

WATERSHED WEDNESDAYS

Wrap up Stats

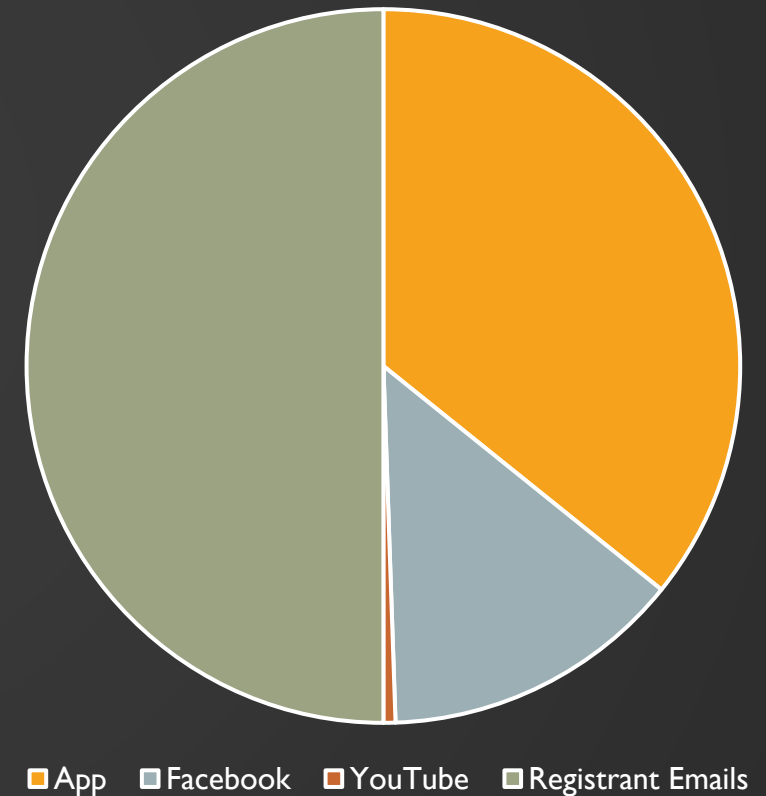
Over the course of the 5 week series, we received...

- **51** Presentations with **46** Individual Speakers
- **197** total registrants & **662** unique viewers
- **3,700** views of videos & over **322.7** hours of watch time on the CWSD YouTube Channel

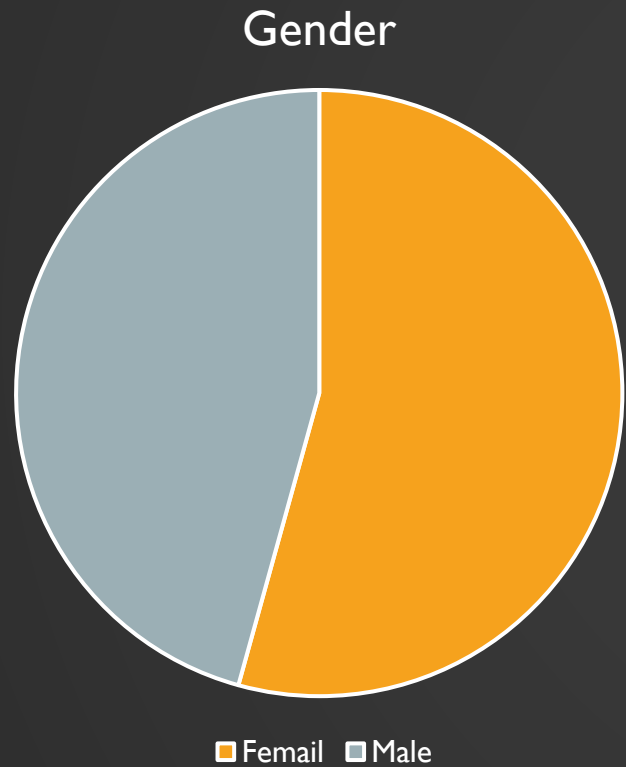
Viewers tuned in to Watershed Wednesday via..

- **39.5%** of participants directed to YouTube via the Watershed Wednesdays App
- **15.1%** of participants directed from Facebook
- **0.6%** clicked on videos directly from YouTube
- **55.2%** of participants followed links in registrant emails.

