



FAIRVIEW COMMUNICATIONS END-OF-YEAR REPORT

5.21.19

Website *August 1, 2018 - May 19, 2019*
450,787 page views
60.3% Desktop • 39.7% Mobile
60,321 users • Av. Session: 2:00 • Bounce 48%



Audience: Students • Staff • Parents • Alumni • Community

Most popular pages: Staff Page • Student Resources • Calendar • High School Homepage

Digital Content Creation

68 Articles Published on FairviewParkSchools.org



Videos Produced for Fairview Park Schools

17



2,945

Facebook Followers



2,430

Twitter Followers



746

Instagram Followers



FPCS In the News 1.2x week, on average



"Fairview Park City Schools Seeking Pre-School students for Developmental Assistance Program"

News Channel 5 - March 13, 2019



"Fairview Park mayor enlists aspiring high school filmmakers for community video presentation"

Cleveland.com - April 8, 2019



"Fairview Park's Mayer Middle School receives national recognition for STEM curriculum"

Cleveland.com - April 1, 2019



"Fairview Park City Schools' Innovation Showcase highlights creative student projects"

Cleveland.com - March 16, 2019



"Fairview Park elementary school teacher wins student career-readiness grants"

Cleveland.com - March 6, 2019



Weekly E-Newsletters

Av. Open Rate	EEC	GSE	MMS	FHS
	60.6%	48.7%	53.7%	51.4%
	431 Recipients	964 Recipients	1184 Recipients*	1295 Recipients*

*includes students

Fast5 (1x month)

43.2% 6,219 distribution*
*as of May 2019 Newsletter

1,500+ Alumni Emails Collected

E-mail Opens By Device

54% Desktop **46%** Mobile

Top Tweet



FairviewParkSchools @FPSchools

Fairview Park schools launch student-run coffee company to help students with special needs

<http://www.news5cleveland.com/news/local-news/oh->



2,348 Impressions

155 Engagements

@FPSchools

Top Video



Mighty Molly Loves Fairview Students and Staff

27,000+ views



293

Shares



Annual Report

Distributed to **7,905** homes and businesses in Fairview Park + more at Summerfest.

Special Events

State of the Community - April 2019

Innovation Challenge - April 2019

Community Forum - January 2019

Kindergarten Registration Day - March 2019



Collaboration



Meets Monthly



Southwest Regional Business Advisory Committee
Meets Quarterly



ESC Business Advisory
Meets Monthly



Ohio School Public Relations Association
Annual Conference Presenter - April 2019



National School Public Relations Association
2018-19 "35 Under 35" Honoree