

**Public Affairs Division Report**  
**June 6, 2016**

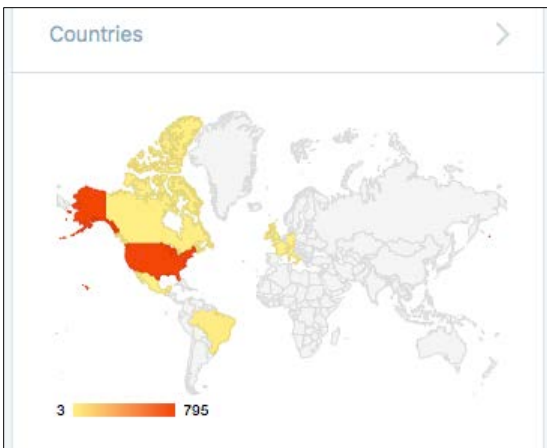
**Public Affairs is promoting and/or has participated in the following District events and initiatives**

- FP booth at the Native Plant Sale to reinforce the relationship between native landscaping on private property and its relationship to the work of the District.
- Allison Frederick gave a woodland presentation to students at College of Lake County
- Summer Issue of *Horizons* - Adopt-a-Turtle, Preservation Foundation insert.  
 Summer is near! Last week, 32,080 copies of the summer issue of *Horizons* arrived in mailboxes. Another 8,920 copies arrived in our facilities and in businesses, retail shops, and community organizations around the county. The summer issue features our priority species, the Blanding's turtle, and introduces our new Adopt-a-Turtle program. Readers can use the new envelope enclosed in the newsletter to direct a gift to the Adopt-a-Turtle program, or to become a Turtle Champion. Any amount given will help a baby Blanding's turtle thrive in Lake County.
- [PGA Junior Golf League](#) at Countryside
- Golf Course openings. ThunderHawk spring discounts. Golf Memorial Day discounts
- Kids Nature Funfest, June 5 at Greenbelt Cultural Center
- Independence Grove Concerts, beginning June 14
- Independence Grove beach/marina open daily for the season, June 6/May 28, respectively
- Gospelfest, July 31 at Greenbelt Cultural Center

**Online Connectivity**

April 2016

- General District e-newsletter subscribers, 6,895, increased 1.4%. Open rate was 34.1%, higher than industry standard of 15.2%.
- General District Facebook followers, 6,381, increased 3.2%.
- General District Twitter followers, 3,500, increased 1.3%.
- Instagram followers, 444, increased 22%.
- This month blog views were 873. Attached is a screenshot of the country origins




Country	Views
 United States	795
 Brazil	20
 Canada	14
 Mexico	4
 Hong Kong SAR China	4
 Germany	3
 France	3
 Ireland	3
 Italy	3
 United Kingdom	3

- Best highlight from General District social media in April is the response to a Facebook post on the Board approval of the Ray Lake land purchases. The post reached 7,925 people and garnered 245 reactions, comments and shares.

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

**Lake County Forest Preserves**  
Published by Caitlin Lees [?] · April 12 · 🌐

Our Board of Commissioners has approved the purchase of two new additions to Ray Lake Forest Preserve in Wauconda. Ray Lake will soon be the sixth largest forest preserve in Lake County at 1,039 acres. The preserve currently boasts three wetlands totaling 120 acres and 80 acres of woodlands with predominantly bur oak, hickory and cherry trees.  
<http://www.lcfdp.org/ray-lake-grows-again/>



**Ray Lake Grows Again - General News - News | Lake County Forest Preserves**

This spring, our Board of Commissioners approved the purchase of two new parcels of land as additions to Ray Lake Forest Preserve (Wauconda) -- 61.8...  
LCFPD.ORG

👍 **Get More Likes, Comments and Shares**  
Boost this post for \$43 to reach up to 4,700 people.

7,925 people reached Boost Post

👍❤️ 145 16 Comments 21 Shares

👍 Like    💬 Comment    ➦ Share

**7,925** People Reached

**245** Reactions, Comments & Shares

176 Like	139 On Post	37 On Shares
7 Love	6 On Post	1 On Shares
37 Comments	33 On Post	4 On Shares
25 Shares	21 On Post	4 On Shares

**694** Post Clicks

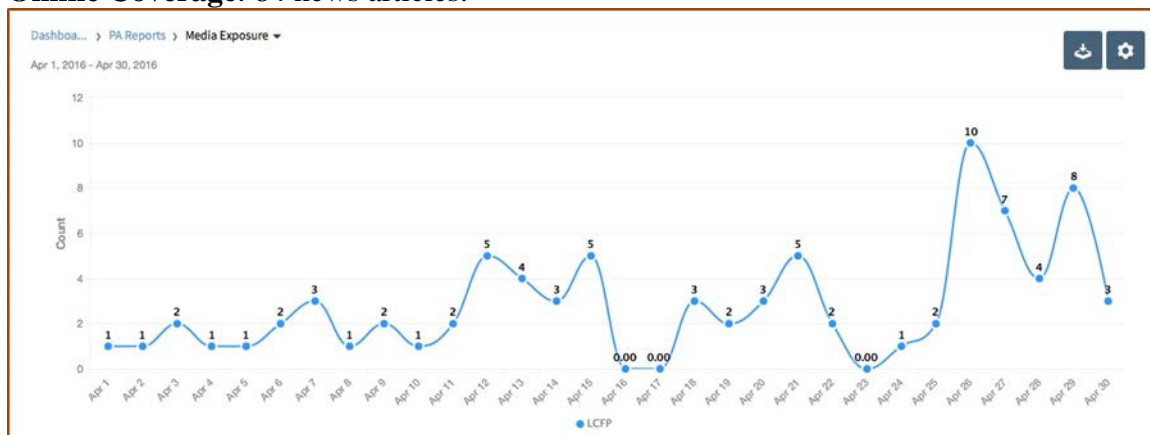
1 Photo Views	240 Link Clicks	453 Other Clicks
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**NEGATIVE FEEDBACK**

