



Public Relations Offices in the Great City Schools

October 2017 11th Survey



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Public Relations Offices: An Executive Summary

In an effort to determine the structure and function of Public Relations (PR) offices in our member districts, the Council of the Great City Schools distributed a survey requesting information on these offices. This is the Council's 11th survey on PR offices; the first one was published in 1997.

Of the Council's 69 districts, 37 are included in the survey. The PR offices displayed many similarities, but also ranged in size and budget.

- Twenty (54.1%) have PR offices with staff between 5 and 20 people
- Six of the districts (16.2%) have PR offices with staff of fewer than 5 people.
- Eleven districts (29.7%) have PR offices with staff of more than 20 people.
- Eighteen districts (48.7%) have PR budgets greater than \$750,000.

PR offices in the Great City Schools often encompass different functions and are located in different departments. However, the survey indicated that most of the PR offices are either in Communications, Public Information or Community Relations Departments.

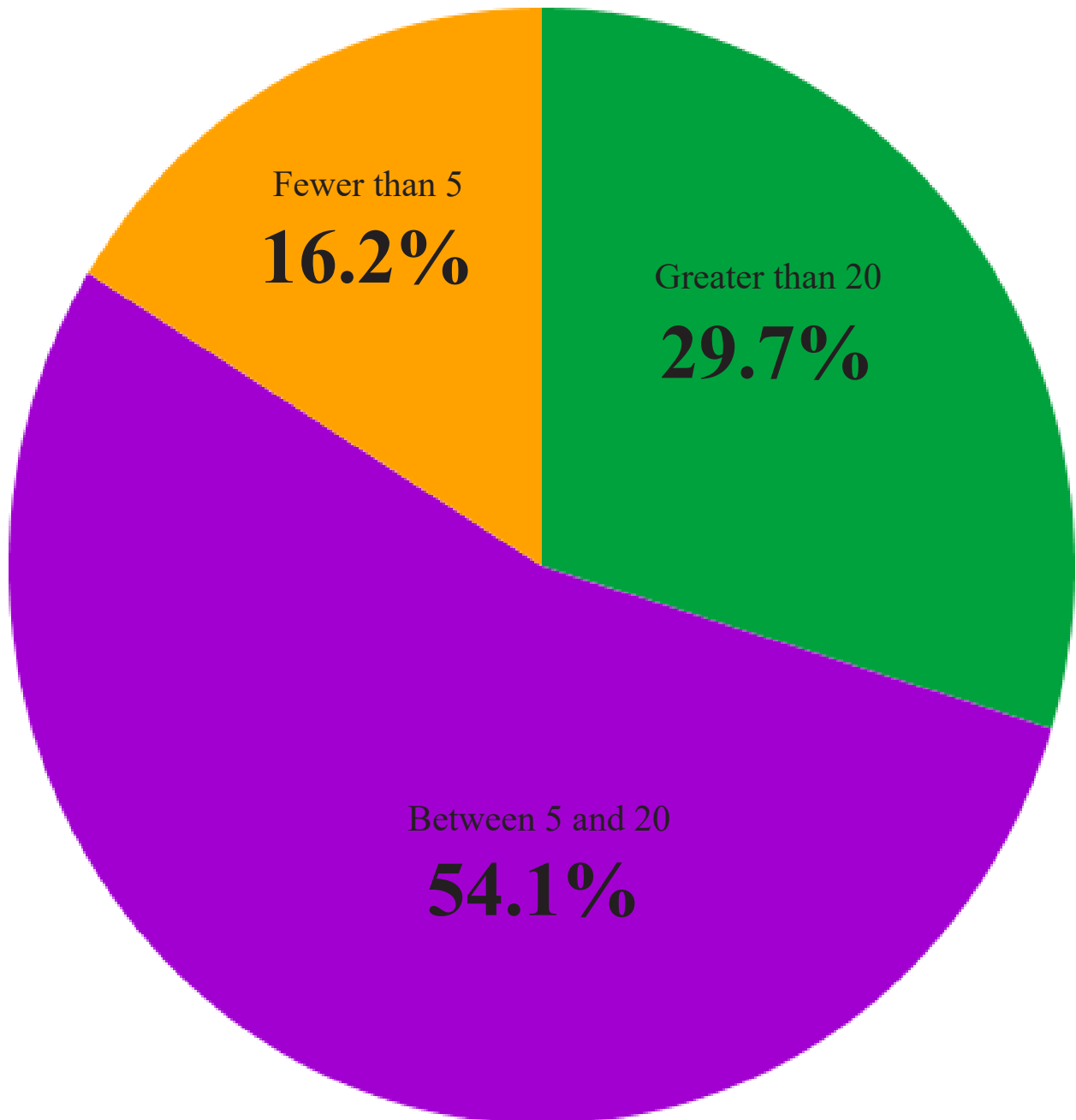
- Broward County Public Schools has the largest staff with 91.5 people but its Public Information Office includes BECON, which broadcasts educational and instructional programs on BECON-TV (WBEC-TV)
- Buffalo has the smallest staff with two people.
- Twenty districts have their PR offices handle television operations.
- Nineteen districts have web masters on their PR staffs.
- Eleven districts have translators or provide translation services.
- Twitter and Facebook are the most widely used social media (37 districts), followed by Youtube (31 districts), Instagram (25 districts), LinkedIn (14 districts), Pinterest (6 districts), and Flickr (5 districts).

