



POSGCD EDUCATIONAL REPORT

December 2017

SOCIAL MEDIA

Both the POSGCD Facebook and Twitter pages increased in followers and engagement during December. Reach increased on Twitter due to more shares and conversations, but the reach on Facebook declined slightly. While more people engaged with posts, they were not shared as much.



Followers

The number of people following the POSGCD page.

255
+ 1

235
+ 8

Reach

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

1,541
- 28%

4,845
+ 31%

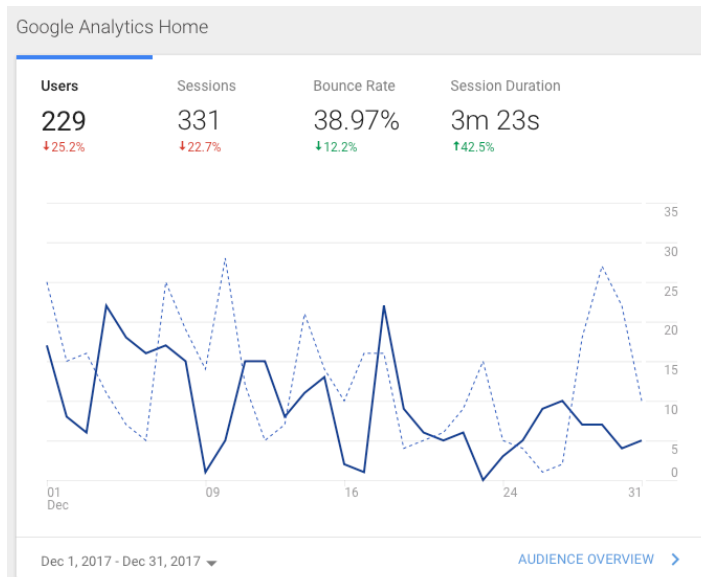
Engagement

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

169
+ 34%

105
+ 31%

WEBSITE



Pageviews

The total number of pages viewed.

881
- 10%

Top Viewed Pages

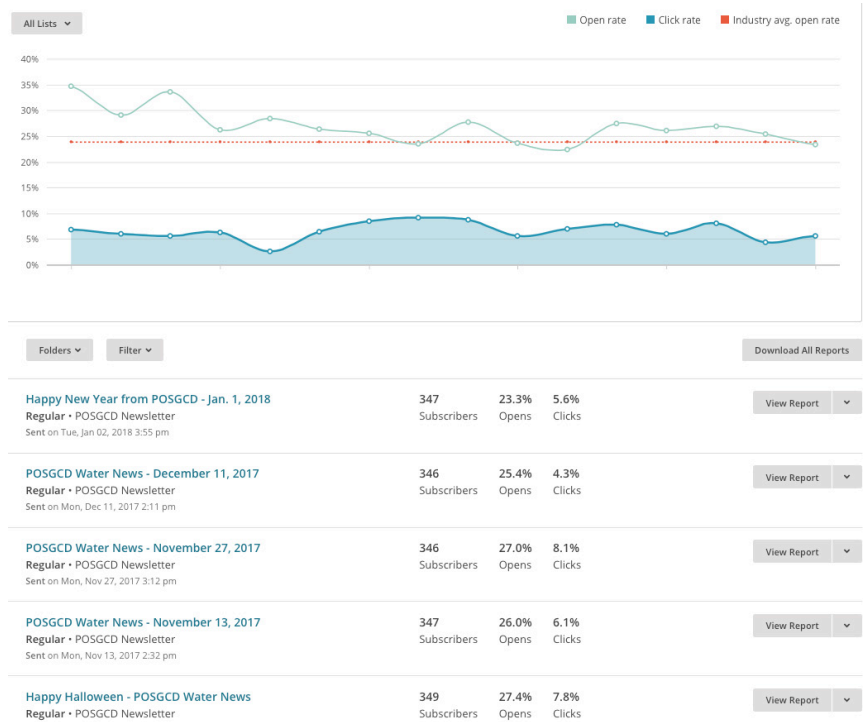
- Rainwater Harvesting
- Board of Directors
- Applications
- Public Notices
- Contact
- Archived Minutes
- POSGCD Minutes & Agendas
- Mission & Jurisdiction
- Dashboard
- Current Well Owners

NEWSLETTERS

There were two e-newsletters sent out since the last board meeting in December. The number of subscribers has stayed consistent, but the number of opens dropped slightly. Clicks have stayed consistent as well.

The winter issue of the quarterly newsletter was mailed out on December 22nd. The newsletter contained the highlights of 2017 as well as information about the POSGCD Monitoring Network, Rainwater Harvesting Rebate, and information about groundwater ownership.

The next e-newsletter will be sent out January 15th and the next quarterly newsletter is set to be mailed in March.



EDUCATIONAL OUTREACH

Rainwater Harvesting

December 2, 2017 - Eighteen people attended the second Rainwater Harvesting 101 Workshop to learn about rainwater harvesting systems and to qualify for the POSGCD Rainwater Harvesting Rebate Program. Participants listened to presentations and walked through the demonstration site.

Christmas Open House

December 5, 2017 - POSGCD hosted a Christmas Open House at the POSGCD office. People came by before the board meeting to eat and visit.

Landscape & Irrigation

March 3, 2018 - A hands-on workshop is scheduled to be held at the POSGCD office. Participants will learn about plant selection, drought-resistant landscaping, and installing irrigation. Registration is now open and can be found on the POSGCD website.

School Presentations

Spring 2018 - School presentations are getting close! The POSGCD Education Coordinator will be visiting middle and junior high schools in the district to teach students about groundwater and water conservation.