



POSGCD EDUCATIONAL REPORT

February 2018

SOCIAL MEDIA

There were two factors that contributed to lower numbers in February - fewer days and the new Facebook algorithm, which reduces the amount of posts users see from brands and business pages. There was an increase in reach and engagement with the posts about the landscape and irrigation workshop.



Followers

The number of people following the POSGCD page.

261
+ 2

245
+ 3

Reach/Impressions

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

2,097
- 4%

5,528
+ 9%

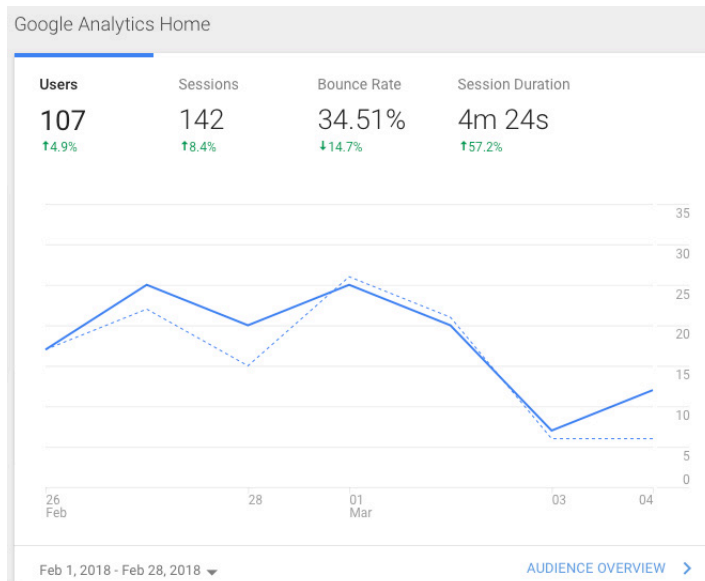
Engagement

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

172
- 40%

61
- 32%

WEBSITE



Pageviews

The total number of pages viewed.

1,475
+ 1%

Top Viewed Pages

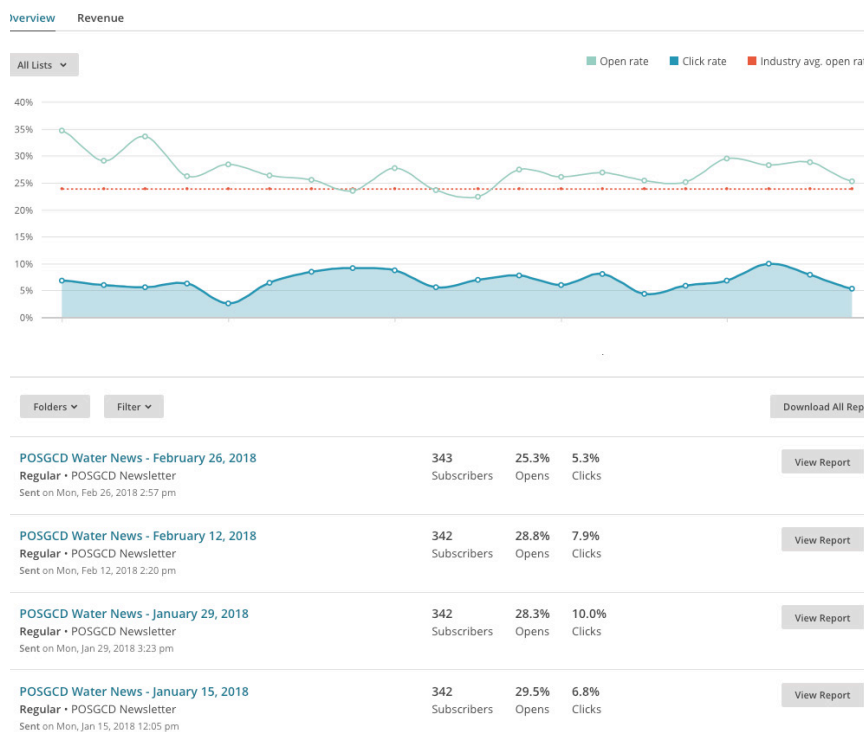
- Agendas & Minutes
- Public Notices
- Rainwater Harvesting
- Applications
- Directors
- Governing Documents
- Reports
- Grant Programs
- Staff
- 2017 Archived Minutes

NEWSLETTERS

Two e-newsletters were sent out in February. The first one on the 12th was consistent with the previous newsletters, but the one sent out on the 26th fell slightly below the curve.

But, opens and clicks were still above the industry average.

The next e-newsletter will be sent on March 12th and the mailed newsletter will also be going out this month.



EDUCATIONAL OUTREACH

Landscape & Irrigation Workshop

March 2, 2018 - The landscape and irrigation workshop was a success! Sixteen participants joined POSGCD and Texas A&M AgriLife to learn about drought-tolerant plants and how to select and install them. Tim Hartmann, with Earth-Kind, led the workshop and walked participants through the planting process and taught them how to install drip irrigation.

Rainwater Harvesting 101 Workshop

April 12, 2018 - The next Rainwater Harvesting 101 Workshop is set to be held at the POSGCD office on Thursday, April 12, 2018 from 6 - 8 p.m.

Well Water Screening Campaign

Summer 2018 - POSGCD will work with the Texas Well Owners Network once again to sponsor and help with a well water screening campaign. A date has not been set yet.

Milam & Burleson Counties Groundwater Summit

August 15, 2018 - The Milam & Burleson Counties Groundwater Summit is coming up and we are starting to plan our topics and presenters.