

Public Affairs Division Report February 29, 2016

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

- Chicago Wilderness announced a historic effort to champion 12 animal species in the metropolitan area. These priority species represent globally rare ecosystems in parts of Illinois, Wisconsin, Indiana, and Michigan. Chicago Wilderness aims to improve the health of each of these species and their habitats over the next five years. Efforts will range from restoring woodlands and river systems to planting pollinator-friendly native gardens. Key Chicago Wilderness organizations have committed to drive efforts for each species. The Lake County Forest Preserves has stepped forward to lead conservation efforts directed at the Blanding's turtle, which is regionally endangered. A public relations campaign is being coordinated for this historic regional effort. Our Public Affairs staff will be incorporating this story into various communications in the coming months.
- Spring is in the air! Last week, 33,550 copies of the spring issue of Horizons arrived in mailboxes. Another 8,450 copies arrived in our facilities and in businesses, retail shops, and community organizations around the county. If you know of a Lake County business willing to receive and display copies of Horizons in their lobbies or offices, please contact Public Affairs and we'll add them to our distribution list.
- Independence Grove: Promoting beach pass now on sale.
- Golf: Updating web sites for 2016 season, designing container packaging for used golf balls.
- Ryerson: Maple Syrup hikes--school, scout, group tours, public tours to run March 5-20.
- Awards for Publication Excellent 2016: Coordinating contest entries
- Marketing for *First Folio! The Book That Gave Us Shakespeare*, along with promotional support from our community partners, has had a positive impact on attendance. Online presence and engagement have also benefited from both paid and in-kind marketing assistance. The Museum's Facebook profile has enjoyed increased traffic and interaction, up exponentially from the previous month. The largest referrals to the exhibition website, outside of search engines and direct referrals, are Facebook, Folger.edu, Chicagopublicmedia.org and the Chicago Tribune.

Online Connectivity

- Email sign-ups have increased 0.9% in the last month. The District "open rate" is 32% higher than industry standard.
- Current Twitter followers, 3,405 up 45 new followers in February; Tweet impressions are up 100%.
- General District Facebook followers, 5,986, are up 0.67% from December.
- Best highlight from District social media in the past month is the response to a video post highlighting 3 reasons why volunteers brave the cold for winter restoration workdays, which reached over 12,308 people. The post was shared 13 times, garnered 78 likes and received 10 comments.

Three reasons to enjoy winter workdays.

More Videos by Lake County Forest Preserves

Previous - Next



Lake County Forest Preserves
Watch three of many reasons our volunteers enjoy clearing invasive plants—even in winter. Think you might like to join the team? Learn more: <http://www.lcfdp.org/volunteer/conservation/>

Like - Comment - Share - January 28

Jen Szazama and 33 others like this. Chronological

13 shares 2 comments

Tina McDonie Joanne Cass, interested? Great way to meet like-minded peeps!
Like - Reply - January 28 at 4:36pm - Edited

Lake County Forest Preserves It is indeed a great way to meet new friends and have fun—truly! 😊
Like - Reply - January 29 at 1:37pm

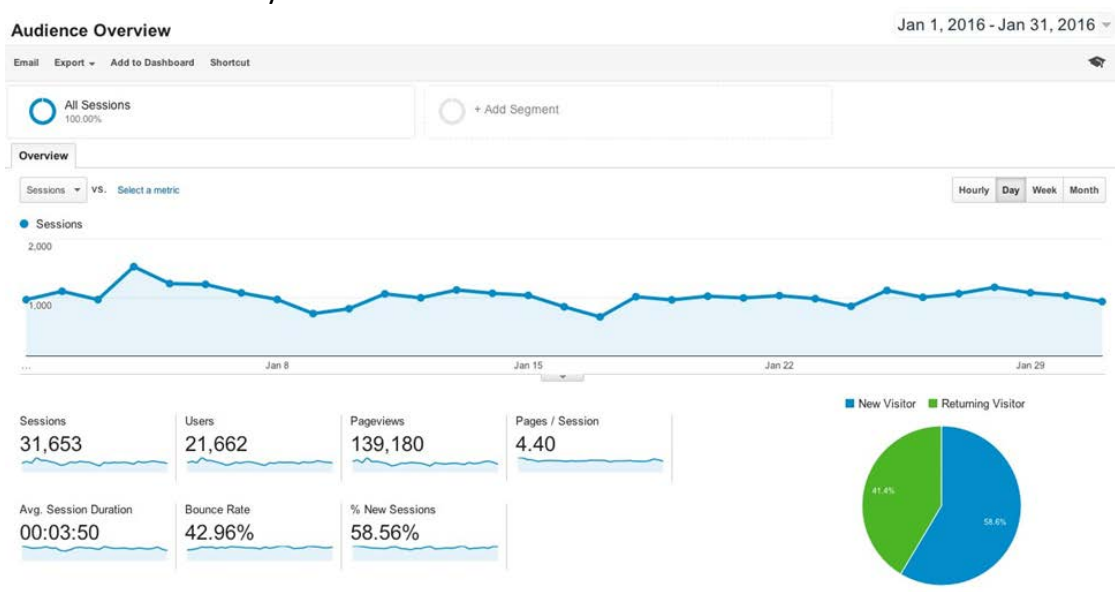
View more replies

Mary Carol Cowsky How about #4 no ticks!
Like - Reply - February 15 at 7:51pm

Shared with: Public
771 Views

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Website Visits for January 2016



¹ Website users indicates the number of unique users to the site, or users that have had at least one session within the selected date range. Includes both new and returning users.

² Website session indicates the total number of sessions within the date range. A session is the period time a user is actively engaged with our website. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

³ Website page views indicate the total number of pages viewed during the selected date range. Repeated views of a single page are counted.