



POSGCD EDUCATIONAL REPORT

January 2018

SOCIAL MEDIA

January was a good month for POSGCD social media. Both the Facebook and Twitter pages received new followers and increased reach. Facebook followers responded positively to educational posts, such as "What does an acre-foot of water look like" and "Rainwater Harvesting FAQ."



Followers

The number of people following the POSGCD page.

259
+ 4

242
+ 7

Reach

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

2,190
+ 39%

5,050
+ 4%

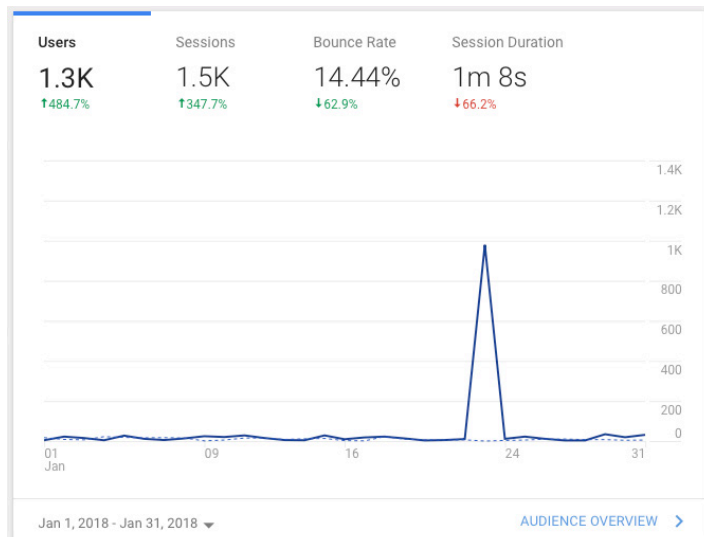
Engagement

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

289
+ 28%

90
- 14%

WEBSITE



Pageviews

The total number of pages viewed.

1,462
+ 66%

Top Viewed Pages

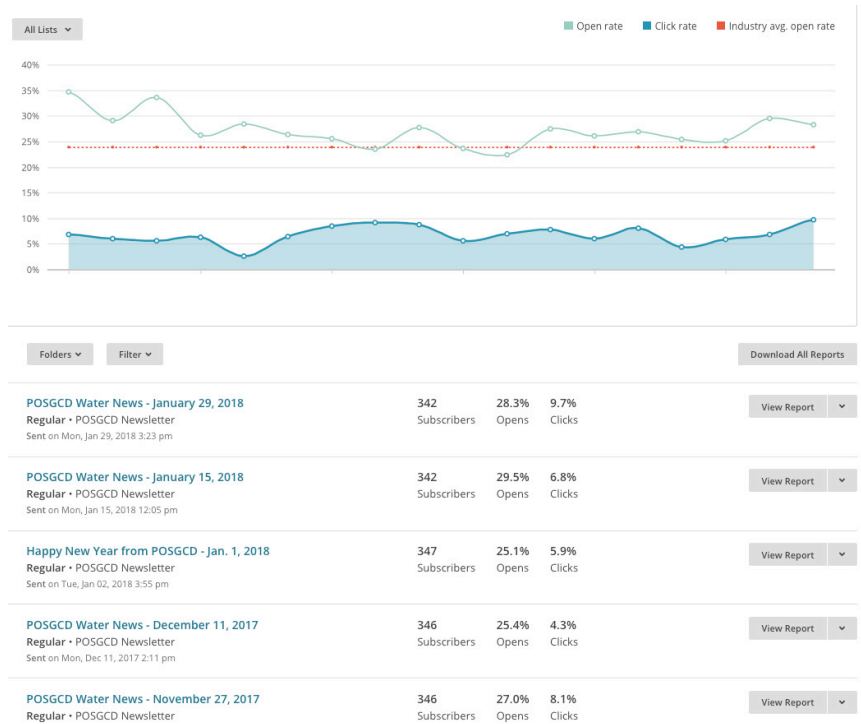
- Directors
- POSGCD Agendas & Minutes
- Rainwater Harvesting
- Applications
- Staff
- Governing Documents
- Board Dashboard
- Public Notices
- Contact
- Current Well Owners

NEWSLETTERS

Three e-newsletters were sent out in January. Although the amount of subscribers dropped slightly, the percentage of opens and clicks increased.

Important information that was sent out included meeting and workshop dates, new directors, District outreach and conservation tips. There were also links to stories about groundwater across Texas.

The next e-newsletter will be sent out February 12th and the next quarterly newsletter is set to be mailed in March.



EDUCATIONAL OUTREACH

Groundwater Educational Outreach Collaborative

January 30, 2018 - Nineteen groundwater educators met before the TAGD meeting to share ideas and brainstorm how to be more effective educators. At the end of the meeting, participants built a mini-aquifer!

February 13, 2018 - The next meeting for the Groundwater Educational Outreach Collaborative is next Tuesday in Waco. Members will have a show-and-tell of best adult education activities and strategies. There will also be a "make-and-take" presentation, where we will learn how to build a model stream bed.

April 17, 2018 - The Groundwater Educational Outreach Collaborative will be meeting in Stephenville, TX to host an educational water field day. There will be numerous activities set up that participants can walk through and learn how to build and operate.

Central TX Water Conservation Symposium

February 1, 2018 - The education coordinator, along with Brazos Valley GCD educational staff, attended the 2018 Central Texas Water Conservation Symposium hosted by the Central Texas Water Efficiency Network.

Landscape & Irrigation Workshop

March 2, 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.