



Public Affairs Division Report February 1, 2016

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

- **Profiles in Excellence, Feb. 7 at Greenbelt Cultural Center.** The theme for the 33rd annual Black History Month celebration is a tribute to "African-American Youth—Our Hope for the Future." Staff is designing newspaper ads, flyers, invitations, and programs. Along with sending communications via Facebook, Twitter and Email blast, there will be giveaways and media releases.
- The **illuminated solar-lit trails** at Lakewood and Old School will remain open through Wednesday, March 13.
- The ***First Folio! The Book That Gave Us Shakespeare*** exhibition, opens on February 3. Public Affairs and Development staff spearheaded the design of the invitations and mailings for both events. Public Affairs staff is working to promote the exhibition in all ways. Media sponsors for the exhibition are the *Daily Herald* and WBEZ Chicago Public Radio.
- New **online summer camp ads** are being designed for posting on the Visit Lake County! website.
- **New videos** are being created for use in social media and on the website. These videos will include filming of the Christmas tree drop locations, volunteers working at the Native Seed Nursery, and volunteer restoration workdays.
- **Off-season marketing for golf** continues
 - New banners are being created, and web pages are being updated and improved with new navigation and information.
 - A package label is being designed for new pro shop sales product of recycled golf balls.
 - New images are being designed for the ThunderHawk mobile app.

Online Connectivity

- Email sign-ups have increased 0.7% in the last month. The District "open rate" is 36% higher than industry standard.
- Current Twitter followers, 3,366, up 0.8% in January; Tweet impressions are down 5.7%.
- General District Facebook followers, 5,947, are up 1.49% from December.

- Best highlight from District social media in the past month is the response to a post about recycling Christmas trees, which reached over 2,285 people. The post was shared 31 times, garnered 27 likes and received 79 comments.

 **Lake County Forest Preserves**
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Don't send your Christmas tree to the landfill—drop it off with us for recycling.

Donated trees are chipped and used for trails and landscaping at forest preserves throughout Lake County.

Find a drop-off site near you: <http://www.lcfd.org/recycle-your-christmas-tree/>



2,285 people reached **Boost Post**

 Like  Comment  Share

Erin Mardoian, Mary Alice DeFlorio, Jamie Wasylenko and 24 others like this.

31 shares

 Write a comment...  