



BOARD
MEMORANDUM

Date: November 24, 2021
To: Board of Trustees
From: Shawna Walter, Acting Superintendent
Originator(s): Karen Meurer, Communications Advisor
Subject: Communications Report

Background:

The Communications Report for the period of April 2021 to November 2021 is included for Trustee information.

Administration is prepared to respond to questions at the November 24, 2021, Public Board meeting.

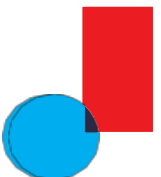
Recommendation:

That the report be received as information.

Sincerely,

Shawna Walter, M.Ed
Acting Superintendent

Attachment



Communications Report for November 24, 2021, Public Board Meeting

Since joining Sturgeon Public Schools in April 2021, the Communications Advisor has been using a storytelling strategy to promote the Division – maximizing awareness, building on the good reputation of, and helping to increase enrollment in Sturgeon Public Schools.

Incredible teachers + outstanding programming + inclusive atmosphere and peer support = Sturgeon Public Schools.

There is an adage in the marketing/communications world: Facts tell. Stories sell. If we think about it – we are in the “business of education”. In telling the stories of the people within our Division, we then engage more of the public by making them feel welcomed in our Sturgeon Family and hopefully will want to be a part of it. #schoolfamily


The primary avenues for spreading the stories of Sturgeon Public Schools has been (and will continue to be):

- Social Media (Facebook, Instagram, Twitter) – where we (SPS) are the “media”
- Media Relations – pitching great stories about SPS for media to cover
- Website Blog posts – platform to share the “news of the day” and showcase more SPS people stories

On Social Media, the “MEET [insert name here]” series has done well in showcasing our staff and students for their personalities and achievements. These stories promote the great people within the Division and engage others to “share” their stories – gaining more awareness for the Division. The “he/she told two friends, she/he told two friends” organic way of promoting and advertising really works.

Some Highlights from the MEET series:

Post details



Sturgeon Public Schools
June 2 · 🌐

It's great people in the hallways that make up Sturgeon Public Schools. MEET Aaron, international teacher extraordinaire and now Principal at Bon Accord Community School.

Fresh off the heels of getting his Education Degree, Aaron went on a big adventure to New Zealand! There he taught high school “Kiwi style” for almost 2 years, and then came back to Canada when his wife was pregnant so they could be with family. Well – we say “Yay” to that because we’ve had the pleasure of h... See more



Performance for your post

3,197 People Reached

450 Reactions, Comments & Shares ⓘ

310 Like	68 On Post	242 On Shares
81 Love	11 On Post	70 On Shares
56 Comments	10 On Post	46 On Shares
6 Shares	6 On Post	0 On Shares

523 Post Clicks

9 Photo views	0 Link clicks ⓘ	514 Other clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Post details



Sturgeon Public Schools

June 16 · 🌐

A big CONGRATULATIONS to Daniel Requa, Principal at Four Winds Public School for being chosen as a recipient of the 2020-2021 Distinguished Leadership Award presented by the Council for School Leadership (CSL) of the Alberta Teachers' Association. We are so thankful to have you and your collaborative leadership in our school community. #strongleaders #ruralpubliceducation

You can read more in the News Release here: https://www.sturgeon.ab.ca/.../Media%20Release_Daniel%20Requa...



Performance for your post

4,913 People Reached

607 Reactions, Comments & Shares ⓘ

345 Like On Post 176 On Post 169 On Shares

90 Love On Post 26 On Post 64 On Shares

1 Wow On Post 0 On Post 1 On Shares

157 Comments On Post 71 On Post 86 On Shares

14 Shares On Post 12 On Post 2 On Shares

765 Post Clicks

12 Photo views 77 Link clicks ⓘ 676 Other clicks ⓘ

NEGATIVE FEEDBACK

6 Hide post 4 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Post details



Sturgeon Public Schools

June 24 · 🌐

We are so excited to say a big CONGRATULATIONS to student Allie Parry at Camilla School for being awarded with a 2021 Honouring Spirit: Indigenous Student Award, presented by the Alberta School Boards Association (ASBA).

Allie has shown perseverance in the pursuit of her goals and dreams, in school and beyond, all while embracing her Métis culture and being a role model for others.

