



POSGCD EDUCATIONAL REPORT

November 6, 2018

For October 2018

E-Newsletter - 37% open Rate, about 10-15 points above national average

Website - We continue to up date website

E-Newsletter - Good Open Rate

Facebook & Twitter- Jaclyn is helping with Facebook, Twitter and E-newsletter. It has a very good look.

Last months education events:

- Pizza Ranch - Brazos Valley - Oct 10&11
- Water Field Day - Franklin - Oct 23
- Public Outreach Committee - Oct 23
- TAGD Leadership Training - Austin- Oct 24
- Project Wet Training - Austin - Oct 25
- Water Utility Workshop - Oct 25

Upcoming

Community Programs -

- Selecting the Best Trees, Shrubs, and Vines for the Post Oak Savannah and How to Plant Them - Nov 16th, 2018
- PACP Ambassador training program - Nov 13
- PACP Ambassador training program - Nov 15

Talking with Rockdale Library about doing evening adult classes and kids classes this summer.

We have made contact with schools about classes, adding 4th grade this spring, continuing 7th grade.

New Enviroscap Watershed/Pollution Educational Model
Used at Burleson County AgriLife Extension Safety Day Oct 31



Hands-on, interactive demonstration of the sources and effects of water pollution. Easily demonstrate how storm water runoff carries pollutants through the watershed to a pond, lake, river, bay, or ocean – and the best management practices to prevent this type of pollution from occurring.



Post Oak Savannah Groundwater Conservation District is in Caldwell, Texas.
October 16 at 9:15 AM

We spent Monday evening in Caldwell in support of the Burlison Co. Fire Chiefs Association. We are proud to sponsor the purchase of NEW PRO/paks for our local firefighters!

We are thankful for the service of our district fire departments and the opportunity to provide safer, more environmentally-friendly alternatives for our local heroes.

Caldwell Fire and Rescue... See More



711

People Reached

127

Engagements

Boost Post

16

5 Shares

Like

Comment

Share

Performance for Your Post

711 People Reached

39 Reactions, Comments & Shares

32 Like 16 On Post 16 On Shares

1 Love 1 On Post 0 On Shares

1 Haha 0 On Post 1 On Shares

0 Comments 0 On Post 0 On Shares

5 Shares 5 On Post 0 On Shares

88 Post Clicks

42 Photo Views 0 Link Clicks 46 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

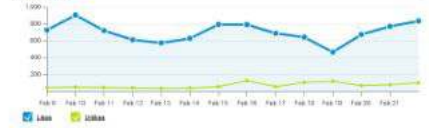
Reported stats may be delayed from what appears on posts

Facebook Page Overview

Snapshot

Total Likes: 2,039 (3.7% increase)
New Likes: 42 (6 likes avg)
Page Engagement: 57 (96.6% increase)
Weekly Total Reach: 1,407 (127.3% increase)

