

At-a-Glance Impact



5,941

Current Followers

4,685 in the same period last year



281K+

Engagement

36,222 in the same period last year



3.7+ Million

Impressions

1.4M in the same period last year



7.6%

Engagement Rate

2.6% in the same period last year



1,274

Posts

**limited data*



1,014

*of those posts showed your community what's happening at Bucyrus with **photos***

143

*of those posts shared **videos** of the exciting things happening at Bucyrus*



Results

- **Expanded Community Reach:** *Bucyrus City Schools generated more than 3.7 million impressions during the 2025-2026 school year, an increase of more than 165% over the previous year. This dramatic growth demonstrates that district stories are reaching far beyond the existing follower base and connecting with families, alumni, and the broader community.*
- **Meaningful Community Engagement:** *The district's 7.6% engagement rate nearly tripled from the previous year and is the highest among the regional comparison districts. More than 281,000 engagements show that community members aren't simply viewing content - they're actively interacting with, sharing, and celebrating the stories being told.*
- **Consistent, Strategic Communication:** *Throughout the school year, Bucyrus shared 1,274 posts, including more than 1,000 photo posts and 143 videos, creating a steady stream of authentic content that highlighted student achievement, academics, athletics, arts, and everyday successes across the district.*
- **Growing Trust and Visibility:** *The district's Facebook audience grew by more than 26% during the school year, adding over 1,250 new followers. Combined with significantly higher reach and engagement, this growth reflects increasing community interest and confidence in Bucyrus City Schools.*

Regional Context

✓ Followers

Bucyrus City Schools: 5,941

- Shelby City Schools
6,753
- Mansfield City School District
9,430
- Pleasant Local School District
5,879
- Buckeye Central Local School District
3,941

✓ Engagement

Bucyrus City Schools: 281,052

- Shelby City Schools
90,261
- Mansfield City School District
398,483
- Pleasant Local School District
196,481
- Buckeye Central Local School District
190,530

✓ Impressions

Bucyrus City Schools: 3,712,733

- Shelby City Schools
2,762,558
- Mansfield City School District
5,748,382
- Pleasant Local School District
2,720,738
- Buckeye Central Local School District
2,713,594

✓ Engagement Rate

Bucyrus City Schools: 7.6%

- Shelby City Schools
3.3%
- Mansfield City School District
6.9%
- Pleasant Local School District
7.2%
- Buckeye Central Local School District
7.0%



Results

- **Strong Regional Performance:** *While several comparison districts have larger audiences, Bucyrus City Schools generated 3.7 million impressions, outperforming similarly sized districts and approaching the visibility of districts with substantially larger followings. This demonstrates that Bucyrus' content consistently reaches well beyond its follower count.*
- **Leading in Engagement:** *Bucyrus achieved the highest engagement rate (7.6%) among all comparison districts, indicating that the community is not only seeing district content but actively responding to it. High engagement signals strong community interest and helps extend the reach of district content through comments, reactions, and shares.*
- **Maximizing Return on Investment:** *The combination of significant audience growth, increased visibility, and industry-leading engagement reflects a communication strategy focused on authentic storytelling and consistent community outreach. By showcasing students, staff, and school experiences throughout the year, Bucyrus City Schools has strengthened its connection with families while maximizing the impact of every post.*