

## Public Affairs Division Report October 5, 2015

- The Readership Survey about *Horizons* ends October 9. The survey is available at [LCFPD.org/survey](http://LCFPD.org/survey). With another week remaining in the survey, 182 completed surveys have been received. This is a significant increase from the last *Horizons* Readership Survey, in 2009, when 54 completed surveys were received over a similar timespan.
- Public Affairs staff and Development staff have been working on importing the *Horizons* mailing list into Raiser's Edge, the relationship management fundraising software used by the District.
- Public Affairs staff is working on written guidelines for responding to the public and media about serious incidents on Forest Preserve property.
- Public Affairs is promoting and/or participated in the following District major events and initiatives:
  - Oaktober
  - Carp-O-Rama Fishing Contest at Independence Grove, October 18
  - Farm Heritage Festival, September 26, 27
  - RAMSAR Designation of the Chiwaukee Illinois Beach Lake Plain as a wetland of international importance -- September 25
  - Colossal Cup Golf Scramble at Countryside Golf Club – September 27
  - Pig Roast and Golf Scramble at Brae Loch Golf Club – October 3
  - Chili Golf Scramble at Countryside Golf Club – October 25
  - *First Folio! The Book That Gave Us Shakespeare* exhibition – February 2016
  - *Civil War Journeys: The Maps and Sketches of Private Robert Sneden* exhibition – opened October 3

### Online Connectivity


- Email sign-ups have increased 22% in the year from September 2014 to September 2015. The District's "open rate" is 16% higher than industry standard, for both District and museum e-news.
- Current twitter followers, 3,222, which is up 1% in September. Current General District Facebook likes, 5,608, which is up 4% in September. Current museum Facebook likes, 1,644, which is up 2.5% in September.

- Best highlight from District social media is the response to a post featuring a hatchling snapping turtle, which reached over 115,000 people (next best social media response for the year was 6,812 for a bald eagle post). In addition to the unusually high reach, the snapping turtle post received 707 comments and some really great conversations about wildlife, pets and turtle conservation.

Post Details Reported stats may be delayed from what appears on posts X

**Lake County Forest Preserves**  
Published by Allison Frederick [?] · September 4 at 12:01pm · 🌐

Be alert when driving near ponds, lakes and wetlands this weekend. Baby turtles are on the move! The photo below is a snapping turtle hatchling seen by one of our wildlife biologists while monitoring reptiles today.



756 Likes 69 Comments 1.1k Shares

Like Comment Share

**115K** People Reached | **8.7K** Post Clicks

[Boost Post](#)

**115,039** People Reached *Highest reach to-date!*

**7,287** Likes, Comments & Shares

<b>5,409</b> Likes	<b>756</b> On Post	<b>4,653</b> On Shares
<b>707</b> Comments	<b>90</b> On Post	<b>617</b> On Shares
<b>1,171</b> Shares	<b>1,146</b> On Post	<b>25</b> On Shares

**8,743** Post Clicks

<b>1,904</b> Photo Views	<b>2</b> Link Clicks	<b>6,837</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>27</b> Hide Post	<b>12</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

*Great conversations and teaching points!*