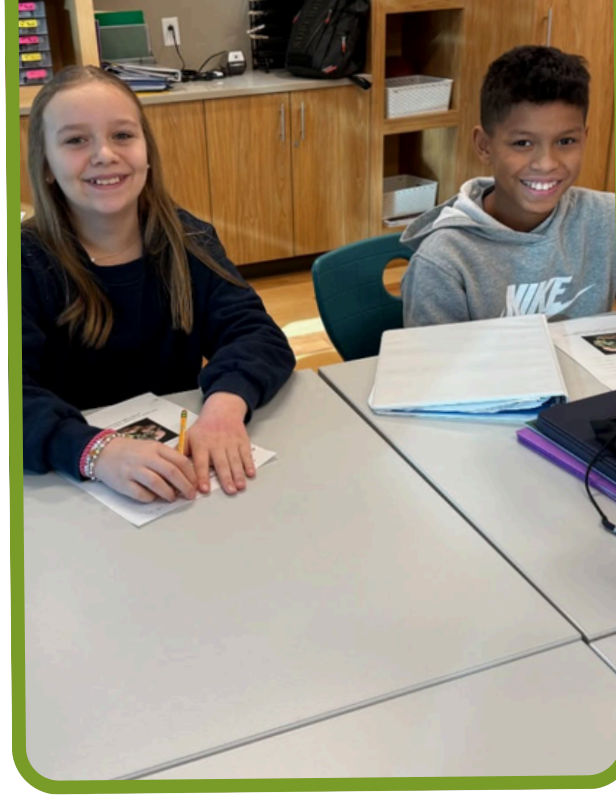




SOCIAL MEDIA REPORT



January 1st, 2026 - May 31st, 2026



Understanding Social Media Analytics

Why These Metrics Matter

These analytics help us understand what resonates with families, staff, and the community. They guide more strategic, consistent, and effective social media planning that supports clear communication and positive storytelling.



OUR GOAL

Our goal with this report is to show what's working, where we can grow, and how we can continue strengthening Lake Bluff's story across all platforms.

Key Metrics

Impressions/Views

The total number of times content is seen during the reporting period, including continued views on previously published posts.

Engagement

The total number of interactions during the reporting period, including reactions, comments, shares, clicks, and ongoing interactions with older posts.

Engagement Rate

The percentage of interactions relative to total impressions. This indicates how actively users interact with the content compared to how often it is viewed.

30,000 FT VIEW

SOCIAL MEDIA PERFORMANCE SUMMARY



A high-level look at social media performance across Lake Bluff's platforms during the reporting period.



AUDIENCE

1,722

↑ 13.3%

vs previous period

from 1,520



VIEWS

101,730

↑ 129.5%

vs previous period

from 44,331



ENGAGEMENT

4,887

↑ 183.9%

vs previous period

from 1,721



POSTS

160

↓ -6.4%

vs previous period

from 171



By prioritizing authentic stories and community connections, Lake Bluff successfully increased visibility, expanded audience reach, and generated stronger engagement across its social media platforms.



COMPARED TO JANUARY 1ST, 2025 - MAY 31ST, 2025



Platform Performance






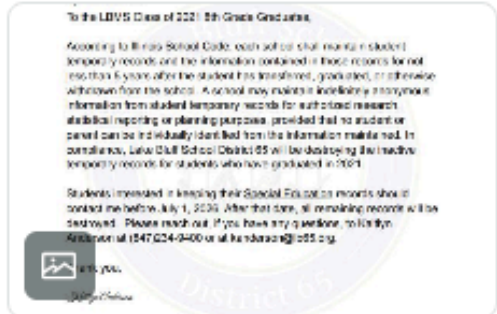

Facebook delivered strong results during the reporting period, with audience size, views, and engagement all increasing compared to the previous period. Increased content activity and community-focused storytelling helped strengthen audience connections, drive meaningful interactions, and expand the visibility of district news and accomplishments. These results demonstrate the continued effectiveness of Lake Bluff's people-centered communication strategy.

