

Public Affairs Division Report **April 4, 2016**

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

- March Green Living Fair in Libertyville.
- Volunteer Recognition Brunch Feedback Forms to capture stories about volunteer experiences at the District.
- Golf season course opening promotions, incorporating emails and information on the golf web pages, rate sheet updates, and new banners.
- Junior Golf Lessons-promoting expanded programs in 2016, featuring spring and fall classes for young people, and the new Junior Golf League at Countryside in partnership with PGA Junior Golf.
- Partnership with First Tee, new golf insert sign-up for District App cards.
- Discount beach admission punch cards for Independence Grove.
- Promotions for summer concert season: post card, flyers, and video.
- Greenbelt education/stewardship marketing; promotions for Kids Nature Funfest; promotions for Greenbelt Education events, campfires, Connecting Kids with Nature.

Online Connectivity

February 2016

- General District e-newsletter subscribers, 6,553, increased 1.2%. Open rate was 33.6%, higher than industry standard of 15.3%.
- General District Twitter followers, 3,424, increased 1.6%. Tweet impressions increased 111.5%.
- General District Facebook followers, 6,019, increased 1.1%.
- 33 new Instagram followers
- Best highlight from District social media this month is the response to a post that included audio of the Sandhill cranes bugle. The post was timely, as the cranes were beginning to return to Lake County in large quantities. The post reached over 17,707 people and garnered 851 reactions, including the following:

851 Reactions, Comments & Shares

555 Like	242 On Post	313 On Shares
23 Love	10 On Post	13 On Shares
1 Wow	1 On Post	0 On Shares
2 Angry	0 On Post	2 On Shares
161 Comments	57 On Post	104 On Shares
109 Shares	107 On Post	2 On Shares

(Facebook recently added “love” “wow” and “angry” buttons, in addition to “like,”)



Lake County Forest Preserves
Published by Allison Frederick (?) · March 8 at 10:27am · 🌐

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Sandhill cranes are returning to Lake County in large groups recently. Listen for their unique bugle as they fly overhead. These large birds can be seen throughout Lake County and are already setting up nesting territories in local wetlands. Audio recorded at Raven Glen. Photo captured at Rollins Savanna, © Phil Hauck.



17,707 people reached
Boost Post

4.6K Views

👍 Like
💬 Comment
➦ Share
⌵

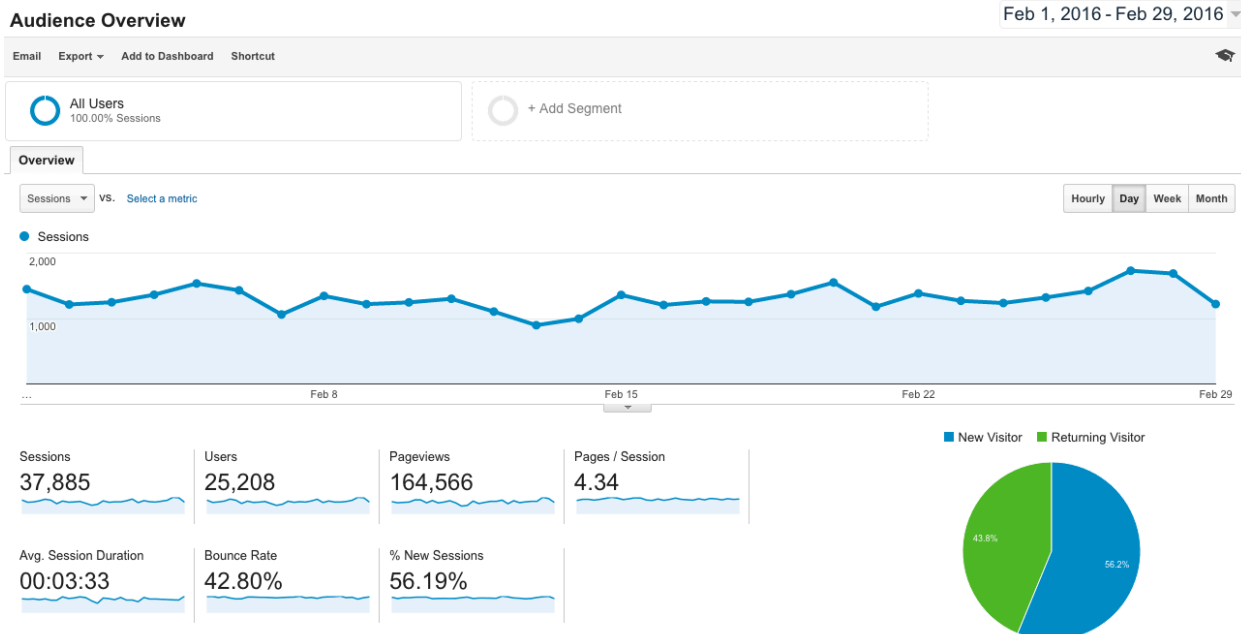
👍❤️😲 253
Top Comments ⌵

107 shares

+ Write a comment...
 📷 😊

Website Visits

February 2016



- 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.
- 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.
- Website page views** indicate the total number of pages viewed during the selected date range.
- Average Duration:** The average length of a Session
- Bounce Rate:** The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).
- % New Session:** An estimate of the percentage of first time visits.