The Districts that responded to the PR Offices Survey

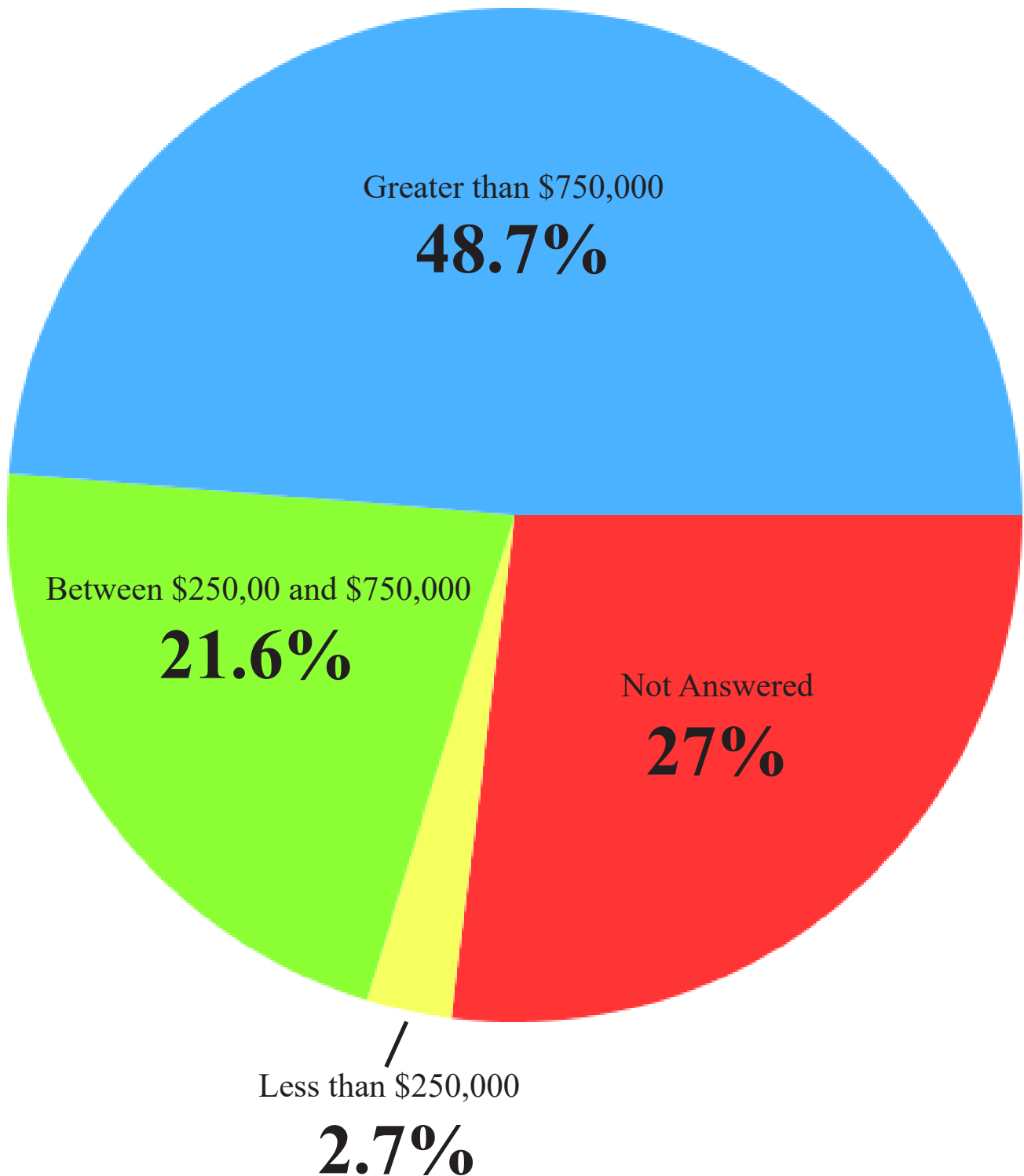
Albuquerque	El Paso	Pittsburgh
Anchorage	Fort Worth	Providence
Broward County	Guilford County	Richmond
Buffalo	Hawaii	Sacramento
Charlotte	Houston	San Francisco
Clark County	Jackson	Seattle
Cleveland	Kansas City	Shelby County
Columbus	Miami	St. Paul
Dallas	Milwaukee	Toledo
Dayton	Omaha	Tulsa
Denver	Orange County	Wichita
Des Moines	Palm Beach	
Duval County	Pinellas County	

			Fewer than 5 people	Between 5 and 20 people	More than 20 people	
District	District Size	Total Staff				Total Budget
Albuquerque	84,000	4	x			\$ 562,000
Anchorage	48,000	7		x		\$ 900,000
Broward County	271,000	92			x	\$ 7,277,308
Buffalo	34,000	2	x			\$356,770
Charlotte	147,157	26			x	\$2,700,000
Clark County	323,000	10		x		\$ 1,082,376
Cleveland	39,000	16		x		\$2,000,000
Columbus	51,000	10		x		N/A
Dallas	157,886	59			x	\$7,990,175
Dayton	13,000	8		x		N/A
Denver	90,150	30			x	\$ 3,000,000
Des Moines	32,979	7		x		\$ 600,000
Duval County	128,702	13		x		\$2,398,226
El Paso	60,000	13		x		N/A
Fort Worth	87,000	25			x	\$ 3,000,000
Guilford County	73,000	6		x		\$ 660,000
Hawaii	179,902	14		x		N/A
Houston	215,000	45			x	\$3,800,000
Jackson	27,000	21			x	\$631,404
Kansas City	16,000	12		x		\$650,000
Miami	356,086	23			x	\$ 2,611,103
Milwaukee	77,856	8		x		\$ 1,491,160
Omaha	52,000	6		x		\$650,000
Orange County	203,000	42			x	N/A
Palm Beach	195,331	38			x	\$ 2,300,000
Pinellas County	103,242	14		x		\$1,177,225
Pittsburgh	24,652	3	x			\$ 664,536
Providence	24,000	3	x			N/A
Richmond	24,000	5.0		x		N/A
Sacramento	47,000	4	x			N/A
San Francisco	55,613	7		x		\$ 868,874
Seattle	54,976	6		x		N/A
Shelby County	111,500	24			x	\$ 3,309,026
St. Paul	38,000	15		x		\$ 1,425,667
Toledo	23,000	3	x			\$232,586
Tulsa	40,000	7		x		N/A
Wichita	50,561	12		x		\$ 1,044,967
TOTALS			6	20	11	

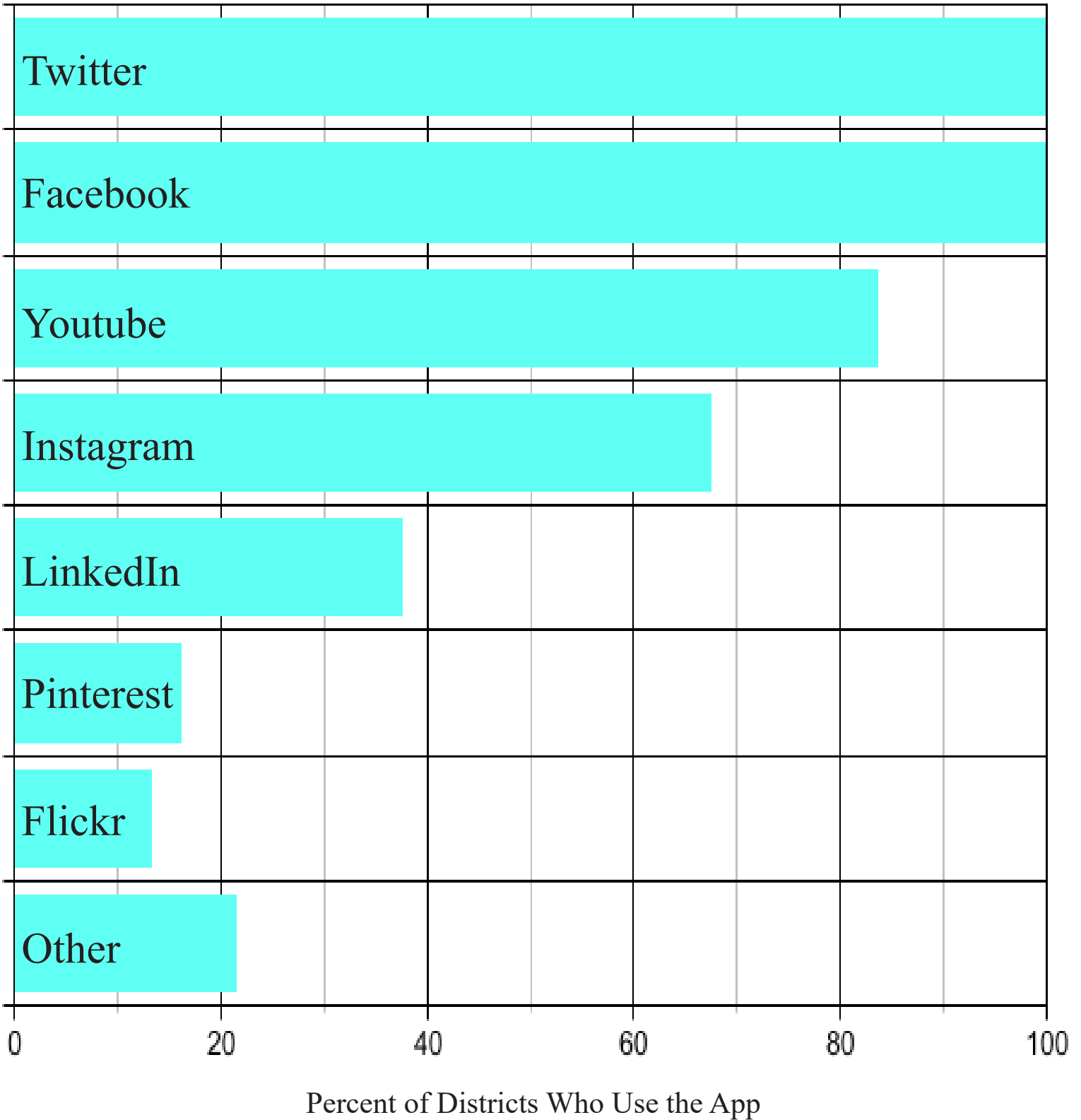
Public Relations Office Size in the Great Cities



