



## Public Affairs Division Report

October 3, 2016

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

- Farm Heritage Festival
- Fall Classic at ThunderHawk
- Hawkfest, October 14 & 15
- Hike Lake County, through November 30
- Chili Scramble, October 30 at Countryside
- The Des Plaines River Trail Challenge: Continuing to promote interest and attention to the trail with this event. Recent media coverage was on WGN-TV and in the *Daily Herald*. Story expected the week of Sept. 19 in the *Daily North Shore*. Will soon be sending individual pitches to *Lake County News Sun/Tribune*.

### Visit Lake County Annual Meeting

- Staff attended the Visit Lake County Annual Meeting on September 9. An overview of the current state of digital marketing was presented. Ideas discussed included:
  - The power of testimonials (reviews, blogs, etc.) to impact consumer decision making.
  - A heightened focus on users in order to provide them with the type of content that they want. The trend of increasing interest by consumers in experiences over physical things.
  - A shift in the business models of social media companies, such as Facebook, due to a decrease in personal sharing/posts, and a rise in business posts/ads.
  - The future of digital marketing including virtual reality, live video and vertical video (mobile friendly format).

The presentation reaffirmed many of the actions of Public Affairs, and we plan to focus on these ideas as areas of growth for the District.

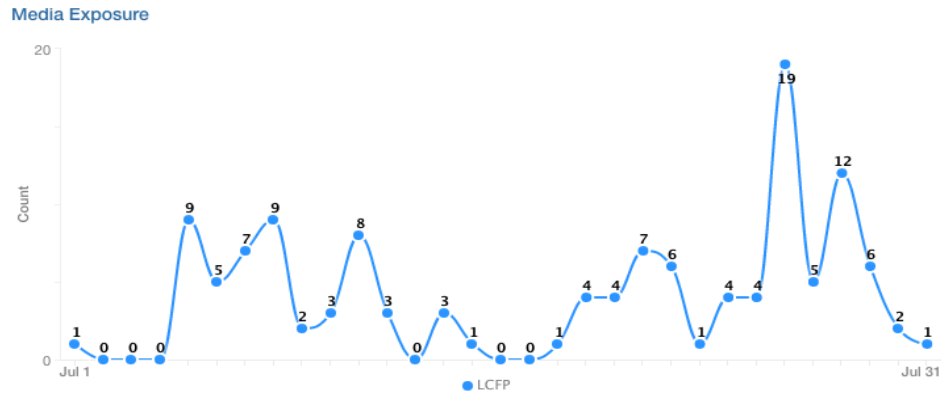
### Online Connectivity

July 2016

- Monthly District e-newsletter was sent to 7,230 subscribers. Open rate was 34.2%. List increased 3.2% over a three-month period.
- Greenbelt Cultural Center e-newsletter was sent to 431 subscribers. Open rate was 18.1%. List increased 0.2% over a three-month period.
- General District Twitter: Followers, 3,612, increased 1.8% over a three-month period. Tweets earned 11,200 impressions. Average impressions earned per day were 360.
- General District Instagram followers, 598, increased 21.3% over a three-month period.
- General District Facebook: Page likes, 6,833, increased 3.7% over a three-month period. Average daily total reach (number of people served by any activity from the page, including posts, posts to the page by other people, mentions, check-ins, etc.) was 3,287.
- PA staff completed the District's first Facebook live video stream of the Blanding's turtle presentation at the Lake County Fair on July 29. 147 individuals viewed the live stream. Once the presentation ended, the video was posted on the District's Facebook page, where it was viewed 765 times and garnered 32 reactions.

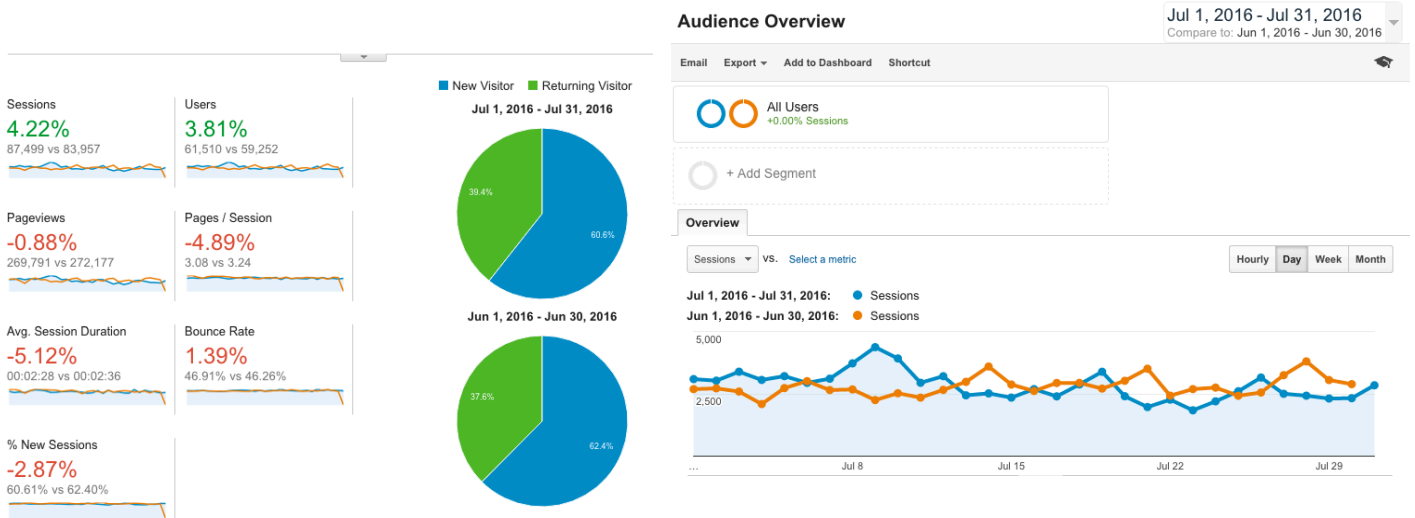
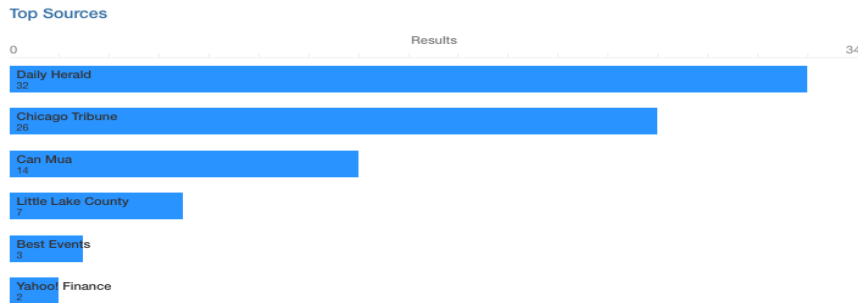
## Media Exposure

Online Coverage: 127 news articles



Top Source: Daily Herald, 32 articles.

## Website Visits



**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 that 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 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.