



POSGCD EDUCATIONAL REPORT

November 5, 2017

Social Media

The POSGCD Facebook and Twitter pages both gained followers this month. Facebook had an increase in engagement and reach. Twitter's reach and engagement decreased this month, but had 84 more profile visits and 2 more mentions than last month.



Followers

The number of people following the POSGCD page.

251
+ 8

251
+ 7

Reach

The number of people (unique users) who have seen any content associated with the POSGD page.

2,584
+ 33%

3,711
- 12%

Engagement

The number of unique people who engaged with the page. Includes any click or story created.

187
+ 18%

71
- 13%

Website

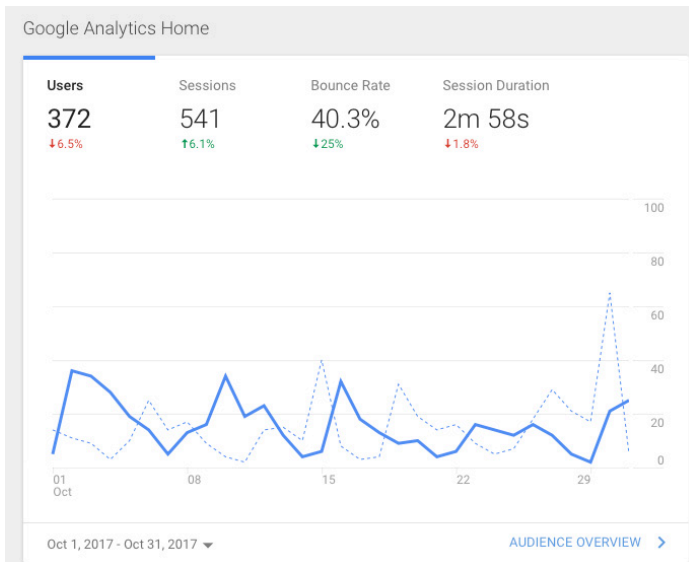
Pageviews

The total number of pages viewed.

1,448
+ 18%

Top Viewed Pages

- 2017 Agendas & Minutes
- Archived Minutes
- Rainwater Harvesting
- Prospective Well Drillers
- Governing Documents
- Current Well Users
- Directors
- Public Notices
- Contact
- Applications

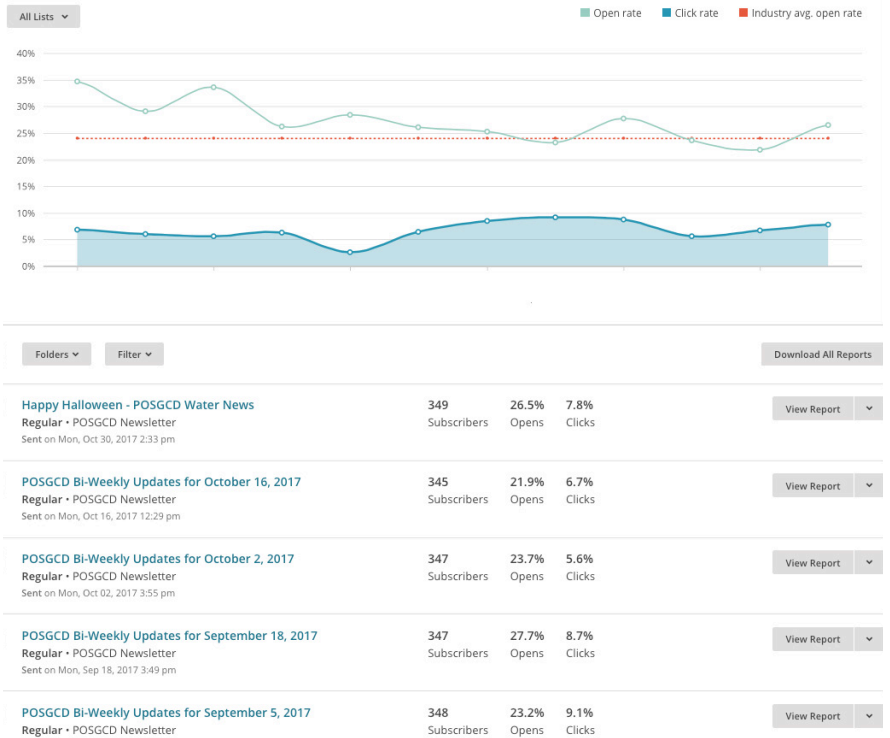


Newsletters

The last POSGCD E-Newsletter (October 30th) reached more people and had an increase in opens and clicks from the previous two e-newsletters.

There were also more total emails sent due to an increase in subscribers.

The next e-newsletter will be sent November 13, 2017.



Educational Outreach

Rainwater Harvesting

October 10, 2017 - Thirty-seven people attended the first Rainwater Harvesting 101 course. The course is the first part of the Rainwater Harvesting Rebate Program, which allows participants to receive a rebate for their rainwater collection tanks and systems. The next Rainwater Harvesting 101 course will be December 2, 2017 from 10 a.m. - noon.

Ag Safety Day

October 18, 2017 - POSGCD staff participated in the annual Burleson County Ag Safety Day, set up by Texas A&M AgriLife Extension Service. Megan Homeyer taught 5th-grade students the importance of keeping our water clean and how difficult it can be to clean up polluted water.

Water Field Day

October 24, 2017 - Megan Homeyer represented POSGCD at the annual Brazos Valley GCD Water Field Day in Robertson County. Megan worked with the Middle Trinity GCD educational outreach staff at the Water Jeopardy station.

Earth-Kind

November 6, 2017 - Citizens of Burleson and Milam Counties attended the Earth-Kind Water Conservation Workshop to learn more about conserving water through landscaping.