Budgets of Public Relations Offices in the Great Cities



Social Media Use in the Great Cities





Summary of Descriptions of Public Relations Offices

The following descriptions of the PR offices will not be able to cover the huge amount of material submitted for the survey, but will present a snapshot of the organization of the offices and those responsibilities closely aligned with public relations. The following information includes the name of the district, the number of k-12 students enrolled in the district, the department charged with public relations responsibilities, the staff within the department, their budget, and a summary of the department's responsibilities. Districts also listed their use of consultants as well as their use of social media. Below are the symbols for social media.



Facebook
(online social network)



Twitter
(online social network)



YouTube
(video-sharing website)



Google+
(social network)



Instagram
(photo sharing app)



Vimeo
(video sharing website)



LinkedIn
(social networking website
for professionals)



Flickr
(photo sharing)



Pinterest
(content sharing service)



Tumblr
(blogging platform)



Albuquerque Public Schools

Enrollment: 84,000

Budget: \$562,000

Communications Office (4 Positions)

Executive Director of Communications

Director of Communications

Custodian of Record/Communications Specialist

Multimedia Specialist





Albuquerque Public Schools' **Communications Department** handles internal and external communications, social media, web content, public records, media relations, marketing, crisis management and more. Our executive director serves as a member of the Cabinet and leadership team.

Duties: Crisis Management, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Social Media/Website, Public Records

Consultants: We work closely with a three-member district web team that is funded by the Technology Department but housed with Communications. They work with a contract developer.

Social media is handled by everyone in the department, but primarily by the Multimedia Specialist and the Communications Director. The average amount of time spent on social media is three hours.

Social Media At-A-Glance:

 16,172 followers	 9,590 followers	 306 subscribers	 1,454 followers
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Anchorage School District

Enrollment: 48,000

Budget: \$900,000

Communications & Community Outreach Department (7 Positions)

Director

Assistant Director

Publications Supervisor

Publications Specialist

Offset Equipment Operator (2)

Digital Copy Operator

Anchorage School District's **Communications Department** supports Anchorage's students, staff and the community by providing accurate and timely information about student achievement, budget and other district initiatives. By working collaboratively with the superintendent, administrators, principals and all school staff, we are able to help them communicate clearly and effectively.




Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website

Consultants: Video production - \$30,000/year

Contractor for bond campaign - \$70/hour

Social media is handled by the Assistant Director. The average amount of time spent on social media is 7-12 hours.

Social Media At-A-Glance:

			
28,253 followers	8,980 followers	840 subscribers	1,558 followers

Broward County Public Schools

(Fort Lauderdale, FL)

Enrollment: 271,000

Budget: \$7,277,308

Public Information Office (91.5 Positions)

Marketing and Communications

Director, Marketing & Communications
District Webmaster
Specialist, Public Affairs (2)
Chief Public Information Officer
Community Relations Assistant
Executive Secretary
Manager, Integrated Marketing, Communications
Office Manager
Graphic Artist (4)
Community Resource Specialist (2)
Webmaster
Bilingual Clerk (2)
Coordinator, District Community Relations
Clerk Specialist IV, (2)
Manager of Graphics, Print Production

Broward Education Communication Network (BECON)

62.5 positions, including:

Director/General Manager
TV Producer/Director
Broadcast Engineer

Old Dillard Museum- First school for African American students in Ft. Lauderdale, created in 1907

Curator
Campus Monitor
Technical Specialist
Secretary


The **Public Information Office** is responsible for the majority of the District's internal and external communications and is the liaison between the District and the news media. From media releases to the District's website - to events and press conferences, the Public Information Office continually looks for ways to engage the community, while sharing the incredible achievements of Broward County Public Schools. There are a total of 113.5 staff positions.

Duties: District Switchboard, District Radio Station, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Partnerships & Volunteers, Social Media/Website, Television Operations

Consultants: Plain Language/Web Writing Training for Staff - \$38,000

All staff participate with **social media** in some way, shape or form, but we have a dedicated Integrated Marketing Communications & Social Media Manager. Other team members, Public Affairs Specialist and Community Relations Assistant provide back-up support. The amount of time spent on social media is 24 hours a day, seven days a week.

Social Media At-A-Glance:

		
15,400 followers	82,800 followers	13,155 followers



Buffalo City School District

Enrollment: 34,000

Budget: \$356,770

Public Relations Department (2 Positions)

Special Assistant to the Superintendent for Community Relations

Public Relations Clerk

The **Public Relations Office** gathers and disseminates District topics and news items in order to promote goodwill and build a rapport between the District, its students and parents, employees, the public, and the community at-large. The department manages all aspects of communication internally, and externally between the District and the public, including coordinating media, crisis communications, electronic communications and social media.



Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Public Records

Consultants: West Interactive Services (parent notification system) - \$45,560

Niagara IT Solutions (web site support specialist) - \$47,899

Social media is handled by the Special Assistant to the Superintendent for Community Relations. Three hours a week is the average amount of time spent on social media.

Social Media At-A-Glance:

	
4,293 likes	1,797 followers

Charlotte-Mecklenburg Schools

Enrollment: 147,157
Traditional Communications Budget: \$2,700,000
Graphic Production Budget: \$1,800,000

Communications Services (11 Positions)

Chief Communications Officer
Executive Director of Media Relations
Media Relations Specialist (3)
Internal Communications Specialist
Social Media Specialist
Editor
Creative Media Specialist
Manager of Internal Media
Administrative Assistant

Graphic Production (15 Positions)

The **Communications Services** is responsible for media relations, internal communications, district broadcast media channels as well as district web, intranet and social media sites. It also includes a graphic production arm.

Duties: Graphic Production, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations, Public Records

Consultants: Event planning - \$50,000
Photography - \$25,000

Social media is handled primarily by one Social Media Specialist. The average amount of time spent on social media each week is 50 hours total, one full-time person and some time by media relations.