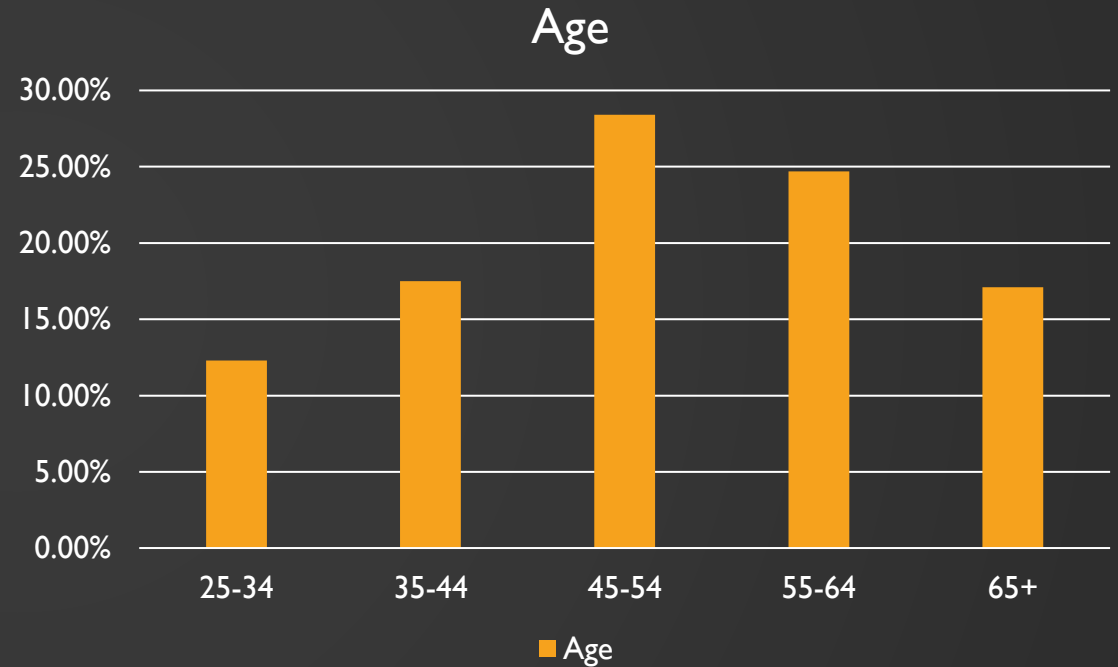
Viewers Came From..



Who Watched?



