



# POSGCD EDUCATION REPORT

June 9, 2020  
For May 2020

Facebook & Twitter– Jaclyn is handling Facebook, Twitter and E-newsletter.

## **Last months education events:**

Our first virtual workshop was an online version of the EarthKind Landscapes Workshop using Zoom! Goto Meeting Friday May 22 3pm-4pm

## **ACP Marketing –**

Press Release to Newspapers and Radio station.

Mailed 260 Thank You letter to current ACP participants with two copies of ACP brochure. The theme of the letter was, Tell Two Friends, and they tell two friends, etc

Pop up on the Website

## **Newsletter to all Rural Residents of Milam and Burleson Counties**

**Last year cost - \$4,694.43**

Newsletter to all Rural Residents of Milam and Burleson Counties

Printing Cost 8707 pieces - \$3,292.40

Postage Cost 8657 pieces - \$1,402.43







Total - \$4,694.43

New theme - "Ask your Friends and Neighbors about the ACP!"

July 6, Gary on TV KBTX

1,100 acres already signed up this year


**Transferred FileMaker Pro program to Jaclyn for this year she will be doing the ACP contracts etc-**

<input type="checkbox"/>	 The meeting starts in 30 minutes!	42 People reached	0 Post engagements	May 12, 2020 at 5:00 PM
<input type="checkbox"/>	 It is recommended that you download the app on your phone ...	209 People reached	5 Post engagements	May 12, 2020 at 7:54 AM
<input type="checkbox"/>	 There's still time to submit your public comment for tomorrow...	82 People reached	5 Post engagements	May 11, 2020 at 4:38 PM
<input type="checkbox"/>	 Bringing it back to the basics - check out our new video about...	62 People reached	14 Post engagements	May 11, 2020 at 1:54 PM
<input type="checkbox"/>	 Post Oak Savannah Groundwater Conservation District added...	28 People reached	0 Post engagements	May 4, 2020 at 1:38 PM
<input type="checkbox"/>	 Post Oak Savannah Groundwater Conservation District added...	41 People reached	0 Post engagements	May 4, 2020 at 1:34 PM

POSGCD   [Sign up for Twitter Ads](#)

## Facebook Facts

**Top mention** earned 3 engagements

 **Victoria Whitehead**  
@victoriarosetx · May 11


[@posgcd](#) Great info-graphic!

♥ 1


[View Tweet](#)

**Top media Tweet** earned 235 impressions

There's still time to submit your public comment for tomorrow's meeting - here's how: [pic.twitter.com/7WVOYQdHBm](http://pic.twitter.com/7WVOYQdHBm)

 Post Oak Savannah CCD @posgcd · May 11

There's still time to submit your public comment for tomorrow's meeting - here's how:



HOW TO  
SUBMIT A PUBLIC COMMENT  
and make sure your voice is heard

1 CHECK THE AGENDA  
Board members aren't allowed to





♥ 1

MAY 2020 SUMMARY

Tweets	4	Tweet impressions	2,433
Profile visits	14	Mentions	2
New followers	1		

## Twitter

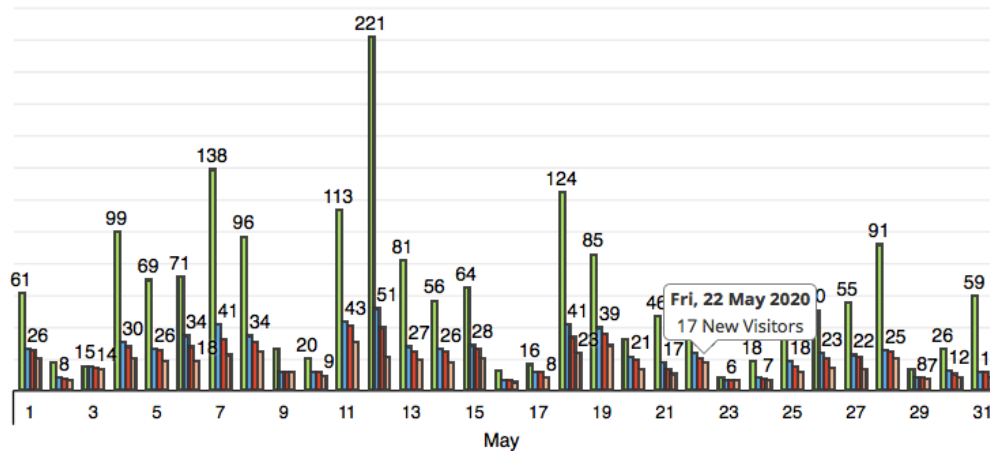
## E-Newsletter Great Open Rates

<input type="checkbox"/>	 <b>Virtual EarthKind Access</b> SENT Email, Sent May 21, 2020 8:01 PM	<b>73%</b> OPEN RATE	<b>37%</b> CLICK RATE	<a href="#">More</a> ▾
<input type="checkbox"/>	 <b>How to Submit Public Comment</b> SENT Email, Sent May 11, 2020 5:43 PM	<b>32%</b> OPEN RATE	<b>1%</b> CLICK RATE	<a href="#">More</a> ▾
<input type="checkbox"/>	 <b>Board Meeting May 12, 2020 - Go To Meeting</b> SENT Email, Sent May 8, 2020 1:58 PM	<b>44%</b> OPEN RATE	<b>40%</b> CLICK RATE	<a href="#">More</a> ▾
<input type="checkbox"/>	 <b>Program/Workshops Update 05.2020.JR</b> SENT Email, Sent May 7, 2020 3:47 PM	<b>34%</b> OPEN RATE	<b>7%</b> CLICK RATE	<a href="#">More</a> ▾

Daily



Fri 1<sup>st</sup> — Sun 31<sup>st</sup> May



- Page Views
  - Sessions
  - Visitors
  - New Visitors
- [?](#)

	Page Views	Sessions	Visitors	New Visitors
Sun, 31 May 2020	59	11	11	8
Sat, 30 May 2020	26	12	10	8
Fri, 29 May 2020	13	8	8	7
Thur, 28 May 2020	91	25	24	20
Wed, 27 May 2020	55	22	21	13
Tues, 26 May 2020	50	23	20	14
Mon, 25 May 2020	34	18	15	11
Sun, 24 May 2020	18	8	7	6
Sat, 23 May 2020	8	6	6	6
Fri, 22 May 2020	42	23	20	17
Thur, 21 May 2020	46	17	13	10
Wed, 20 May 2020	32	21	19	13
Tues, 19 May 2020	85	39	35	28
Mon, 18 May 2020	124	41	33	23
Sun, 17 May 2020	16	11	11	8
Sat, 16 May 2020	12	6	6	5
Fri, 15 May 2020	64	28	26	20
Thur, 14 May 2020	56	26	24	17
Wed, 13 May 2020	81	27	24	19
Tues, 12 May 2020	221	51	39	21
Mon, 11 May 2020	113	43	40	30
Sun, 10 May 2020	20	11	11	9
Sat, 9 May 2020	26	11	11	11
Fri, 8 May 2020	96	34	30	24
Thur, 7 May 2020	138	41	32	22
Wed, 6 May 2020	71	34	27	18
Tues, 5 May 2020	69	26	25	18
Mon, 4 May 2020	99	30	27	20
Sun, 3 May 2020	15	15	14	13
Sat, 2 May 2020	17	8	7	6
Fri, 1 May 2020	61	26	25	20
<b>Total</b>	<b>1,858</b>	<b>702</b>	<b>621</b>	<b>465</b>