Social Media At-A-Glance:

 35,292 followers	 85,488 followers	 505 subscribers		 18,779 followers	 8,595 followers	 321 followers	
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Clark County School District

(Las Vegas, NV)

Enrollment: 323,000

Budget: \$1,082,376

Communications Department (10 Positions)

Chief Communications

Director

Communications Specialist (3)

Communications Assistant

Media Specialist

Graphic Artist II

Photographer






Secretary III

The **Communications Department** is working with all CCSD schools, media, Superintendent, and central office in numerous tasks.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations

Social media is handled by the Communications Assistant. Fifteen hours a week is the average amount of time spent on social media. The average amount of time spent on social media each week is 20 hours.

Social Media At-A-Glance:

 9,916 followers	 13,300 followers	 202 subscribers	 1,379 followers	 28 followers
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Cleveland Metropolitan School District

Enrollment: 39,000

Budget: \$2,000,000

Communications Department (16 Positions)

Chief Communications Officer
Director, CMSD News Bureau
Director, Marketing & Advertising
CMSD-TV Station Manager
Manager, Digital and Social Media (Open)
Multi-Media Journalist
Reporter/Copywriter
Marketing & Advertising Assistant
Graphic Designer
Webmaster
Manager, Alumni & Community Relations (Open)
Spanish Translator/Interpreter (2) *grant-funded*
Arabic Translator *grant-funded*
College Interns (2)





The CMSD **Communications Department** is the hub of all internal and external communications in the Cleveland Metropolitan School District. Members of the CMSD Communications Team work cooperatively with all departments to keep students, parents, staff, citizens and news media informed of activities, events, strategic initiatives, opportunities for partnership and engagement and progress in our schools.

Our News & Information Team works in concert with our Marketing & Advertising Team to support central office departments and 109 schools with messaging and translations through print, web, traditional and social media, writing, photography, direct mail and digital video communications.

Duties: Branding, Crisis Communications, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations, Public Records

Social media is handled by multiple people on our News & Information Team. Fifteen hours a week is the average amount of time spent on social media.

Social Media At-A-Glance:

			
7,147 followers	5,394 followers	799 subscribers	1,540 followers

Columbus City Schools

Enrollment: 51,000

Budget: \$580,000 *this does not include salaries*

Office of Communications and Media Relations (10 Positions)

Executive Director of Strategic Communications & Public Relations
Communications Specialist - Media
Communications Specialist - Graphic Design
Business Partnerships Coordinator
Customer Relations Coordinator

Media Tech Supervisor
Communications Manager
Administrative Secretary
FACTLine Coordinator
Customer Relations Supervisor



The **Office of Communications and Media Relations** goal is to advance the reach and reputation of Columbus City Schools by promoting the accomplishments of students, staff, schools, and school district, and vital information to the public, using an array of internal and external communication vehicles; in support of the mission and vision for Columbus City Schools.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations, Public Records

Consultants: Back to School Mailers - \$24,840.44; Photographer - \$8,000; News Clips - \$5,400; District Mailers/Publications - \$226.70; Graphic Design - \$350; Marketing - \$15,000; Photographer/Media Technologies - \$3,000; Website Management - \$66,000; State of the District - \$2,600; Mobile Application - \$10,084.32; State of the District Media Tech - \$21,340.50; District Mailer - \$4,036.20; Web Maintenance/Web Revamp - \$52,900; Graphic Design - \$10,000; Fast Signs - \$8,000; Event Coordinator for State of District - \$15,000

Social media is handled by various people in the communications department--executive director, communications manager, communications specialist - graphic design, business partnerships coordinator, administrative secretary, media tech supervisor. The average amount of time spent on social media each week is 40 plus hours.

Social Media At-A-Glance:

			
11,000 followers	10,600 followers	438 subscribers	819 followers

Dallas Independent School District

Enrollment: 157,886

Budget: \$7,990,175

Communication Services (59 Positions)

Chief of Communications

Internal and External Messaging and Marketing

Director

Communications Coordinator

Publication Specialist

Graphic Artist (2)

Director, Bond Communications

Dallas Schools Television- DSTV

Producer (3)

Broadcast Engineer

Master Control Operator

Administrative Support

News and Information

Director, News and Information

Content Manager, The Hub

Coordinator, Social Media

Translation Services

Web Services

Dallas ISD Connect- (Call Center)

Marketing Project/Service Requests







Communication Services offers a full range of creative services and strategic planning designed to share the message of the Dallas Independent School District. We work to communicate the mission and goals of the district as it seeks to raise the academic achievement of each student. Communication Services is committed to providing timely, effective communications that engage our students, parents, employees and community members

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Social Media/Website, Television Operations

Consultants: In February 2015, the Dallas ISD board approved a Communication Services with a \$2.9 million RFP over three years for various marketing/communication service vendors.

Social media is handled by one person for each language, while they also handle other duties. One manages English and oversees Spanish platforms. Both are coordinators. The average amount of time spent on social media each week is 10-15 hours.

Social Media At-A-Glance:

					
32,392 likes	31,800 followers	10,680 subscribers	N/A followers	3,552 followers	838 followers



Dayton Public Schools

Enrollment: 13,000

Budget: N/A

Office of Strategic Communication (8 Positions)

Director

Communication Specialist/Webmaster

DPS TV/WDPS FM

Office Manager

Production Specialist (2)




Instructor

WDPS FM Music Director

The **Office of Strategic Communication** is responsible for oversight and coordination of the district's internal and external communication efforts. Strategic communication works with an internal information network through regular contact with the district's schools and special centers to gather and disseminate the good news about DPS for general release and publication. Our department is on call to assist schools and departments with everything from event planning and publicity to news conferences and crisis communication.

The WDPS FM and DPS TV stations are operated by sophomore, junior, and senior students enrolled in the Radio/Television/Digital Design career tech program. Students are instructed on how to plan, operate and post produce radio and television productions.

Social Media At-A-Glance:

 8,808 followers	 777 followers	 936 followers
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Denver Public Schools

Enrollment: 90,150

Budget: \$3,000,000

Communications Team (30 Positions)

Chief Communications Officer	Interpretations and Translations Manager
Strategic and Policy Communications Director	Multicultural Outreach Manager
Media Relations Director	Marketing Manager
Internal Communications Director	Executive Video Producer
Creative Services Director	Web Developer
Multicultural Services Director	Senior Media Specialist
Digital Communications Manager	Coordinator (administrative role)
Media Relations Manager	Specialists (various areas)

The **Communications Team** is made up of five smaller teams/focus areas: Internal Communications for our 15,000 employees, including daily newsletters and employee intranet; Policy Communications for pro-active district initiatives, including our district strategic plan and academic priorities; Media Relations including news media, crisis and open records requests; Multicultural provides interpretation and translations in 10 languages, plus multicultural outreach; and Creative Services, which includes graphic designers, web developer, videographer, school marketing and district publications.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations, Public Records

Consultants: We occasionally use outside consultants, but not on a regular basis.

Social media is handled by a social media specialist who is responsible for strategy across the platforms and training of other team members (in communications and across other teams). She also supports school-based staff as requested. However, we have many members of our team trained so the actual content creation and posting does not fall on this one person. The average amount of time spent on social media each week is 40-plus hours.

