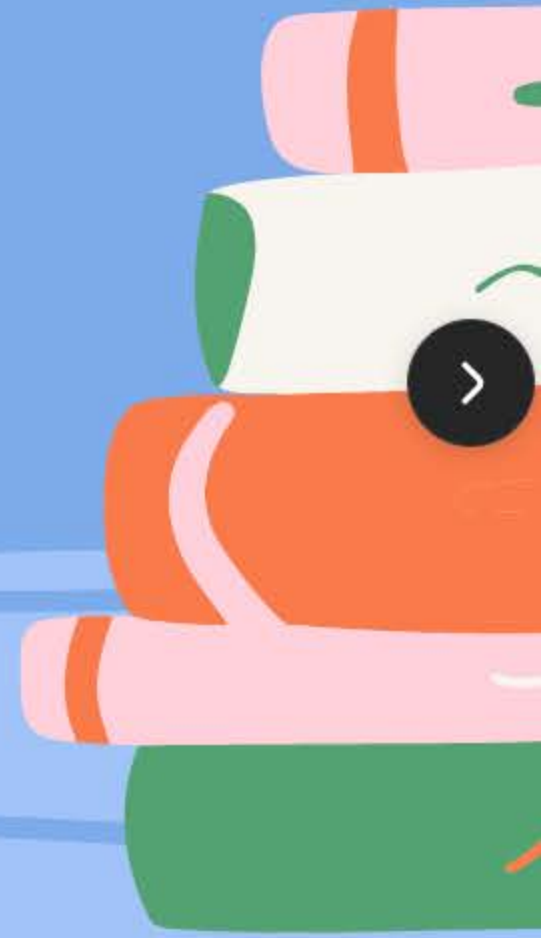
CAMBRIAN SCHOOL DISTRICT

Communication Plan 2021-22 School Year

by Dawn Klavon

Communications Coordinator

March 17, 2022



2021-22 GOALS



- Increase Our Social Media Presence: Instagram, Facebook, Twitter, LinkedIn
- Create family newsletters 2-3 x/month
- Create staff newsletters 2-3x/month
- Cambrian Connection Community Newsletters 2x/year
- Grant approval: El Camino Hospital

DID YOU KNOW? CSD Social Media engagement increased this past summer by 736%, with # of people reached up by 215%. CSD Page 'likes' on Facebook were up 220% in August.

ACCOMPLISHED

- Featured monthly in SCCSBA newsletters
- Press coverage: Steindorf 2nd grade classes
- Keep District website current & user friendly
- Streamline CSD communications, clear COVID messaging to keep all up-to-date
- Applied for & WON Glenn Hoffmann Award at SCCOE 2 consecutive years

DID YOU KNOW? Cambrian teacher Joy Hart (Sartorette) was featured last May during Teacher Appreciation Week on NBC's Today Show for her excellence.