Audience Size	Views	Posts Comments	Engagement	Engagement Rate
1,115	82,549	88 52	4,030	4.9%
<i>Previous: 1,051</i>	<i>Previous: 33,861</i>	<i>Previous: 91 31</i>	<i>Previous: 622</i>	<i>Previous: 1.8%</i>



Top Posts on Facebook

By Interaction

<p>A huge congratulations to our Science Olympiad team for an outstanding performance at last Saturday's state...</p>  <table border="1"> <tr><td>Engagements</td><td>439</td></tr> <tr><td>Reactions</td><td>67</td></tr> <tr><td>Comments</td><td>6</td></tr> <tr><td>Shares</td><td>2</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>364</td></tr> </table>	Engagements	439	Reactions	67	Comments	6	Shares	2	Post Link Clicks	—	Other Post Clicks	364	<p>Happy Principals' Day to two people who keep our schools running, growing, and smiling every single day...</p>  <table border="1"> <tr><td>Engagements</td><td>361</td></tr> <tr><td>Reactions</td><td>79</td></tr> <tr><td>Comments</td><td>5</td></tr> <tr><td>Shares</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>276</td></tr> </table>	Engagements	361	Reactions	79	Comments	5	Shares	1	Post Link Clicks	—	Other Post Clicks	276	<p>When the work happening in our schools gets recognized nationally, it's something to celebrate. ❤️🌱...</p>  <table border="1"> <tr><td>Engagements</td><td>340</td></tr> <tr><td>Reactions</td><td>84</td></tr> <tr><td>Comments</td><td>9</td></tr> <tr><td>Shares</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>22</td></tr> <tr><td>Other Post Clicks</td><td>224</td></tr> </table>	Engagements	340	Reactions	84	Comments	9	Shares	1	Post Link Clicks	22	Other Post Clicks	224	<p>Public Posting for Records Destruction (Class of 2021 8th Grade Graduates)</p>  <table border="1"> <tr><td>Engagements</td><td>216</td></tr> <tr><td>Reactions</td><td>0</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>0</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>216</td></tr> </table>	Engagements	216	Reactions	0	Comments	0	Shares	0	Post Link Clicks	—	Other Post Clicks	216	<p>Some recognitions are too meaningful not to celebrate again. ...</p>  <table border="1"> <tr><td>Engagements</td><td>210</td></tr> <tr><td>Reactions</td><td>56</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>149</td></tr> </table>	Engagements	210	Reactions	56	Comments	4	Shares	1	Post Link Clicks	—	Other Post Clicks	149
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This period's top-performing posts demonstrate the strong impact of recognition-focused content. Posts celebrating student accomplishments, honoring staff and administrators, and highlighting district successes generated the highest levels of engagement. These results reinforce the value of sharing authentic stories that recognize the people and achievements that contribute to a positive and thriving school community.



Platform Performance

lakebluffsd65 ...
 Lake Bluff District 65
 490 posts · 431 followers · 3 following
 Excellence in Education, Enthusiasm for Life, Every Student, Every Day
 #LB65
 121 East Sheridan Place, Lake Bluff, Illinois 60044
 www.lb65.org and 1 more

