

Public Affairs Division Report November 2, 2015

Public Affairs is promoting and/or has participated in the following District major events and initiatives:

- DPR Trail Completion: Announced online; worked with *Daily Herald* reporter Mick Zawislak, who wrote a great feature and posted a video; sent out a detailed press release. *Tribune* affiliates have called for more information. Facebook post received almost 6,000 views.
- Public Affairs and Education are making a concerted effort to fully prepare for the arrival and exhibition of *First Folio! The Book That Gave Us Shakespeare*, on tour from the Folger Shakespeare Library. Current efforts include: A comprehensive webpage with all relevant information on programming and events surrounding the exhibition; brainstorming and planning for promotion of said events; planning of relevant and far-reaching paid and editorial advertising; and a media kit for all participating partners, so they may help us better promote the exhibition.

Statistics for recent events:

- Carp-O-Rama, Oct. 18: 67 fishing enthusiasts, paid \$10 each, joined the competition for a chance to win cash prizes while helping to reduce the over-population of carp in the lake at Independence Grove. A \$260 first prize went to the most fish caught by weight (winner's catch amounted to 44 lbs.). No advertising dollars were spent to publicize this first-time event.



- Chili Golf Scramble, Oct. 25: 88 golfers, paid \$49 each, participated in the 3rd annual event, which has grown in attendance each year. 32 signed up in person and 56 took advantage of online registration. Participant surveys revealed that one-third learned of the event from roadside banners, one-third from email blasts, and one-third had participated in previous years. No advertising dollars were spent to publicize this event.


Online Connectivity

- Email sign-ups have increased 30% in the year from October 2014 to October 2015. The District’s “open rate” is 15% higher than industry standard, for both District and museum e-news.
- Current twitter followers, 5,239, up 1% in October. Current General District Facebook likes, 7,342, up 1% in October.
- Best highlight from District social media in October is the response to a post featuring the completion of the Des Plaines River Trail and Greenway, which reached over 5,800 people. The post was shared over 80 times and garnered 325 likes. (Next best social media response for the year was for turtle road-crossing awareness.)

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

Lake County Forest Preserves
Published by Linda Carlstone [?] · October 23 at 9:28am · 🌐

Beginning today the final section of the Des Plaines River Trail is now open to the public. Completing the last piece between Riverside Road and Estonian Lane in Lincolnshire fulfills a vision 54 years in the making for an unbroken greenway along the Des Plaines River. Fall is a great time for hiking and biking, so get out and enjoy this 31.4-mile uninterrupted north/south venture through Lake County. <http://www.lcfd.org/des-plaines-river-trail-now-complete/>



5,818 People Reached

325 Likes, Comments & Shares

239 Likes	169 On Post	70 On Shares
37 Comments	15 On Post	22 On Shares
49 Shares	48 On Post	1 On Shares

508 Post Clicks

47 Photo Views	62 Link Clicks	399 Other Clicks ⓘ
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

5,818 people reached Boost Post

169 Likes 15 Comments 48 Shares 🌐

👍 Like 💬 Comment ➦ Share