



Public Affairs Division Report

October 31, 2016

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

- Museum closing; website updates; third party location service updates (Yelp, Google, etc); Horizons feature article; social media posts
- Teich Archives transfer; media relations; website updates; Horizons feature article; social media posts
- Pokémon Go location map; social media post; internal communication
- Golf: fall rate specials; season closing information; holiday gift card specials.
- Banners: Rolling out a project to inventory District roadside banners, and develop a strategy for replacing faded and outdated banners with a comprehensive strategic campaign.

Online Connectivity

August 2016

- Monthly District e-newsletter was sent to 7,275 subscribers. Open rate was 32.1%. List increased 2% over a three-month period.
- Lake County Discovery Museum e-newsletter was sent to 3,679 subscribers. Open rate was 36.1%. List decreased 0.4% over a three-month period.
- General District Twitter: Followers, 3,659, increased 2% over a three-month period. Tweets earned 12,600 impressions. Average impressions earned per day were 406.
- General District Instagram followers, 628, increased 15% over a three-month period. Starting in October, tools for tracking analytics will be available for Instagram.
- General District Facebook: Page likes, 6,980, increased 4% over a three-month period. Average daily total reach was 2,992 (number of people served by any activity from the page, including posts, posts to the page by other people, mentions, and check-ins.).
- Photos sent in by those completing the Des Plaines River Trail Challenge are being compiled into a Facebook photo album. During the month of August, 58 photos were received, most of which were sent in via text.



Biked over half the trail with my son Kohl today. Plan to cover the south half over Labor Day weekend! Chris Hinrichs

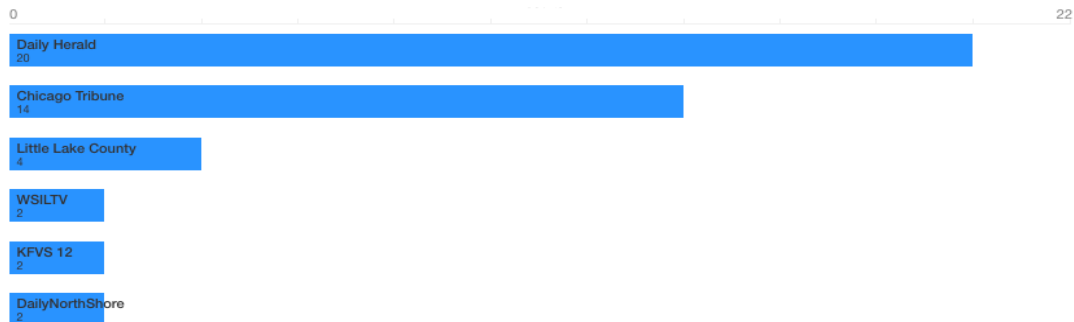


Media Exposure

Online Coverage: 89 news articles.



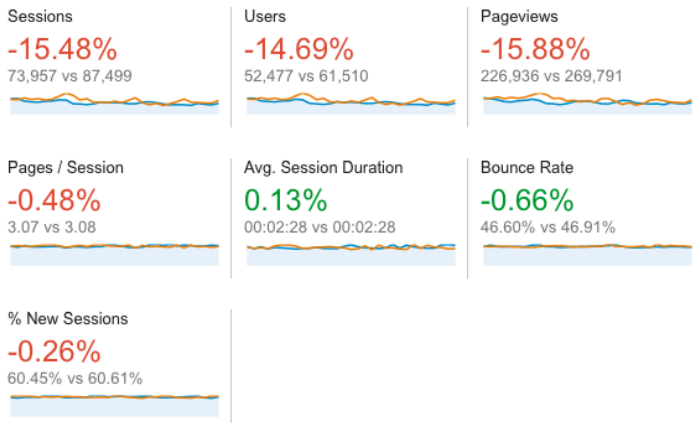
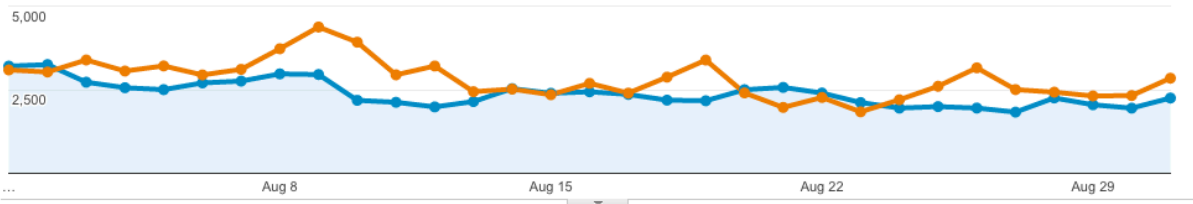
Top Source: Daily Herald, 20 articles.



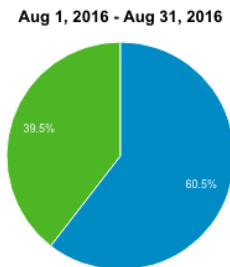
Website Visits

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

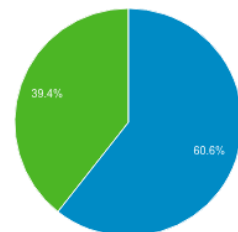
Aug 1, 2016 - Aug 31, 2016: ● Sessions
 Jul 1, 2016 - Jul 31, 2016: ● Sessions



■ New Visitor ■ Returning Visitor



Jul 1, 2016 - Jul 31, 2016



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.