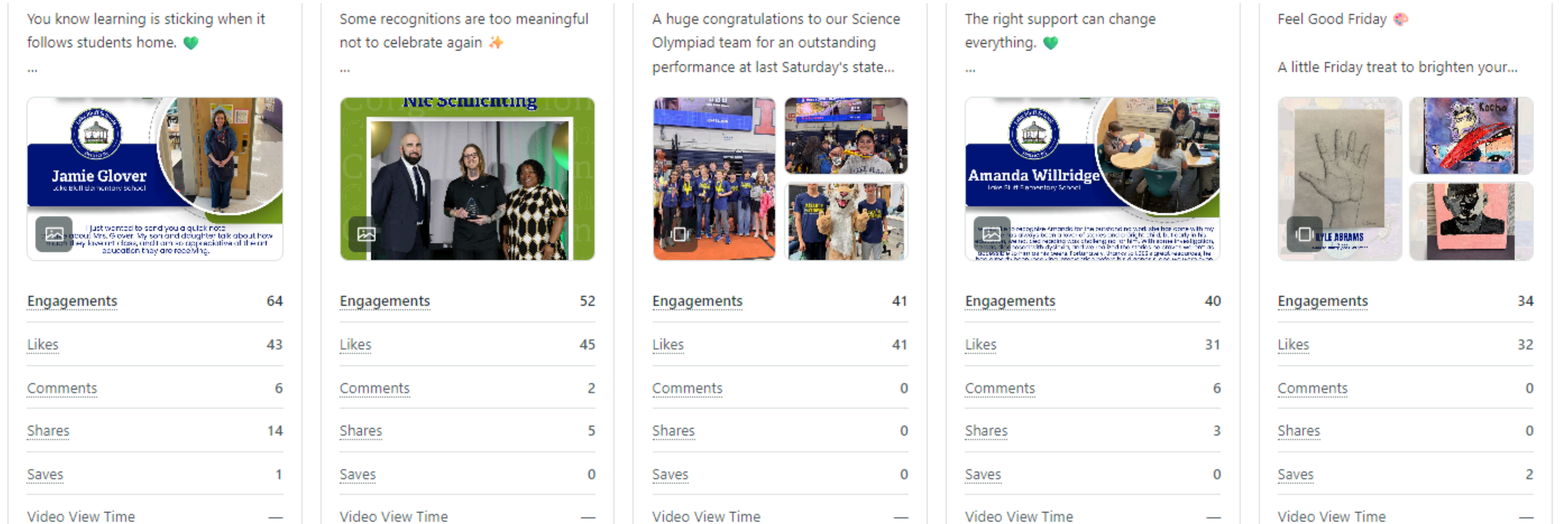
Instagram continued to grow its audience during the reporting period, while views increased significantly as content reached a broader audience. Although engagement declined compared to the previous period, the platform continued to generate meaningful interactions and helped expand Lake Bluff's visibility among families, staff, and community members. These results demonstrate continued interest in student-centered stories, district updates, and community-focused content.

Audience Size	Views	Posts Comments	Engagement	Engagement Rate
455	16,696	59 21	519	3.1%
<i>Previous: 363</i>	<i>Previous: 9,133</i>	<i>Previous: 56 14</i>	<i>Previous: 935</i>	<i>Previous: 10.2%</i>