NEW ADDITIONS

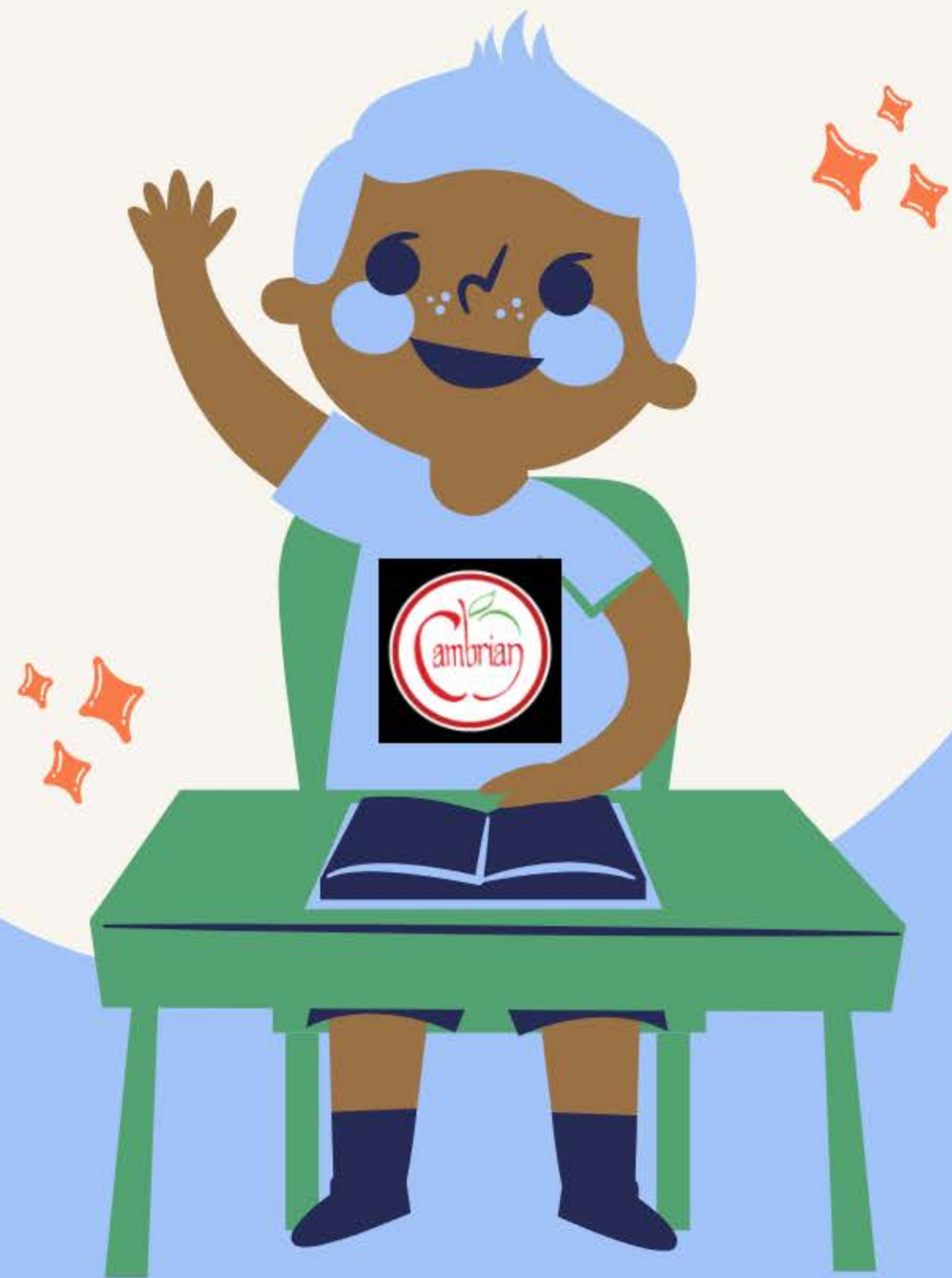
In an effort to increase a sense of community...

STUDENT SPOTLIGHT Feature in Newsletters/Social Media

STAFF PROFILES & COMMUNICATION SURVEY in Staff
Newsletter

Regular **SUPERINTENDENT VIDEOS** in family newsletters





CSD STATS

Last year, CSD doubled Instagram & Twitter presence from the year before. This year, our Tweets have been re-tweeted by many, including Supervisor Susan Ellenberg, City Council Member Pam Foley, and retired Union School District Superintendent Denise Coleman.

CSD partnered weekly with staff & families for 2 years now, creating morale-boosting photos for newsletters & social media.

CSD has almost 350,000 views of S'mores messages so far this year.

Last school year, CSD matched the # of Facebook posts from the previous school year, even in distance learning. So far this year we have 70 Facebook posts, averaging about 2 per week.

QUESTIONS? CLARIFICATIONS?

Please feel free to contact Dawn Klavon at
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