Social Media At-A-Glance:

					
17,000 followers	11,000 followers	774 subscribers		15,526 followers	1,476 followers



Des Moines Public Schools

Enrollment: 32,979

Budget: \$600,000

Communications and Public Affairs (6.5 Positions)

Director of Communications & Public Affairs

Communications Officer

Graphics/Web Designer

Staff Writer

Videographer/Photographer (2)

Broadcast Coordinator (half-time)







The **Communications & Public Affairs** office works closely with administration and staff to inform employees and the public about what’s happening in the district. The office handles all media requests, publishes TheWeek@DMPS and other district and school publications, maintains the district website and social media presence, and creates content for the district’s cable channel DMPS-TV. The director also works to support the district’s legislative initiatives.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Event Planning, Social Media/Website, Television Operations, Public Records

Consultants: Juicebox Interactive (web site services) - approximately \$50,000 per year

All staff members in the department are involved in **social media** efforts for the district. The average amount of time spent on social media each week is 20 hours.

Social Media At-A-Glance:

 41,500 followers	 14,000 followers	 2,000 subscribers	 320 followers	 2,417 followers	 825 followers
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Duval County Public Schools

(Jacksonville, FL)

Enrollment: 128,702

Budget: \$2,398,226

Communications Department (13 Positions)

Assistant Superintendent, Communications
Director of Marketing
Supervisor, Media & External Communications
Supervisor, Web
Supervisor, Video
Coordinator, Social Media

Coordinator, Video
Coordinator, School Marketing
Technical Manager, Internal Communications
Support Technician, Graphic Arts
Switchboard Operator (2)
Executive Secretary IV






The DCPS **Communications Department** works collaboratively with the superintendent, school board, and schools to strengthen and build a culture that increases confidence, awareness, engagement, customer service, and brand equity. The DCPS brand is the sum of all schools and voices shared throughout the community from positive experiences to press coverage. Key goals and objectives are tied to strengthening our district brand, and increasing the awareness about services, offerings, and achievement. DCPS is committed to marketing school programs and offerings, district services and resources, and our leadership’s vision and mission. Key district messaging focuses on raising student achievement, recruiting and retaining the best educators, creating safe academic environments conducive to quality teaching and learning, and improving the perception of public education by sharing accomplishments. In order to increase reach and awareness, the DCPS Communications Department implements and leverages multiple tools, tactics, and methods consisting of district/school based websites, mobile apps, automated messaging, advertising (print, digital, television, radio, outdoor, theater), social media, direct marketing (internal and external), and events.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations

Consultants: Web Hosting & Content Management System - \$245,000

Social media is handled by Coordinator - Social Media. One full time position is dedicated to social media, but additional support for monitoring and creating content is provided by other personnel. The average amount of time spent on social media each week is 50 hours or more.

Social Media At-A-Glance:

				
14,100 followers	9,189 followers	452 subscribers	1,763 followers	7,699 followers

El Paso Independent School District

Enrollment: 60,000
Budget: \$150,000 (not including salaries)

Office of Community Engagement (13 Positions)

Executive Director	Staff Writer
Director	Video Production Specialist (2)
Assistant Director	Photographer
Senior Communications Specialist	Computer Graphic Artist
Communications Specialist-Branding	Assistant to Executive Director
Studio Producer	Clerk

The El Paso Independent School District is committed to transparency, accountability and on-going communication with our stakeholders.

It is the mission of the Office of Community Engagement to:


- Promote engagement between the district and all of its stakeholders, to include: students, parents, employees, taxpayers, elected officials, the media and the community at large.
- Educate our stakeholders as to the value and benefits of proactive stakeholder engagement.
- Promote the message that we are the PreK-12 educational institution of choice within the region.

Duties: Governmental Relations, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations, Public Records

Consultants: Marketing firm - \$250,000

Social media is handled by multiple staff members. The average amount of time spent on social media each week is 20 hours.

Social Media At-A-Glance:

 7,487 followers	 4,483 followers	 1,213 subscribers	 502 followers
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Fort Worth Independent School District

Enrollment: 87,000

Budget: \$3,000,000

Division of Strategic Communications (25 Positions)

- | | |
|---|---|
| Senior Communications Officer | Special Projects Coordinator |
| Director of External and Emergency Communications | Strategic Communications Coordinator |
| Director of Marketing and Multimedia | Faith-based/Social Services Coordinator |
| Director of Family Communications | Spanish Language Outreach Specialist |
| Director of Community and Strategic Partnerships | College Readiness Specialist |
| Web and Creative Coordinator | Internal Communications Coordinator |
| Social Media Coordinator | Volunteer Specialist |
| Communications and Web Coordinator | Community Partnerships Coordinators (2) |
| Branding Coordinator | Administrative Associates (2) |
| Broadcast Traffic Assistant | District Switchboard Receptionists (2) |
| Video Journalist/Content Editor | |

We are comprised of four departments: Communications, Family Communications, Community and Strategic Partnerships, and EdTV (video production and TV station.)

Duties: Survey Answer Text Null, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations

Consultants: We employ contract help for large campaigns, such as bond elections or our Gold Seal Schools and Programs of Choice informational initiatives. We set aside about \$100,000 for these campaigns.

We anticipate hiring a **social media** coordinator in the next two months (one of two new positions we've added, and reflected above.) However, social media responsibilities are shared by everyone in the division with the expectation that some time is invested on a daily basis. The average amount of time spent on social media each week is 40 hours.

Social Media At-A-Glance:

					
106,000 followers	19,700 followers	614 subscribers	7,134 followers	2,778 followers	305 followers

Guilford County Schools

(Greensboro, NC)

Enrollment: 73,000
Budget: \$360,000 in salaries
\$300,000 in marketing, special events

District Relations (6 Positions)

Program Administrator - GCSTV
Program Administrator - Community Relations
Program Administrator, Media Relations
Program Administrator - Communications
Broadcast Production Manager, GCSTV
Director, Communications





The **District Relations** Department of Guilford County Schools is responsible for planning and executing the district's communication and public relations efforts. We work closely with the Board of Education, superintendent and all GCS departments and schools to support the district's mission, vision and goals through effective communication strategies.

Consultants: Graphic Designer - \$65 per hour
Photographer - \$50 per hour
Social Media Consultants - \$7,500 per semester (2 semesters)
Website Consultants - \$50 per hour

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations, Public Records

Social media is handled by multiple people in the department - all staff are able to post. We have a consultant that posts daily.

Social Media At-A-Glance:

			
18,397 followers	54,700 followers	710 subscribers	7,030 followers

Hawaii State Department of Education

Enrollment: 179,902

Budget: \$20,500 *does not include salaries*

Office of Communications (14 Positions)







Director of Communications
Multi-media Specialist
Communications Specialist
Media Relations Specialist
Video Production Manager
Video Production Staff (7)
Secretary
Clerk

The Hawaii State Department of Education is the ninth-largest U.S. school district and the only statewide educational system in the country. It is comprised of 256 schools and 34 charter schools, and serves 179,902 students. King Kamehameha III established Hawaii's public school system in 1840. To learn more, visit HawaiiPublicSchools.org.

Duties: Video Production, Social Media, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations, Public Records

The web-page content management is handled by the multi-media specialists who also is lead on **social media**. A total of five people work on social media, including the director. The average amount of time spent on social media each week is seven hours.