Top Posts on Instagram

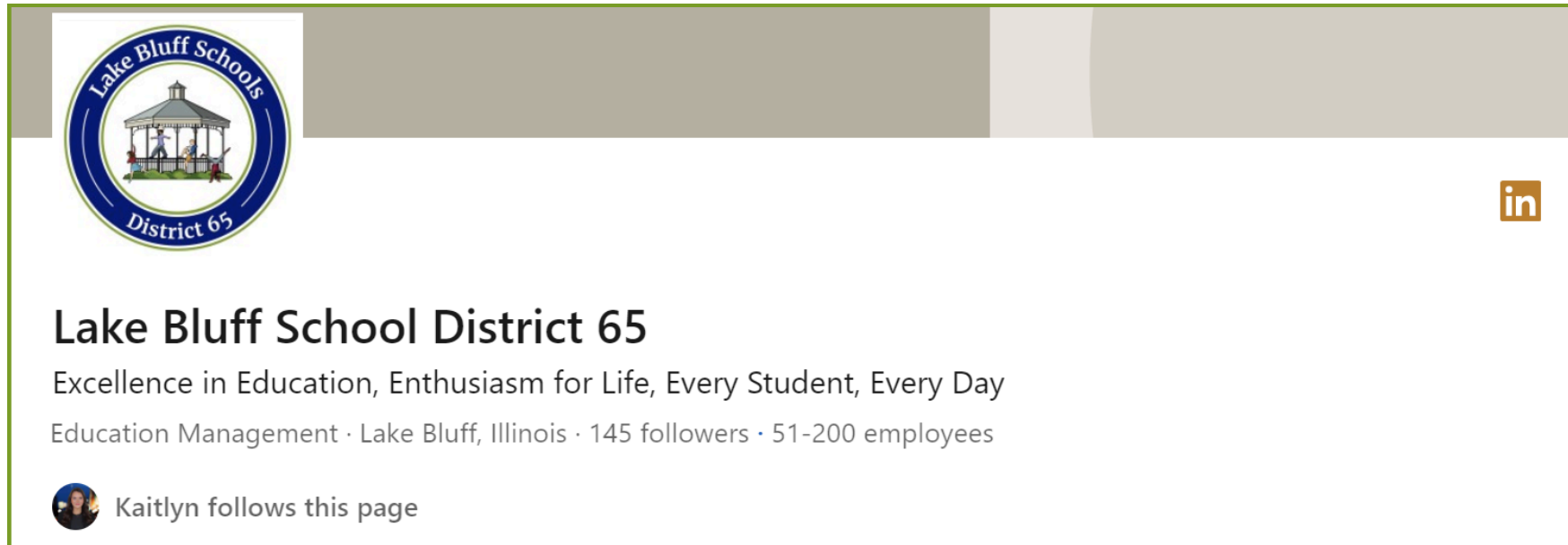
By Interaction



Instagram's top-performing posts demonstrate the strong impact of people-centered storytelling. Content featuring student achievement, staff recognition, learning experiences, and positive school moments generated the highest levels of engagement. These results reinforce the value of sharing authentic stories that highlight the relationships and experiences at the heart of the Lake Bluff community.



Platform Performance



Lake Bluff School District 65
 Excellence in Education, Enthusiasm for Life, Every Student, Every Day
 Education Management · Lake Bluff, Illinois · 145 followers · 51-200 employees

Kaitlyn follows this page

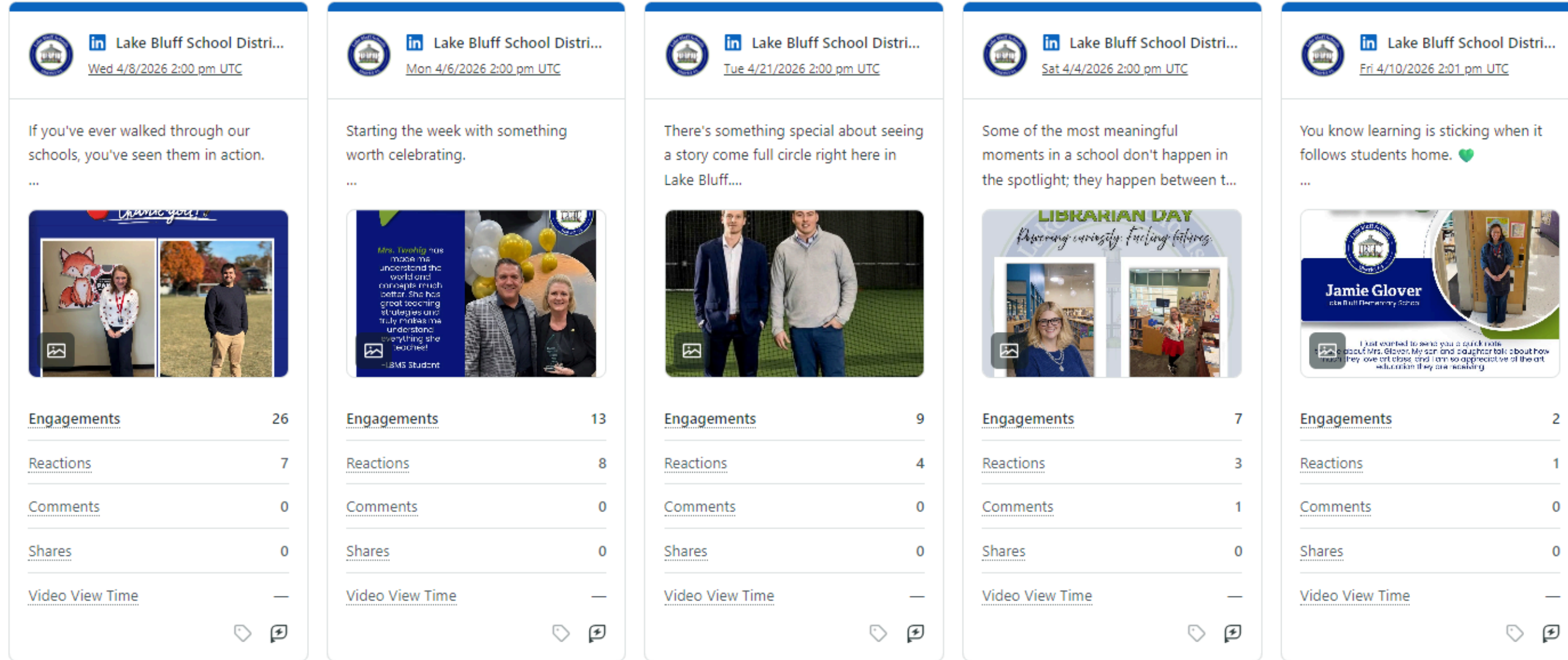
LinkedIn delivered exceptional results during the reporting period, with substantial increases in views, engagement, and audience interaction. Growth across all key metrics demonstrates increasing interest in Lake Bluff's leadership, district initiatives, and organizational accomplishments. These results highlight LinkedIn's growing role in expanding the district's professional visibility and community reach.