"Allie is proud of who she is and passionate about sharing Métis culture and contributing to... See more



Performance for your post

2,030 People Reached

142 Reactions, Comments & Shares ⓘ

93 Like On Post 54 On Post 39 On Shares

31 Love On Post 19 On Post 12 On Shares

14 Comments On Post 5 On Post 9 On Shares

4 Shares On Post 4 On Post 0 On Shares

241 Post Clicks

4 Photo views 13 Link clicks ⓘ 224 Other clicks ⓘ

NEGATIVE FEEDBACK

1 Hide post 0 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Some Highlights from exciting announcements:

Post details
✕



Sturgeon Public Schools
October 28 · 🌐

MEET our newly sworn in Board of Trustees! There is a wealth of knowledge, experience, and passion for rural public education in this group of amazing people. We can't wait to work together for the greater good of our students. #schoolfamily #ruralpubliceducation #ForwardTogether
<https://www.sturgeon.ab.ca/board/meet-our-trustees>



Performance for your post

3,499 People Reached

352 Reactions, Comments & Shares ⓘ

246 Like	90 On Post	156 On Shares
53 Love	16 On Post	37 On Shares
42 Comments	10 On Post	32 On Shares
13 Shares	13 On Post	0 On Shares

579 Post Clicks

130 Photo views	93 Link clicks ⓘ	356 Other clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts


Some Highlights of advertising:

Post details
✕



Sturgeon Public Schools
October 25 · 🌐

Wondering what School Councils do? Want to be a part of shaping your children's education experience? We INVITE you to take part in FREE virtual School Council Training Sessions, November 16, 23, and 30 from 7-8 pm. Thank you to Alberta School Councils' Association (ASCA) for partnering with us to facilitate accessing funds from the GOA Alberta School Council Engagement (ASCE) Grant. Be a part of building positive relationships between schools and community! REGISTER here:
<https://docs.google.com/.../1FAIpQLSdNufUuc7mokXGBEK.../viewform>
#schoolfamily #schoolife #CommunityConnected



Performance for your post

1,522 People Reached

21 Likes, Comments & Shares ⓘ

12 Likes	3 On Post	9 On Shares
0 Comments	0 On Post	0 On Shares
9 Shares	9 On Post	0 On Shares

23 Post Clicks

6 Photo views	7 Link clicks ⓘ	10 Other clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post details



Sturgeon Public Schools

August 6 · 🌐

DANCE like nobody's watching... then train to be seen. Calling all those who love to dance!!! Join the Four Winds Public School Dance Academy where you'll blossom from the backyard to the stage! Grades 5-9 can unleash their passion for dancing and enjoy performing, while learning in a state of the art studio with amazing teachers. Check us out and register here: <https://www.fourwindsschool.ca/programs/dance-academy> #dancers #creativeprograms #ruralpubliceducation



Performance for your post

2,158 People Reached

39 Reactions, Comments & Shares

26 Like On Post 13 On Shares

6 Love On Post 4 On Shares

0 Comments On Post 0 On Shares

7 Shares On Post 0 On Shares

69 Post Clicks

8 Photo views 18 Link clicks 43 Other clicks

NEGATIVE FEEDBACK

1 Hide post 0 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Promoting SPS through conventional media and sharing important information:

Post details



Sturgeon Public Schools

November 2 · 🌐

GO Spirits!!! The team is heading to Commonwealth Stadium on Saturday, November 6, to play the championship game! Good luck - we're rooting for you! Sturgeon Composite High School #schoolfamily #sturgeonproud #yougotthis!



STALBERTTODAY.CA

Sturgeon Spirits advance to finals

The Sturgeon Spirits will head to Commonwealth Stadium for the...

Performance for your post

1,659 People Reached

76 Reactions, Comments & Shares

58 Like On Post 25 On Shares

4 Love On Post 0 On Shares

2 Wow On Post 2 On Shares

8 Comments On Post 5 On Shares


4 Shares On Post 0 On Shares

101 Post Clicks

0 Photo views 40 Link clicks 61 Other clicks

Sturgeon Public Schools
18h · 🌐

Parents - be sure to check on the status of your child's school bus before everyone heads out the door in the morning! To check if your bus is on time or delayed go to our website here:
<https://www.sturgeon.ab.ca/transportation/bus-status>



Performance for your post

7,794 People Reached

289 Reactions, Comments & Shares ⓘ

111 Like	34 On Post	77 On Shares
5 Love	1 On Post	4 On Shares
3 Wow	2 On Post	1 On Shares
79 Comments	19 On Post	60 On Shares
91 Shares	85 On Post	6 On Shares

1,930 Post Clicks

27 Photo views	517 Link clicks ⓘ	1,386 Other clicks ⓘ
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Insights See all

Last 28 days : Oct 20 - Nov 16 ▼

People reached	10,030 ▲ 89%
Post engagements	5,036 ▲ 651%
Page likes	25 ▲ 317%

Every day there is another great story to tell about Sturgeon Public Schools. It's Communications' mission to keep the good stories flowing – and manage media relations crisis when needed.

If you haven't already, Like, Share, and Follow all the SPS social media. We are truly our best Ambassadors – walking billboards – to promote Sturgeon Public Schools. When we from within sing out the great things we're doing, everyone wants to jump on board.

#sturgeonproud #schoolfamily #ruralpubliceducationatitsbest

Author: Karen J. Meurer