



# POSGCD EDUCATION REPORT

November 5, 2019

For October 2019

## Last Months Education Events

Farm Bureau - Burleson County

Commissioners Court - Burleson County

Commissioners Cort - Milam County

## Upcoming Community Programs

Rainwater Harvesting Class - November 7, 2019 Milano

## Online form and Database

Online form continues to work perfectly and Filemaker Database finished and working. Contracts are being sent and are being returned.

**Facebook** - about 60 monthly users; 20 weekly/daily users  
- this new data can be used to better reach audiences by planning posts around active user hours. (*Peak time is between 6-8am Tuesdays*)

Post reach – shows how supplemental paid advertising can increase views over a longer period of time than repeated posts can; basically, quality posts (plus adds) over quantity.



# Facebook Facts

	The U.S. Drought Monitor map was published earlier today by National...	97	7	Oct 24, 2019 at 4:04 PM
	Post Oak Savannah Groundwater Conservation District added an event.	23	0	Oct 24, 2019 at 1:14 PM
	Public Notices Released: A Public Hearing will be held on Nov. 5th...	66	5	Oct 21, 2019 at 10:18 AM
	UT Austin's School of Engineering has developed a hydrogel that can collect...	142	16	Oct 21, 2019 at 8:41 AM
	A news segment featuring the Aquifer Conservancy Program (ACP) aired...	147	24	Oct 14, 2019 at 1:56 PM
	70% of the Earth's surface is covered in water – but only around 2.5% of that is...	103	11	Oct 14, 2019 at 9:09 AM
	Post Oak Savannah Groundwater Conservation District shared a post.	64	6	Oct 13, 2019 at 3:40 PM
	The deadline has been extended to Oct. 31st - so there's still time to sign-up f...	26	2	Oct 9, 2019 at 8:17 AM
	It is great working with the 4-H Water Ambassadors	69	9	Oct 4, 2019 at 10:53 AM
	The Public Hearing Agenda and supplemental documents are now...	74	8	Oct 2, 2019 at 4:44 PM

# E-Newsletter Great Open Rates

# Twitter

**Account home**  
Post Oak Savannah GCD @posgcd

**28 day summary** with change over previous period

- Tweets: 10  $\downarrow$  9.1%
- Tweet impressions: 2,573  $\downarrow$  11.3%
- Profile visits: 19  $\downarrow$  44.1%
- Mentions: 4  $\uparrow$  100.0%
- Followers: 336  $\uparrow$  5

**Nov 2019** - 3 days so far...

**Tweet Highlights**

**Top Tweet** earned 6 impressions  
A majority of the District remains classified as D2 drought. Check your county website for bans before you burn this week!  
@BurlesonCounty @milamcountytx @bcoem pic.twitter.com/ogzuArJwV

**Top media Tweet** earned 6 impressions  
Don't miss the last Rainwater Harvesting class of the year! Nov. 7th from 4PM to 8PM - dinner will be provided. Reserve your seat today: posgcd.org/rainwater-regi...  
pic.twitter.com/OB3SQ409w3

	Nov. 7 Rainwater Harvesting	31% OPEN RATE	6% CLICK RATE	More
	November 5th Notice of Two Additional Public Hearings	49% OPEN RATE	36% CLICK RATE	More
	Rainwater Harvesting Follow-up	51% OPEN RATE	17% CLICK RATE	More
	ACP Deadline Extension 10.09.2019	39% OPEN RATE	12% CLICK RATE	More
	November 5th Notice of Public hearing	48% OPEN RATE	57% CLICK RATE	More
	October 3rd Notice of Public Hearing	49% OPEN RATE	49% CLICK RATE	More
	October 2019 Connection Board Meeting and Agenda	53% OPEN RATE	43% CLICK RATE	More
	October 2019 Board Meeting and Agenda	47% OPEN RATE	46% CLICK RATE	More

# Website Facts

Daily « < > » – + Tue 1<sup>st</sup> — Thu 31<sup>st</sup> October Chart Options

Average Daily Page Views	Average Daily Sessions	Average Daily Visitors	Average Daily New Visitors
<b>128.3</b>	<b>36.5</b>	<b>29.2</b>	<b>19.8</b>
Page Views	Sessions	Visitors	New Visitors