Audience Size	Views	Posts Comments	Engagement	Engagement Rate
152	2,485	13 6	338	13.6%
<i>Previous: 106</i>	<i>Previous: 1,337</i>	<i>Previous: 24 1</i>	<i>Previous: 935</i>	<i>Previous: 69.9%</i>



Top Posts on LinkedIn

By Interaction

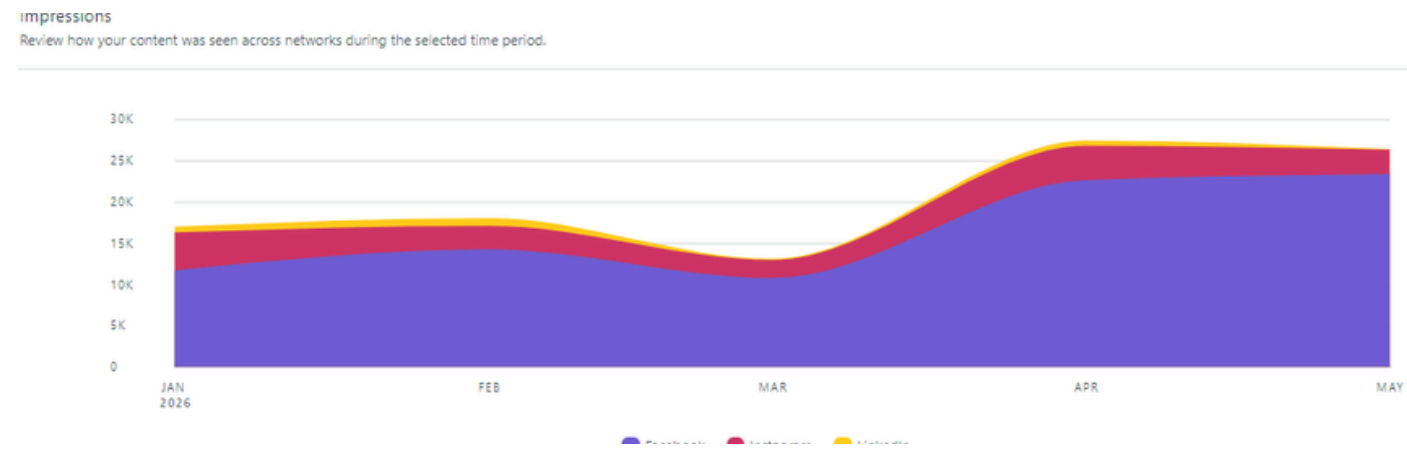


LinkedIn's top-performing posts demonstrate the value of highlighting the people behind Lake Bluff's success. Content focused on staff recognition, leadership achievements, educator impact, and meaningful school contributions generated the highest levels of engagement. These results reinforce LinkedIn's role as a platform for showcasing professional excellence, district culture, and the people who help students thrive.