Social Media At-A-Glance:

 8,039 followers	 5,668 followers	 58 subscribers	 52 views	 222 followers	
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Houston Independent School District

Enrollment: 215,000

Budget: \$3,800,000

Office of Communications (45 Positions)


Chief Communications Officer	Senior Administrative Assistant
General Manager, Communications & Publications	Senior Information Specialist
General Manager, Bond & Multimedia Services	Information Specialist
General Manager, Strategic Partnerships	Receptionist
Communications Director	Brand & Design Manager
Manager, Information Center	Web Content Administrator
Community Relations Liaison	Bond Communications Manager
Special Events Planner	Senior Manager, Video & Photography
Volunteers in Public Schools Administrator	Strategic Communications Specialist
Community Partnerships Manager	Senior Producer/Director
Community Partnerships Liaison	Producer
Producer	Writer
Web & Mobile Design Team Lead	Web designer
Manager, Translation Services	Translator
Bond Strategic Communications Specialist	Bond Senior Writer
Press Secretary	Bond Multimedia Manager
Media Relations Specialist	Senior Media Relations Specialist

The mission of the **Office of Communications** is to effectively engage with stakeholders to enhance the HISD experience and strengthen public confidence. The department includes multiple functions: Media Relations, Translations, Publications, Social Media, Web Services, Parent Information Center, Multimedia and A/V Services, Volunteers in Public Schools, Internal Communications, Strategic Partnerships and Bond & Building Communications.

Duties: Bond & Building Programs, Communications & Translations Department, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations

Social media is handled by multiple people across the department depending on the event. The average amount of time our department spends on social media each week is 28 hours a week, including monitoring.

Social Media At-A-Glance:

 26,156 followers	 107,000 followers	 2,233 subscribers	 131,000 views
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Jackson Public Schools

Enrollment: 27,000

Budget: \$631,404

Public and Media Relations (21 Positions)

Executive Director of Public and Media Relations
 Communications Specialist
 Web Manager
 Public and Media Relations Administrative Secretary
 Central Office Receptionist
 Partners in Education Director
 Mail Clerk
 Instructional Television Producer/Videographer

Instructional Television Secretary
 Instructional Television Writer/Producer
 Instructional Television Coordinator
 Graphic Arts Operator I
 Graphic Arts Operator II
 Graphic Arts Operator III
 Graphic Arts Director

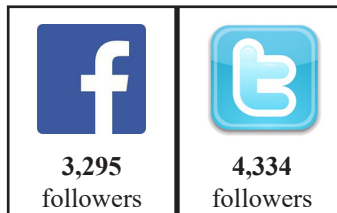
The **Public and Media Relations Office** supports the mission and vision of Jackson Public Schools. We strive to improve stakeholder satisfaction and support by providing consistent, timely and accurate information while making the most of opportunities for effective, two-way communication with our community as we aim to increase student achievement.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations, Public Records

Consultants: Comcast Cable service for advertising campaign of 30 second commercial spots on local television; cost approximately \$10,000 for 6 month contract.

Social media is handled by Web Manager and Communication Specialist. The average amount of time spent on social media each week is 10 hours.

Social Media At-A-Glance:





Kansas City Public Schools

Enrollment: 16,000

Budget: \$650,000

Communication Services (9 positions)

Chief Communications and Community Engagement Officer

Administrative Assistant to the Chief Communications and Community Engagement Officer

News and Media Technology Manager

Senior Communications Specialist

Communications Specialist

Communications Tech

Webmaster

Graphic Design/Videographer






Enrollment Marketing Specialist

Communications Services offers a full range of creative services and strategic planning designed to share the message of the Kansas City Public Schools. We work to communicate the mission and goals of the district as it seeks to raise the academic achievement of each student. The department is committed to providing timely, effective communication that engages our students, parents, employees and community members.

Duties: Internal Communications; External Communications; News and Information; Kansas City Public Schools Television (KCPS-TV); Web Services; Media Technology Training and Event Planning

Social media is handled by multiple people. 20 hours a week is the average amount of time spent on social media.

Social Media At-A-Glance:

 4,292 followers	 4,314 followers	 323 subscribers	 3 followers	 663 followers
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Miami-Dade County Public Schools

Enrollment: 356,086

Budget: \$2,798,327

Office of Communications (21 Positions)

Chief Communications Officer

Citizen Information Center

Supervisor

Administrative Specialist

External Communications

District Director

Media Relations Specialist

Haitian Affairs & Media

Director

Translation Specialist (2)

Internal Communications

Executive Director

Communications Manager

News Media Relations

Executive Director

Director

Media Relations Specialist

Spanish Translation Services

Educational Specialist

Translation Specialist (2)

Strategic Educational Marketing

Executive Director

Marketing Supervisor

Media Relations Specialist

Digital Communications Specialist

Graphic Design Specialist





The **Office of Communications** is committed to the timely and accurate dissemination of information that highlights the school district's programs, initiatives, and achievements to reinforce awareness among internal and external stakeholders. We pursue this mission through targeted messaging, integrated marketing, social media, and public relations activities that inform and educate parents, students, employees, and all stakeholders of Miami-Dade County Public Schools.

Duties: Radio Operations, Telephone Operators, Translations, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations, Public Records

Consultants: Media monitoring service - \$12,500

Social media is handled primarily by the Chief Communications Officer, Executive Director External Relations, Marketing Supervisor and Digital Media Specialist. The average amount of time spent on social media each week is 40 hours.

Social Media At-A-Glance:

			
12,579 followers	37,223 followers	134 subscribers	12,607 followers

Milwaukee Public Schools

Enrollment: 77,856
FY17 Budget: \$1,491,160
FY18 Budget: \$1,537,883

Department of Communications and Outreach (8 Positions)

Director
Webmaster
Communications Associate III (writer)
Communications Associate II (social media and school website support)
Graphics & Design Specialist
District Translator
Media Manager
Administrative Assistant
Planning Assistant (to be added in 2018)








The **Department of Communications & Outreach** works to aggressively and strategically promote Milwaukee Public Schools, provide the community with important information about MPS, and assist in efforts to recruit and retain students and staff. The office works through a wide variety of media and print platforms with a focus on creating and reinforcing a positive image of MPS that reflects our achievements and our challenges. The Department also oversees district translation requests.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Event Planning, Social Media/Website

Consultants: \$150,000 in FY17

Social media is handled primarily by Communications Associate II, with normally 25 - 30 hours per week including district and school support.

Social Media At-A-Glance:

 12,141 followers	 11,086 followers	 1,351 subscribers		 5,812 followers	 1,427 followers	 1,011 followers
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Omaha Public Schools

Enrollment: 52,000

Budget: \$650,000

District Communications Office (5.5 Positions)

Director, District Communications

Coordinator of Marketing and Visual Information

Public Relations Specialist (2)

Administrative Assistant


Videographer

Duties: Web Site Content, Issues and Crisis Communications; Press Secretary/Media Relations; Marketing/PR/Promotions; Print & Online Publications; Internal Communications; Event Planning; Social Media/Website; Television Operations

Consultants: Amount varies, but we do use consultant support from time to time.

Social media is handled primary and secondary support. The average amount of time spent on social media each week is 35 plus hours.