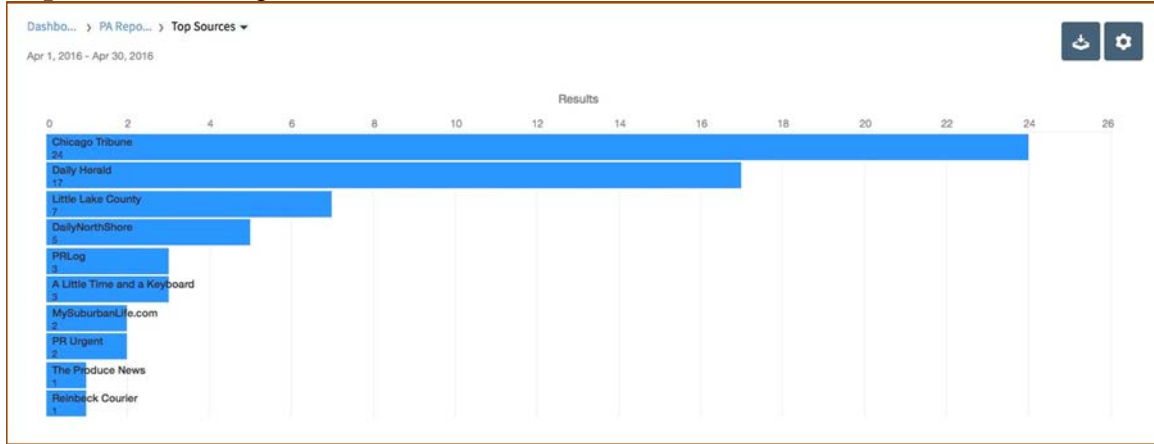
6 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

## Media Exposure April 2016

**Online Coverage:** 84 news articles.

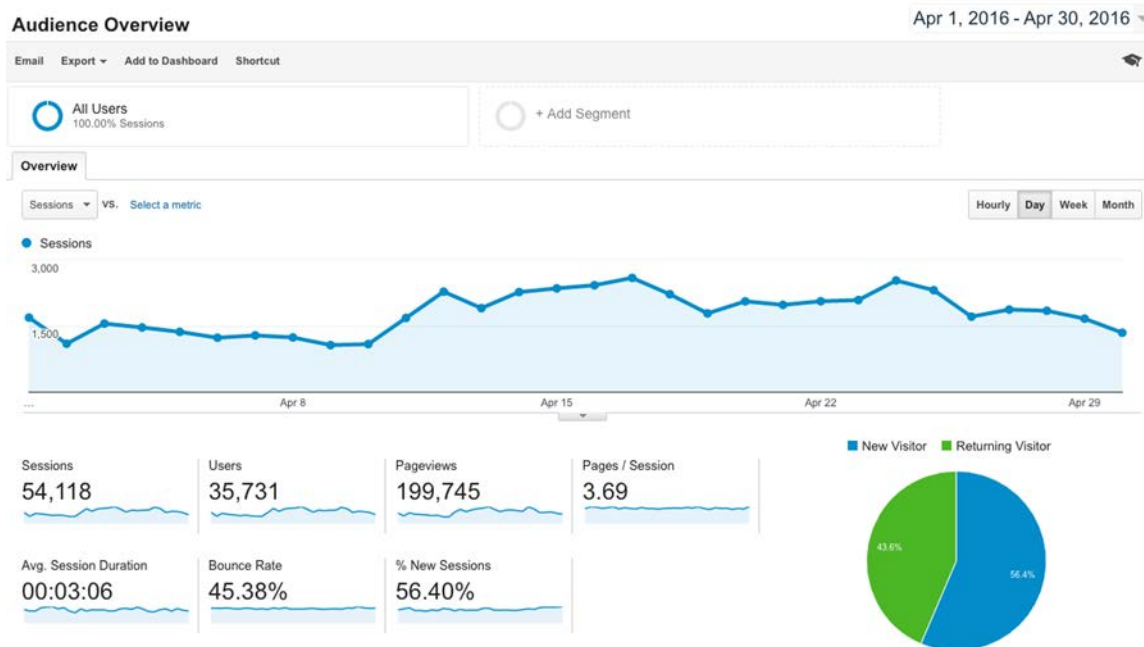


**Top Source:** Chicago Tribune, 24 articles.



## Website Visits

April 2016



**Sessions:** Total number of sessions within the date range. A session is the period time a user is actively engaged with our website.

**Users:** Number of unique users to the site, or users who have had at least one session within the selected date range. Includes both new and returning users.

**Page views:** Total number of pages viewed during the selected date range.

**Pages/Session:** Average number of pages viewed during a session.

**Average Session Duration:** Average length of a session.

**Bounce Rate:** The percentage of single-page visits (i.e. visits in which a person left the site from the entrance page without interacting with the page).

**% New Session:** An estimate of the percentage of first time visits.