



SPS COMMUNICATIONS

Darryl Nash | Chief Communications Officer

Communications Strategy & Planning

Priorities & Key Responsibilities

SPS Website

Brand & Visuals

Social Media

Publications & Collateral

Digital Communications

Site Support/Crisis Response

District Visibility

District Support



Communications Strategy & Planning



2025-26 Department Goals

Oversight and Priorities

→ Top Three Target Accomplishments

TOP THREE TARGETS: SOCIAL MEDIA

- Create calendar schedule for increasing cadence of content publishing.
- Increase website traffic through social media clicks by regularly linking back to the website.
- Launch a campaign of SPS social media awareness.



Goal A: Social Media Growth

Standardized, strategic approach to social media messaging



- Platforms developed with a purpose
- Content that engages and provokes interaction
- Cadence that keeps followers informed but not overwhelmed

SPS STRATEGIC PLAN

Reflects Priority 4: Community and Family Engagement

DATA

Following and Interactions
Paid Performance



Goal A: Social Media Growth



Views *?*

22,853



91% Non-followers
9% Followers

Net follows *?*

0

Net follows

Who viewed your content *?*

Interactions *?*

Who viewed your content *?*

Age and gender *?* Top countries

Women Men Unknown

45-54

25-34

35-44

18-24

27.3%



322



112



0



0



6



0



0

11.1%

3.4%

Shares

17

Saves

0



Social Media Growth

Goal A: Social Media Growth



@somervillepublicschools



/somerville-public-schools



/SomervillePublicSchools



Goal B: SPS Website

Redesign and relaunch a dynamic, user-friendly digital nucleus



- Modern, appealing visuals and design
- Improved UX for ease of access to information
- School homepages enhanced
- ADA compliance

SPS STRATEGIC PLAN

Reflects Priority 2: Equity and Access

DATA

Built-in analytics study traffic and user journey



Goal B: SPS Website

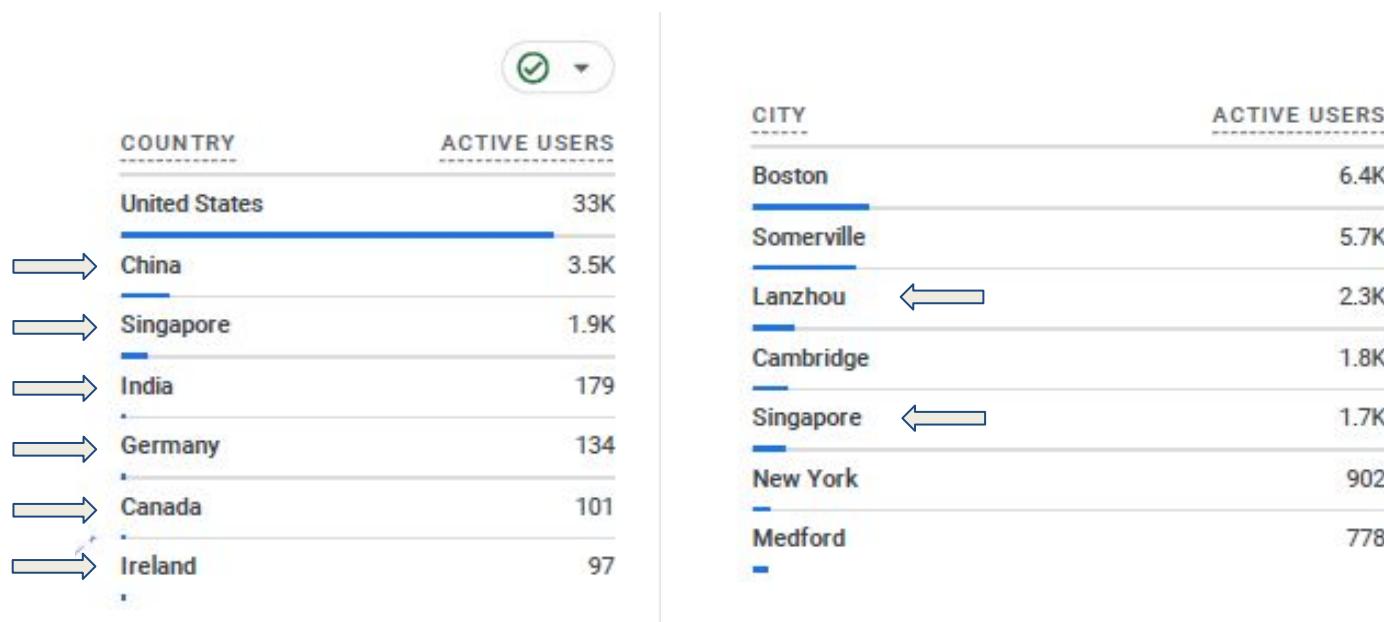
TOP 10 WEBSITE PAGE VISITS - SY25-26 to date

Home	15822
School Year Calendar	9569
Food and Nutrition Services	9237
School: SHS	6238
Staff Directory	5628
Events Calendar	3719
Human Resources	3424
Staff and Careers	3371
SPS Athletics	3245
Adult Learning - SCALE	2447



Goal B: SPS Website

DEMOGRAPHIC DATA



Goal C: Impactful Storytelling



Project the district's mission and engage the community

- Student and Staff Achievements
- Highlights and Advances in Curriculum
- Pulse of the District

SPS STRATEGIC PLAN

Reflects Priority 4: Community and Family Engagement

DATA

Digital “Connect the Dots”



Goal D: In-House Development

Provide quality guidance and leadership across the district

- Best practices in communicating and presentation
- Brand consistency across the district
- Departmental support for district administrators



Strategy Highlights

Multimedia

SPS Podcast: Teachers and Learning

SPS Newspaper: In Print



Communication & Technology

SMS Text Viability

Crisis Communications Plan

FIND US AT WWW.K12.SOMERVILLE.MA.US

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Somerville High School
HBCU forum becomes dream scenario for two Somerville High seniors

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore velit esse quam nihil haec beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit reperenduatur aut odit aut fugit, sed quia consequuntur magni

Academics
Educators weigh latest MCAS results

The Department of Elementary and Secondary Education has released Massachusetts Comprehensive Assessment System (MCAS) results for 2024-25, and Somerville Public Schools (SPS) is among hundreds of school

modestly, average, growth among students in Grades 3-8 and Grade 10. Most notable is the continued upward trend in math among high school sophomores, increasing ten points percent from 2019 to 2025.



Ease of Access Portals



Google Classroom



ClassDojo



talkingpoints

Out of School



→ Clubs

Athletics



Community Portals



[Somerville School Committee](#)

[School Committee Meetings](#)

[Policies and Goals](#)

[Resolutions and Statements](#)

[Links and Resources](#)

[Central Administration](#)



Strategy Highlights

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SOMERVILLE PUBLIC SCHOOLS

COMMUNICATIONS PLAN & STRATEGY