



SHAWNEE PUBLIC SCHOOLS

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Shawnee Public Schools – Communications Department Board Report BOARD UPDATES | September 14, 2026

We have welcomed two Oklahoma Baptist University interns, Charity Compton and Abbey Waller, to the team and are excited to have them working alongside our department this semester. We have also welcomed Shawnee High School student Mary Beth King as a high school intern. These opportunities allow us to invest in the next generation while giving students real-world experience telling the stories of Shawnee Public Schools.

SENIOR RECOGNITION

One of our major projects this month has been recognizing the Class of 2027 and celebrating the many ways our seniors contribute to Shawnee High School.

The Communications Department designed approximately 125 individual senior banners recognizing every senior participating in athletics and activities. These banners celebrate students across a wide variety of programs and highlight the involvement, talent, and leadership of our senior class.

Senior recognitions will be incorporated into the September 11 football game, giving our community another opportunity to celebrate these students and their contributions to the Wolf Pack.

September 11 | FIRST RESPONDERS AND HALL OF FAME NIGHT

Planning and promotion are underway for a special evening at Jim Thorpe Stadium on September 11. In addition to senior recognition, the football game will include First Responder recognition and Hall of Fame Night.

September 18 | JIM THORPE NIGHT

Jim Thorpe Night will take place September 18 at the Shawnee Wolves football game. In conjunction with the event, we are partnering with our Indian Education Department on the Jim Thorpe Legacy Art Contest.

We are excited for students to learn more about and creatively celebrate Jim Thorpe's legacy while strengthening the connection between our schools, our history, and our community.

September 25 | HOMECOMING

Planning and communications are underway for Shawnee Homecoming 2026.

The Homecoming Parade will begin at 10:00 AM on September 25, bringing students, staff, families, alumni, and community members together in downtown Shawnee to celebrate the Wolf Pack.

Homecoming festivities at Jim Thorpe Stadium will begin at 5:30 PM, followed by the football game and Homecoming crowning at halftime.

Our Communications Department is working alongside Shawnee High School, Student Council, athletics and activities, and community partners to promote the week's activities and encourage strong community participation.

OCTOBER 5 | SEQUOYAH ELEMENTARY RIBBON CUTTING

We are also preparing for the Sequoyah Elementary Ribbon Cutting on October 5 at 4:00 PM.

The event will celebrate improvements at Sequoyah made possible by the 2024 Bond and invite families, staff, community partners, and district stakeholders to see the continued investment being made in Shawnee Public Schools.

SOCIAL MEDIA GROWTH REPORTING

District social media channels continued to see significant year-over-year growth in August. Comparing August 2026 to August 2025, our content reached a substantially larger audience and generated increased engagement across district platforms.

- 1,369,926 total impressions, an increase of 40.6%
- 26,834 total social media audience, an increase of 20.7%
- Facebook saw a 143% increase in net follower growth
- Instagram saw a 272% increase in net follower growth
- Instagram views increased 318.5%, reaching 176,036 views
- Instagram engagements increased 106.3%
- Facebook engagements increased 22.1%
- LinkedIn engagement rate increased 58.2%

These results reflect continued growth in the district's digital reach and our ability to connect families, staff, alumni, and community members with the stories of Shawnee Public Schools. More than 1.36 million impressions in a single month, combined with substantial audience growth, demonstrates the continued value of consistent, timely storytelling across district communication channels.

COMMUNICATIONS FOCUS

As we move through September and into October, our focus continues to be on telling the stories of our students and staff, celebrating student achievement, strengthening community engagement, and presenting Shawnee Public Schools in a way that builds pride and confidence in our district.

With several major events occurring in a short period of time, the Communications Department is coordinating event promotion, graphic design, photography, media relations, community outreach, and social media coverage with the goal of representing one strong, professional, and recognizable identity to our community.