



POSGCD EDUCATION REPORT

December 4, 2018

For November

E-Newsletter - 42% open rate average

Website - We continue to up date website

E-Newsletter - Good Open Rate. Reader survey sent out in Nov;8 items were added to the Dec E-Newsletter based on responses

Facebook & Twitter- Jaclyn is helping with Facebook, Twitter and E-newsletter. It has a very good look. (96% increase in page engagement)

Last months education events: Selecting the Best Trees, Shrubs, and Vines for the Post Oak Savannah and How to Plant Them - Nov 16th, 2018

Upcoming Community Programs - Landscape Irrigation Workshop Sat March 2
Rainwater Harvesting - Friday March 22

Water Well Maintenance Brochure and Welcome letter -A well application is generally the first interaction between land owners and POSGCD.

ANNUAL WATER WELL MAINTENANCE

REGULAR VISUAL INSPECTION

- Check for protrusions from ground, Corrosion
- Well Cap (Cap on top of Casing) Condition, seals, security of attachment - (usually attached, no cracks)
- Electrical Control - (usually attached, no cracks)
- Any area around well casing - medium contaminants (leaves, particles, oil, etc)
- Monitor for any signs of unusual vibrations, leaks, or noise
- Check ground surrounding the wellhead (slope) away from well to divert runoff and the top of the well case and ground level.
- Any cracks along the pipe - (contaminants, gas, leaks, gases, pressure relief valves, electrical control box and components) look for changes in the control box and any about down the well by getting in the casing

ANNUAL WATER TESTING

- We recommend you have your water tested annually
- Test your water if you experience a change in taste, odor, appearance or anytime the wellhead is not capped or opened
- If nearby activities have increasing incidences of environmental issues or an spill in the area

Look for signs of water in the house
 20 North Loop West, Houston, TX 77058-1001
 2801 North Loop West, Houston, TX 77058-1001
 3001 North Loop West, Houston, TX 77058-1001
 3201 North Loop West, Houston, TX 77058-1001

ATTEND OUR MONTHLY BOARD MEETINGS

Board of Directors Meets on the 1st Tuesday of every month & begins at 5:30pm. Most participants need any changes to the meeting schedule will be posted on the website. Follow us on Facebook and Twitter.

POSGCD BOARD OF DIRECTORS

Julie Hightower, President
 Susan Wiles, Vice President
 Susan Wiles, Secretary/Treasurer
 Bob Miller, AG Member
 Bob Miller, AG Member

FREQUENTLY ASK QUESTIONS

May I service my own well?
 Simple maintenance, cleaning, pump, hoses and electrical inspection may be done by the well owner. It is not allowed to dig, install or repair a well casing or to install, alter, or maintain any electrical components and the owner is responsible for all electrical connections and the well.

My well was flooded, should I disconnect it?
 If your ground water is flooded, do not use water in well for anything. These things have occurred in the past. If you have a well, you should have a backflow preventer installed on the well and your plumbing.

May I still have my permit well if I join the Aquifer Conservation Program?
 Yes, you can. The permit well will be disconnected. It is not used with participating you land in the Aquifer Conservation Program.

POSGCD STAFF

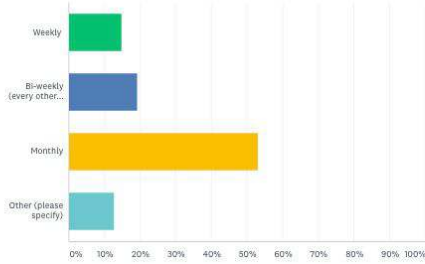
Gay Newberry, General Manager
 Dawn Green, Administrative Assistant
 Betty Brown, Water Resource Specialist
 Douglas, Facilities Coordinator
 Ralph Williams, Field Technician

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Please indicate how often you'd like to receive our eNewsletter.

Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES
Weekly	14.89% (7)
Bi-weekly (every other week)	19.15% (9)
Monthly	53.19% (25)
Other (please specify)	12.77% (6)
TOTAL	47

Q8 What would you like to see more of in the eNewsletters? (For ex. conservation tips, scientific research, programs we offer, how to participate in district processes, etc.)