Social Media At-A-Glance:

		
8,732 followers	6,696 followers	334 subscribers

Orange County Public Schools

(Orlando, FL)

Enrollment: 203,000

Budget: N/A

Communications Division (42 Positions)

Chief Communications Officer

Senior Director District Foundation

Director Marketing and Events

Director Media Relations

Interim Director Legislative & Congressional Relations

Assistant Director Marketing and Events

Assistant Director Web and Technology Services

Assistant Director Community Resources

Senior Manager Public Relations

Senior Manager Events

Senior Manager Sales and Marketing

Senior Manager Media Promotions

Senior Manager Video Services

Senior Specialist Media Relations

Senior Specialist Community Resources (2)

Senior Specialist Public Relations

Manager Social Media

Manager Public Information

Administrator District Foundation (3)

Plus numerous classified

The **Communications Division** is comprised of four department: Media Relations, Marketing and Events, Foundation and Legislative & Congressional Relations.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations

Consultants: Crisis Communications - varies
Advertising/Sponsor Sales - \$50,000

Social media is handled mainly by Manager Social media, and others contribute. The average amount of time spent on social media each week is 40 hours.

Social Media At-A-Glance:



26,700
followers



7,680
followers



898
subscribers

School District of Palm Beach County

(Palm Springs, FL)

Enrollment: 195,331

Communications Budget: \$2,300,000

TV Station Budget: \$1,600,000

Department of Communications and Engagement (38 Positions)

Chief Officer, Strategic Communications and Engagement	Media Relations Specialist
Marketing and Communications Manager	Graphic Designer
IT Solutions Manager	Volunteer Coordinator
Communications Specialist	Business Partnership Liaison
Engagement Specialist	Clerk, Video Library
Executive Administrative Assistant	Instructional TV Manager
Administrative Assistant	Tech Instr TV Broadcast Pro
Online Communications Coordinator	Scheduler
Executive Communications Specialist	Production Tech
Writer/Editor/Producer, Educational TV	IT Specialist






The **Department of Communications and Engagement** is charged with engaging all of the district's diverse communities and informing the community of district policies, programs, services, successes, challenges and opportunities.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations, Public Records

Consultants: Outside consultants used for photography and graphic design/marketing. Budget for photography was approximately \$4,000 for FY17. Graphic design/marketing budget was approximately \$17,000.

Social media is handled by our Communications Specialist, though other team members have access and post occasionally. We also have two engagement specialists that handle Haitian Creole and Spanish language Facebook, Twitter and Instagram accounts. The average amount of time spent on social media each week is between 30-40 hours.

Social Media At-A-Glance:

				
28,000 followers	20,700 followers	447 subscribers	1,238 followers	7,527 followers

Pinellas County Public Schools

(St. Petersburg, FL)

Enrollment: 103,242

Budget: \$1,177,225

Office of Strategic Communications (14 Positions)

Director

Public Information Officer

Webmaster

Communications Coordinator (3)

Multimedia Manager

Multimedia Producer (3)

TV Operations Manager

Multimedia Coordinator

Station Technician

Secretary

The **Office of Strategic Communications** directs public awareness campaigns, gathers and disseminates news to internal and external audiences, produces video content for web and TV, manages the web content management system, supports district events, and leads communications planning for district initiatives. In support of the District Strategic Plan, the Office of Strategic Communications uses promotional communication to position Pinellas County Schools as the district of choice for quality teaching, learning and student achievement.

Duties: Speechwriting, Crisis Communications, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations, Public Records

Consultants: Schoolwires - content management system and TV station technical consultant: \$20,000

Social media is handled by multiple people, and the average amount of time spent on social media each week is 10 hours.

Social Media At-A-Glance:

 10,665 followers	 2,294 followers	 411 subscribers
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Pittsburgh Public Schools

Enrollment: 24,652

Budget: \$664,536

Office of Public Information / Communications and Marketing (3 Positions)

Public Information Officer

Communications Officer

Project Assistant

The Division of **Communications and Marketing** and the **Office of Public Information** promotes and looks after the image and reputation of Pittsburgh Public Schools. We do so by developing and implementing clear, consistent and engaging strategies that enhance the public's understanding of PPS.

Both offices offer a variety of communications services, tools, and strategies to support schools and departments. Our team has expertise in strategic communication, media relations, crisis communication, communications planning, event planning, project management and content creation. It is our goal to ensure families, staff, community members and the media receive accurate and timely information.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations

Consultants: Graphic Design, Photography, Copy Writing - \$88,000

Social media is handled by two staff members.

Social Media At-A-Glance:

				
16,608 followers	8,852 followers	2,255 followers	21 views	3,239 followers



Providence Public Schools

Enrollment: 24,000

Budget: N/A

Office of Communications (3 Positions)

Director of Communications

Communications Specialist

Translator

The Providence Public Schools **Office of Communications** manages media relations, social media and integrated marketing communications for 41 schools; works directly with superintendent's office and district leadership on internal communications and stakeholder communications; provides external affairs support to superintendent.



Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Social Media/Website

Consultants: Graphic designer -- \$3,000

Professional photographer -- \$1,200

Social media is handled by the Director of Communications manages social media but Communications Specialist often takes photos specifically for social media use. The average amount of time spent on social media each week is six hours.

Social Media At-A-Glance:

 4,853 followers	 2,831 followers	 24 subscribers	 458 followers
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Richmond Public Schools

Enrollment: 24,000
Budget: \$132,181 *excluding salaries*

Office of Communications & Media Relations (5 Positions)





Director of Communications & Media Relations
Communications & Media Relations Specialist
Administrative Assistant
Multimedia Production Manager
Multimedia Production Specialist

The mission of the **Office of Communications & Media Relations (OCMR)** is to communicate the district's goals, objectives and successes to both internal and external stakeholders - including employees, students, parents, civic organizations and area businesses - through a comprehensive, multi-tiered public relations / marketing program.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations

Social media is handled by the administrative assistant. The average amount of time spent on social media each week is 25 hours.

Social Media At-A-Glance:

			
7,755 followers	4,257 followers	108 subscribers	599 followers



Sacramento City Unified School District

Enrollment: 47,000

Budget: N/A

Communications Office (4 Positions)

Chief Communications Officer

Communications Manager

Webmaster & Digital Media



Administrative Assistant

The **Communications Office** is responsible for strategic communications planning, responding to media inquiries, and all internal messaging to staff and external messaging to parents.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Public Records

Social media is handled by the Webmaster and Chief Communications Officer. The average amount of time spent on social media each week is eight hours.

Social Media At-A-Glance:

 3,065 followers	 1543 followers	 105 subscribers
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Saint Paul Public Schools

Enrollment: 38,000

Budget: \$1,425,667

Office of Communications, Marketing and Development (15 Positions)

Interim Director	Communications Specialist
Communications and Marketing Senior Associate	Digital Media Manager
Digital Editor	Program Assistant
Communications and Marketing Senior Associate	Audio Visual Technician,
Translations Manager	Translation Specialist
Management Assistant 2	Senior Development Specialist
Fund Development Coordinator	

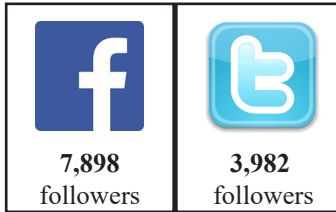
The **Office of Communications, Marketing and Development** keeps information flowing to the people that make up, surround and support Saint Paul Public Schools. The office merges story-telling, grant-seeking and marketing into one unit.

Duties: development -- grants, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations

Consultants: our development team sometimes uses writers to help with grant-writing. The fees vary based on the consultants and the length of time they help with the project.

Social media is handled by multiple people with one person primarily responsible for twitter, another primarily responsible for Facebook. Other staff do assist as needed.

