

**Programs & Publicity Meeting**

**Tuesday, July 8, 2025, 2pm**

**June**

<u>Community Events</u>	<b>2023</b>	<b>2024</b>	<b>2025</b>
	<b>Participants</b>	<b>Participants</b>	<b>Participants</b>
<b>The Flavor Town Tuesdays/ Bite Night Thursday</b>	272	225	418

**June**

<u>Programs</u>	<b>2023</b>	<b>2024</b>	<b>2025</b>
	<b>Participants</b>	<b>Participants</b>	<b>Participants</b>
<u>Community Events</u>			
<u>Bands &amp; Brews</u>	250	567	404

**Summer Camp Program Numbers as of 7/7/25**

<b>Camps</b>	<b>Attendance</b>
Fun-gineering	97
Eco Adventure	76
Chop it Up Teens Culinary	15
Halo Halo	26
Creative Minds (TK-K)	91
FRESH	24
Incrediflix	5
Coding and Robotics	5
Teacher Kay's Alphapals	33
Davey Jones	90
Guard Start	83
Junior Lifeguards	16
Junior Lifeguard Camp	25
<b>Total:</b>	586

## Metrics Comparison from June 2024 to June 2025

Platform	Key Performance Indicators	June 2025	June 2024
Facebook	Follower Growth	+4.2%	+7.2%
	Total Followers	6,689	6,424
	Engagement Rate	1.2%	1.9%
Instagram	Follower Growth	+38.5%	+32.1%
	Total Followers	3,610	2,614
	Engagement Rate	1.5%	1.9%
E-Newsletter: (7,102)	Open Rate	40.1%	46.6%
	Click-Through Rate	2.2%	3.0%

### Interpretation of Data:

#### Facebook

- Follower Growth Decline: Growth slowed from +7.2% (2024) to +4.2% (2025).
- Engagement Rate Dropped: From 1.9% to 1.2%, a notable decline.
- Total Followers Increased Slightly: 6,424 → 6,689.

Implication: While the audience base is still growing, engagement is weakening. Content may not be resonating as strongly, or reach is being limited by the platform's algorithm.

#### Instagram

- Strong Growth: Follower count rose significantly: +38.5% growth in 2025 vs +32.1% in 2024.
- Engagement Rate Dropped Slightly: From 1.9% to 1.5%.
- Followers: 2,614 → 3,610.

Implication: Instagram is gaining traction and audience quickly, but the dip in engagement suggests more content isn't necessarily connecting at a deeper level.

#### E-Newsletter

- Open Rate Decline: From 46.6% → 40.1%.
- Click-Through Rate Decline: From 3.0% → 2.2%.

Implication: While open and click-through rates are still above industry averages, there is a downward trend that could signal content fatigue or less compelling subject lines and calls to action.

## Value to the District

- These platforms serve as key communication tools for reaching families, students, staff, and the community.
- Strong growth on Instagram shows increasing interest among younger demographics.
- E-newsletter performance indicates a still-engaged audience of families/staff who value regular updates.
- This data helps us measure public interest, track outreach success, and adapt strategies to better serve our audience.

## Recommendations to Improve Engagement

### 1. Refresh Content Strategy

- **Facebook:** Focus on storytelling, behind-the-scenes moments, and video, which the algorithm favors.
- **Instagram:** Use more Reels, student features, and interactive content (polls, Q&A).
- **Newsletter:** Test shorter emails, compelling subject lines, and segment by audience (e.g., families vs. staff).

### 2. Increase Two-Way Communication

- Encourage comments, shares, and feedback via questions and prompts.
- Spotlight community voices (student quotes, staff achievements, parent testimonials).

### 3. Use Data to Guide Timing & Topics

- Analyze what posts or emails had the best engagement, replicate successful formats.
- Post during peak hours and align content with calendar events and school milestones.

### 4. Cross-Promote Platforms

- Drive Instagram followers to subscribe to the newsletter and vice versa.
- Use each platform's strength to push people toward deeper engagement.

### 5. Involve Stakeholders

- Let students and staff contribute content, they can help bring authenticity and creativity.

GREATER VALLEJO RECREATION DISTRICT

# PHOTO CONTEST!

GREATER VALLEJO RECREATION DISTRICT

We need your help Vallejo! July is National Parks Make Life Better Month! Do you love GVRD parks? Do you have the perfect photo capturing how Parks Make Life Better?

We're on the search for our next cover photo of the GVRD Activity Guide! Send us a photo of your day, "enriched" at one of our parks for a chance to be featured on the cover of our Activity Guide!

**CONTEST RULES:**  
Digital Photo Requirements  
Images must meet the following:

- 12 megapixels
- 2 MB in size
- 9x16 ratio

**DEADLINE:**  
THURSDAY, JULY 31, 2025!

**SUBMIT PHOTOS:** Tag us! @G.V.R.D  
Email: recreation@gvrd.org

**JULY IS Parks Make Life Better! MONTH!**