Answered: 30 Skipped: 17

RESPONSES (32) WORD CLOUD TAGS (1)

- Apply to Selected Filter by tag Search responses
- More info on water quality and testing water samples. My sample test box will be very helpful and what should I do. It is a "DOC" and so there would be no surface contamination. Where can I pick up a new test kit? Do I have to go to Bryan to turn it in? That kind of info should be published often. (11/2/2018 6:07 PM)
- We're curious about things in the county (Gardens, etc.) that are conservation related, scientific research, programs we offer, how to participate in district processes. (11/2/2018 5:51 PM)
- More scientific information and also more programs that are offered. (11/2/2018 4:54 PM)
- programs offered (11/2/2018 4:43 PM)

E-Newsletter Survey

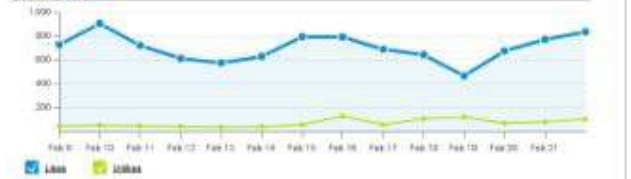
47 responses

Facebook Page Overview

Snapshot

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



Daily Post Feedback



Posts	Reach	Clicks/Actions	Published
Curious about local water levels, aquifer depths, or water production? Check ou...	91	4	Nov 28, 2018 at 12:15 PM
It was great to spend the afternoon outdoors last Friday at the workshop,...	262	12	Nov 21, 2018 at 11:00 AM
Our landscaping workshop about native trees and plants begins today at 1pm!...	120	4	Nov 16, 2018 at 7:43 AM
Stranger together: POSGCD joined fellow conservationists today at the De...	120	20	Nov 16, 2018 at 7:17 PM
Water your thoughts? Use the QR code or the link below to take a 1-min survey...	374	16	Nov 13, 2018 at 11:36 AM
Huge thanks to Durlson County - Texas A&M Agrilife Extension for hosting...	276	30	Nov 7, 2018 at 8:42 AM
Board of Directors Meeting is tonight at 5:30 and Important Items on the agen...	347	22	Nov 6, 2018 at 11:51 AM
Join us this Friday (11/16) for a DIY workshop about how to pick & plant a...	76	0	Nov 2, 2018 at 11:51 AM
Mark your calendars for our next outdoor planning workshop Nov.16th!...	1K	44	Nov 2, 2018 at 11:41 AM

Facebook Facts

	Nov. 13, 2018 eNews Survey SENT Newsletter Email, Sent Nov 13, 2018	37% OPEN RATE	33% CLICK RATE
	November 6, 2018 POSGCD DFC... SENT Newsletter Email, Sent Nov 2, 2018	45% OPEN RATE	41% CLICK RATE
	November 6, 2018 POSGCD Boa... SENT Newsletter Email, Sent Nov 1, 2018	48% OPEN RATE	50% CLICK RATE

Twitter

Nov 2018 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 256 impressions

Huge thanks to Burneson Co. [@txextension](#) for hosting Safety Day last week! It was a full day of events for 5th grade students that brought in local experts to teach safety. We're thankful for the opportunity to serve the students in our communities! [#waterquality](#) [#safetyday](#) pic.twitter.com/MwpTKCeitG



256

View Tweet activity

View all Tweet activity

Top mention earned 13 engagements

[@DrewGholson](#) [@AgriLifeEdiWON](#) - Nov 16

We are speaking on planting tree, shrubs, and vines in the Post Oak Savannah region. Great workshop from Tim Hartmann with [#Aggie Hort](#)! This is one of many workshops through our [@txextension](#) & [@POSGCD](#) Water Conservation Program. pic.twitter.com/ud5VuZphu3



13

View Tweet

Top Follower followed by 1.12M people



umut kabaci

[@umutkabaci](#) [@follows100](#)

Official but personal account... I can follow lol but doesn't mean my friend. Only to DM me, but please don't spam. [#CryptoCurrency](#) [#Advisor](#)

View profile

View followers dashboard

Top media Tweet earned 62 impressions

Meeting tonight @ 5:30pm! Agenda

Highlights:

- ✓ 2019 Budget & Fees
- ✓ Amendments to grant, awards, & Lyons contract
- ✓ Discussion of Draft Aquifer Conservancy Program (PACP)
- ✓ Updates on district events & activities

More info: posgcd.org/posgcd-ageridas

pic.twitter.com/5fBHAWK1Pq



View Tweet activity

View all Tweet activity

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28 day summary with change over previous period

Tweets	4 ↑ 100.0%	Tweet impressions	2,475 ↑ 0.4%	Profile visits	23 ↓ 61.7%	Mentions	1	Follows	290 ↑ 6
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Dec 2018 • 2 days so far...

You haven't Tweeted this month... yet

People who Tweet consistently throughout the month get higher engagement over accounts with irregular posting. Try posting a photo, people love photos.

[Compose a Tweet now](#)

Tweets with photos get noticed

It's true. Tweets with images drive more engagement and generate more responses. Learn how to share a photo.

Get your Tweets in more people

Promoted Tweets and my reach on Twitter to more!

[Get started](#)

Top Follower followed by 239 people

David Baker

[@DavidBaker200](#)

Advocate for clean, clear flowing springs and streams. Engage the community in land and water stewardship through research and education at the JWWA.

[View profile](#) [View followers dashboard](#)

OSR 2018 SUMMARY

Tweet impressions: 121

New followers: 0

Nov 2018 • 30 days