

I Am Carson River Watershed Campaign Highlights



12

Professionally Designed Icons Created for Each Campaign, both in Spanish & English

1

Brand Campaign Logo (static and .gif) by award winning design agency Laxalt & McIver

12

Press Releases & Newsletter Send Outs garnering over 20 pieces of press coverage & thousands of Splash Page Views

16

professionally crafted films (10 videos & 6 reels)

2

English and Spanish immersive splash pages created to showcase the campaign content in an impactful and aesthetically eye-catching way.

**109,400 of Video Impressions with
425,881 of total Campaign Impressions**

Social Media Highlights

Total Campaign Impressions*	425,881
Facebook Reach*	133,683
Instagram Reach*	49,779
Video Impressions*	109,400
Total Minutes of Videos Viewed	28,700
Reel Views*	52,694
Likes & Comments	2,959
Facebook Profile Visits	2092
Instagram Profile Visits	1,525
Facebook Followers	210
Instagram Followers	300
YOY Growth Rate of Followers Overall	59.10%
Splash Page Link Clicks from Social Media	2,818
Male + Female	36% / 64%
NV + California	97% / 3%

Splash Page Highlights

Splash Page Visits	4455
Splash Page Sessions	1.38
New Visitors	84%
Avg Time on Site	45s

Overall Campaign Achievements

# of Pledge Participants	189
# of Giveaway Participants	97
# of Organizations Partnered With	39
Amount of Posts (CWSD posted 18 times too for a total of 111)	93*
Ads Run	43

Total Campaign Impressions

Total # of times content is displayed no matter if it was clicked & includes same person seeing it more than once

Reach Total # of people content is seen **Videos Impressions** Times Videos were Seen (includes by same person) **Reel Views** Watching 15 secs