Daily Likes



Daily Post Feedback



Posts	Reach	Clicks/Actions	Published
We want to help your community conserve groundwater! Watch a 5 mi...	91	8	Oct 30, 2018 at 3:00 PM
Have you signed up for our bi-weekly eNewsletter? It's easy! Text "POSGC...	85	7	Oct 30, 2018 at 7:00 AM
We can help you understand your groundwater rights & how to check...	18	4	Oct 26, 2018 at 10:54...
Which saves the most water? Vote below! #waterwise #waterwednesday	101	10	Oct 24, 2018 at 9:52 AM
Join us TOMORROW (Tuesday, 10/23) at 6 PM for our public Outreach...	124	4	Oct 19, 2018 at 8:35 AM
Details coming soon!	57	0	Oct 18, 2018 at 5:34 PM
Save the date! Join us Oct. 23rd at 6 PM for our public Outreach Committe...	76	0	Oct 18, 2018 at 5:21 PM
Throwback to a 1909 Rockdale Fair parade! Rain or shine, Rockdale Fair ...	235	24	Oct 18, 2018 at 4:58 PM
A flood warning was issued for Little Creek near Rockdale. Stay safe &...	89	11	Oct 17, 2018 at 10:23 AM
We spent Monday evening in Caldwell in support of the Burlison Co. Fire...	711	71	Oct 16, 2018 at 8:15 AM
We had a great time connecting with local farmers & ranchers at the...	187	25	Oct 12, 2018 at 10:19 AM
It's a good day for a good day... of Rainwater Harvesting! Workshop...	433	31	Oct 9, 2018 at 11:11 AM
ICYM! Check your email for our latest eNewsletter. Read here:...	59	2	Oct 5, 2018 at 3:17 PM
Where will you use your harvested rainwater? Join us next Tuesday f...	26	7	Oct 3, 2018 at 1:26 PM
Join us for our monthly Board Meeting followed by a dinner social!	114	7	Oct 2, 2018 at 8:10 AM
Have you tried our NEW public interface yet? Check to see if you live...	174	7	Oct 1, 2018 at 9:57 AM

Facebook Facts

E-Newsletter

Great Open Rates



Oct 5, 2018 - Underground eNews

SENT Newsletter Email, Sent Oct 5, 2018

37%
OPEN RATE

21%
CLICK RATE



Oct 25, 2018 - Underground eNews

SENT Newsletter Email, Sent Oct 25, 2018

37%
OPEN RATE

13%
CLICK RATE

Oct 1, 2018 - Oct 31, 2018 Where did my branded header go?
Type a Header here

Twitter: Profile Summary



@POSGCD
POSGCD
Milam, Texas

Groundwater Conservation District Serving Milam and Burleson Counties

Followers	284
Following	192
Listed	6

Twitter

New Followers

The screenshot displays the Twitter interface for the account @POSGCD. It is divided into three main sections: Mentions, Messages (Inbox), and My Tweets.

- Mentions:** Shows tweets from other users mentioning @POSGCD. Visible tweets include:
 - Drew Gholson (@AgriLifeExtTWON) from Oct 9: "Good day to have a rainwater harvesting class at @POSGCD" with a photo of a classroom.
 - TWCA (@TexasWCA) from Sep 24: "#MembershipMonday: @POSGCD Continues Sponsorship of Firefighting Equipment to Save Water: bit.ly/2PZKzq0"
 - POSGCD (@POSGCD): "We are thankful for the service of our district fire departments & the opportunity to sponsor safer, more environmentally-friendly alternatives for..."
 - Drew Gholson (@AgriLifeExtTWON) from Sep 20: "We are excited for the next workshop. If you are in Milam or Burleson county, you need to check out @POSGCD's rainwater harvesting rebate program!"
 - POSGCD (@POSGCD): "Join us Oct. 9th for a DIY workshop about rainwater harvesting and how to install your own collection system!"
- Messages (Inbox):** Shows a notification for "A Better Way to Engage!" with a warning icon. The message text states: "Due to API changes, Twitter direct message streams are no longer available. Hootsuite Inbox offers a better way to manage your private messages for Twitter and Facebook in one place, with an improved view of your conversations!" It includes links for "Start your free trial" and "Learn more", and a "Delete stream" option.
- My Tweets:** Shows tweets posted by @POSGCD:
 - A retweet of a tweet from TAMU Soil and Crop (@tamusoilcrop) dated Oct 23, Texas, with the text: "A great program for anyone with a private water well".
 - A tweet from 6 days ago: "Have you signed up for our bi-weekly eNewsletter? It's easy! Text 'POSGCD' to 22828 and add your email to stay in-the-know. Read the latest here -> conta.cc/2D6Hke3"
 - A tweet from Oct 17: "We're proud to support Burleson Co. firefighters & to be able to sponsor the purchase of NEW PRO/paks! We're thankful for the service of our district VFDs & the opportunity to provide safer, enviro-friendly alternatives for our local heroes." with a photo of firefighters.