Social Media At-A-Glance:



San Francisco Unified School District

Enrollment: 55,613

Budget: \$868,874

Communications Division (7 Positions)

Chief Communications Officer
Public Relations Manager
Internal Communications Manager
Public Information Officer (2)
Online Communications Coordinator
Public Relations Assistant






The **Communications Division** informs, educates and inspires the SFUSD community and beyond by telling the stories of SFUSD students and staff and by providing timely and accurate news and information. Through partnering across the district to strengthen communication systems and grow the district's presence across multiple platforms, we help to build the coherence, connections and resources necessary to achieve our vision for students.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Social Media/Website

Consultants: Underground - \$75,000
Spark Inbound Marketing - \$6,000
Free Range Studios - \$6,200
845a, LLC - \$7,500
Mitzi Mock - \$4,00
Lewis Company, LLC - \$5,000
Sonia Savio - \$2,500

Social media handled by multiple people including the Online Communications Coordinator, Public Information Officer, and Public Relations Assistant. Fifteen hours a week is the average amount of time spent on social media, which can possibly double during a crisis situation.

Social Media At-A-Glance:

				
2,755 followers	8,339 followers	95 subscribers	428 followers	7,155 followers



Seattle Public Schools

Enrollment: 54,976

Budget: N/A

Communications Department (6 Positions)

Chief Engagement Officer

Web Content Editor

Communications Specialist, Internal






Communications Specialist, External

Communications Specialist, Facilities & Capital

Communications Specialist, Curriculum, Assessment and Instruction

The **Communications Department** provides Seattle Public Schools with expertise in strategic communications, media relations, social media, crisis communication, communications planning, and content creation. It is our goal to ensure families, staff, community members and the media receive accurate and timely information.

Social Media At-A-Glance:

 6,589 followers	 14,000 followers	 98 subscribers	 608 followers	 6,411 followers
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Shelby County Schools

(Memphis, TN)

Enrollment: 111,500

Budget: \$3,309,026

Department of Communications and Community Engagement (24 Positions)

Chief of Communications and Community Engagement	Executive Administrative Assistant
Communications Executive Director	Community Engagement Manager
Public Information Officer	Community Engagement Specialists (3)
Media Relations Analyst	Clerical Assistant
External Communications Advisor	TV/Radio Station Manager
Internal Communications Analyst	TV/Radio Station Advisor
Bilingual Communications Analyst	Broadcast Specialists (2)
Graphics Advisor	Instructors/On-Air Personalities (2)
Graphic Designer	Chief Engineer
Webmaster	Administrative Assistant






The **Department of Communications and Community Engagement** supports the acceleration of student achievement in Shelby County Schools by building a culture of collaboration among students, families, and the community. We build strong partnerships, increase capacity, and create a culture of inclusiveness among internal and external stakeholders.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, .Television Operations

Consultants: Kingdom Quality Communications and TNTP

Social media is handled by the external communications analyst. Twenty-five hours a week is the average amount of time spent on social media.

Social Media At-A-Glance:

				
26,672 followers	46,700 followers	556 subscribers	2,401 followers	8,395 followers



Toledo Public Schools

Enrollment: 23,000

Budget: \$232,586

Communications Department (3 Positions)

Communications Director

Communications Manager






Administrative Assistant

The **Communications Department** manages all district communication efforts including media relations, public relations, marketing, website, publications and community outreach. The office also handles crisis communications, acts as a board liaison, writes speeches for superintendent and cabinet members and other duties as assigned.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website

Social media is handled by the communications manager. Ten to 12 hours a week is the average amount of time spent on social media.

Social Media At-A-Glance:

				
10,844 followers	2,567 followers	40 subscribers	577 followers	3,033 followers



Tulsa Public Schools

Enrollment: 40,000

Budget: N/A

Communications and Public Relations (7 Positions)

Director of Communications

Executive Assistant

Multimedia Journalist

Web Designer

New Media Coordinator

PR & Marketing Coordinator

Digital Content Specialist






The **Communications** team manages public and media relations, marketing and outreach, and strategic communications for Tulsa Public Schools, a pre-K-12 urban school district with 7,000 employees serving 40,000 students.

Duties: Crisis Management, Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Social Media/Website, Television Operations, Public Records

Consultants: Graphic design, printing, and translation for our annual calendar - approximately \$10,000
Design, printing, and translation for various marketing materials - approximately \$50,000

Social media is handled by PR & Marketing, but this position is vacant, so the Director leads strategy and content development with execution support from multimedia journalist. Between the district and superintendent accounts, we do about 30 posts per week (3/day) - time varies, probably 3-5 hours total.

Social Media At-A-Glance:

 12,353 followers	 9,446 followers	 394 subscribers	 71 followers	 5,780 followers
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Wichita Public Schools

Enrollment: 50,561

Budget: \$1,044,967

Division of Marketing and Communications (12 Positions)

Division Director	Special Projects/Employee Engagement Specialist
Division Secretary	Community Engagement/Partner Specialist
News and Media Relations Manager	Graphic/Marketing Specialist
WPS-TV Producer/Director (technical)	District Mediator
WPS-TV Producer/Director (projects)	Mediator’s Secretary
WPS-TV Cable Technician/Office Manager	Spanish Language Communication Specialist
Social Media/Web Specialist	

The **Marketing and Communications Division** creates and enhances positive relationships with district stakeholders to support the educational needs of Wichita students. We encourage and facilitate interactive dialogue; cultivate an environment of mutual trust and support; and collaborate with students, families, staff, the community and our partners in businesses, organizations and faith communities to realize the district’s mission.

We believe communication should be concise, transparent, respectful, responsive, timely, inclusive, student-focused, relevant and accurate.





We accomplish this work with 12 talented team members in Marketing and Communications, Media Productions and Parent and Community Support, as well as Spanish-language media support from Multilingual Education Services.

Duties: Press Secretary/Media Relations, Marketing/PR/Promotions, Print & Online Publications, Internal Communications, Event Planning, Alumni/Parent & Community Engagement, Partnerships & Volunteers, Social Media/Website, Television Operations

Consultants: External web hosting, occasional photography support

Social media is handled by multiple people, primarily Social Media/Web Marketing Specialist, News and Media Relations Manager, and as needed, the Division Director and Special Projects/Employee Engagement Specialist. The average amount of time spent on social media each week is 35-40 hours.

Social Media At-A-Glance:

			
18,300 followers	8,394 followers	453 subscribers	458 followers



Albuquerque

Anchorage

Arlington

Atlanta

Austin

Baltimore

Birmingham

Boston

Bridgeport

Broward County

Buffalo

Charleston

Charlotte

Chicago

Cincinnati

Clark County

Cleveland

Columbus

Dallas

Dayton

Denver

Des Moines

Detroit

El Paso

Fort Worth

Fresno

Greensboro

Hawaii

Houston

Indianapolis

Jackson

Jacksonville

Kansas City

Long Beach

Los Angeles

Louisville

Miami-Dade

Milwaukee

Minneapolis

Nashville

New Orleans

New York City

Newark

Norfolk

Oakland

Oklahoma City

Omaha

Orange County

Palm Beach

Philadelphia

Pinellas County

Pittsburgh

Portland

Providence

Richmond

Rochester

Sacramento

San Antonio

San Diego

San Francisco

Santa Ana

Seattle

Shelby County

St. Louis

St. Paul

Tampa

Toledo

Tulsa

Washington, DC

Wichita