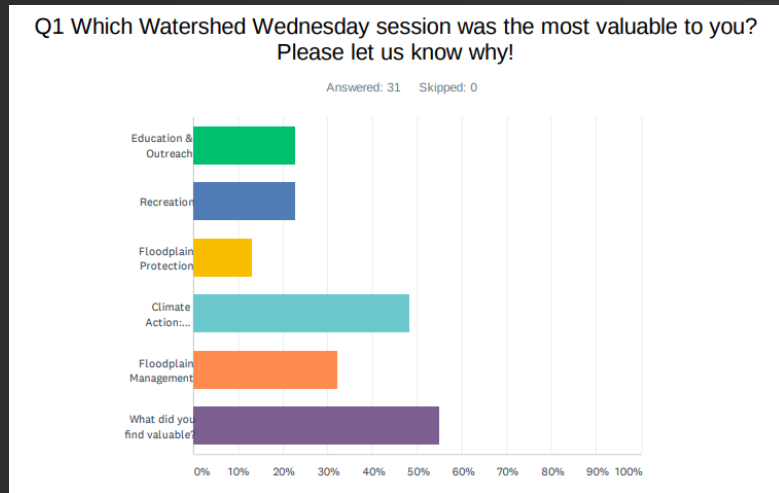
Slightly more women than men tuned in



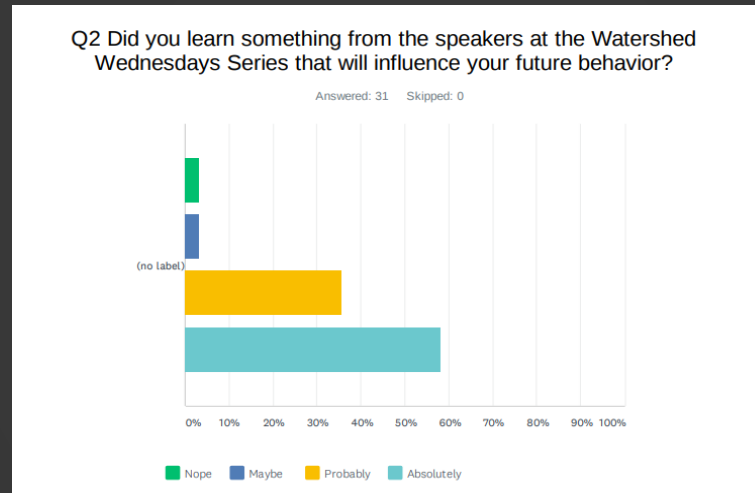
Slightly skewed age groups.

What did they Think?

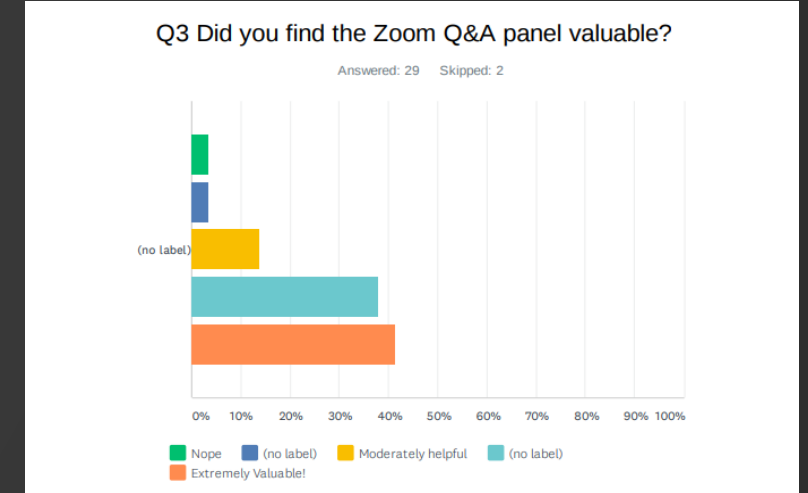
3 | Participants responded to the wrap up survey



Sessions were almost equally valued. Climate Action was a new topic, so interest peaked.



Nearly everyone learned something that they would take away from the series



Most found the Q&A either helpful or extremely valuable

Other Insights

- The majority (60%) of participants heard about WW via CRC Eblasts
- Viewers were a mix of CRC members who participate often, occasionally, or were new to the community
- We received positive feedback for two new working groups
 - Recreation → 9 participants are interested in joining
 - Agricultural → 7 participants are interested in joining

All around positive feedback in the survey!

“Water Connects Us All” Facebook Stats

Performance

ThruPlays ⓘ

5,744

Reach ⓘ

7,034

Cost Per ThruPlay \$0.04

Activity

Post Engagement

7166

3-Second Video Plays

7072

Link Clicks

94



Get More Results Like This

Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

Get Started

Audience

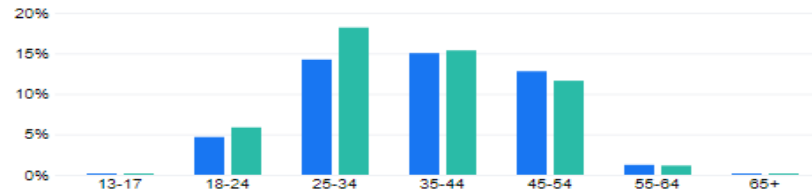
This ad reached 7,034 people in your audience.

People

Placements

Locations

47.9% Women 52.1% Men



Details



Goal

Get more video views



Total budget

\$300.00



Duration

3 days

See All ▾

Preview

Join us in celebrating the launch of WATER CONNECTS US ALL! Please watch, like, and share the film from NOW until EARTH DAY. We believe Earth Day is every d...



View Ad

TV/RADIO MEDIA TO AIR ON EARTH DAY

- **Interviewed this AM by:**
 - Channel 2 – Chris Buckley
 - Channel 8 – Elizabeth Rodil
 - 780 News Talk KKOH – Daniela Sonnino