Semester Trends

IMPRESSIONS OVER TIME

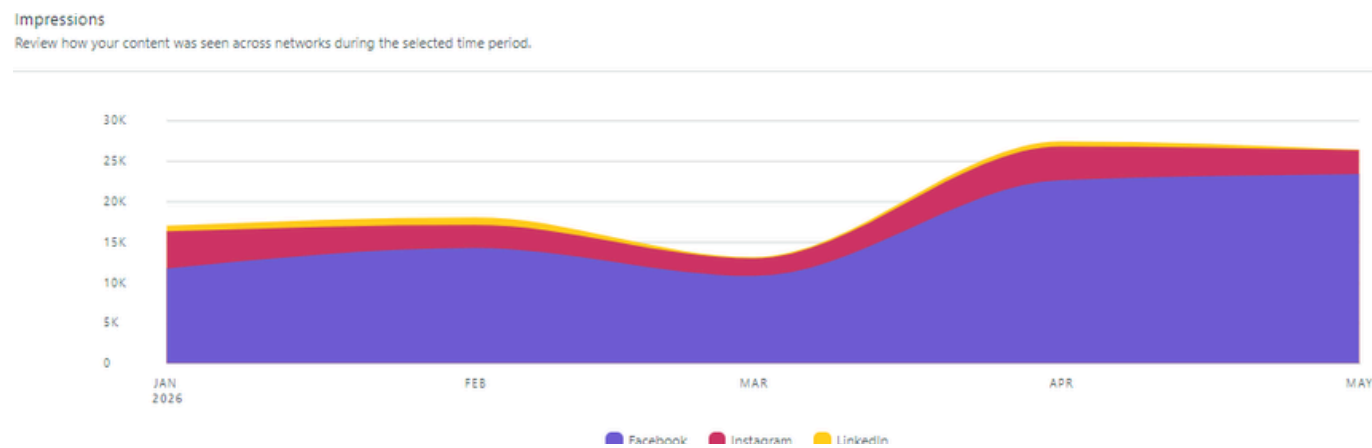
The number of times the content was viewed across all platforms.



Date	Facebook	Instagram	LinkedIn	Total
Jan, 2026	11,675	4,565	711	16,951
Feb, 2026	14,200	2,859	932	17,991
Mar, 2026	10,740	2,183	150	13,073
Apr, 2026	22,594	4,146	625	27,365
May, 2026	23,340	2,943	67	26,350

ENGAGEMENT OVER TIME

The total number of interactions across all platforms.



Date	Facebook	Instagram	LinkedIn	Total Engagements
Jan, 2026	411	58	167	636
Feb, 2026	819	69	100	988
Mar, 2026	415	29	8	452
Apr, 2026	1,291	223	62	1,576
May, 2026	1,094	140	1	1,235



KEY TAKEAWAYS

- Impressions increased significantly in April and remained strong through May, demonstrating sustained visibility across district platforms.
- Engagement peaked in April and remained well above early-semester levels, reflecting strong audience interest in district content and school stories.
- Facebook generated the majority of both reach and engagement, while Instagram and LinkedIn helped expand visibility among additional audience segments.
- Staff recognition, student success stories, and community-focused content helped drive the strongest performance throughout the semester, contributing to continued audience growth and engagement.

Findings & Next Steps

Audience

Audience growth remained strong throughout the reporting period, increasing by approximately 13% across all platforms. Facebook and Instagram both expanded their audiences, while LinkedIn experienced significant growth in professional visibility and engagement. Continuing to share authentic stories that highlight students, staff, and district accomplishments will help sustain this momentum and strengthen community connections.

Content

The highest-performing content consistently highlighted student achievement, staff recognition, district accomplishments, and meaningful school experiences. Recognition-focused and people-centered storytelling generated the strongest results across platforms. Continuing to prioritize these content themes while maintaining a steady posting cadence will help maximize visibility and engagement.

Interactions

Engagement increased nearly 184% during the reporting period, driven by stronger audience participation and increased content visibility across platforms. While Facebook generated the majority of interactions, Instagram presents a key opportunity for future growth. Increasing the use of student-centered storytelling, short-form video content, and interactive posts can help strengthen engagement.

Algorithm

Consistent posting activity and strong audience response contributed to increased visibility across all platforms, particularly during April and May when views and engagement reached their highest levels. Maintaining a regular publishing schedule and continuing to share high-interest content will help preserve reach and keep district stories visible to families, staff, and community members.



THE BIG TAKEAWAY

People-centered storytelling continues to be Lake Bluff's greatest strength, driving audience growth, engagement, and stronger connections by highlighting the students, staff, and experiences that make the district unique.

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THANK YOU!

**We have enjoyed
partnering with you
on telling your story.**





Resource Page

- [Education Industry Benchmarks](#)