



MEMORANDUM
JULY 7, 2017

TO: BOARD OF DIRECTORS

FROM: MARTHA MOORE

SUBJECT: WEBSITE AND SOCIAL MEDIA UPDATES

*This informational memo briefly summarizes activities related to the River District electronic outreach and education strategy. **No Board action is requested.***

Accomplishments and Approach

Our integrated social media and website strategy continues to grow by leaps and bounds in “subscriptions,” “followers,” and other indicators of increased engagement.

Our digital strategy includes:

- Targeted electronic communications to establish relationships with our constituents and general public for educational purposes, information dissemination, as well as to build River District name recognition and branding.
- Creation of consistent and engaging presence through social media accounts across multiple platforms, including Twitter, Facebook, YouTube, and most recently, Instagram and Pinterest. These posts almost always include links that direct users back to our website for additional information.
- Promotion of River District events, programs, issues and news are posted on our website and disseminated via our social media accounts. (e.g., State of the River Meetings, Annual Seminar, Grant and Water Marketing Programs, etc.)
- Distribution of educational materials and information that support the District’s mission posted on our website and disseminated via our social media accounts. (our policies, our Strategic Plan, Quarterly newsletters, annual reports, maps, photos, water supply and demand reports, etc.)

This multi-pronged approach is directly related to, and is designed to execute portions of the River District’s Strategic Plan that “. . . expand its efforts to actively engage the public through our website and other social media, including new and emerging media platforms, with a goal of reaching and engaging younger generations of water users.”

Background

Social media is a term encompassing a wide range of online activities integrating information, technology and social interaction. The District has an extensive social media and digital presence represented on:

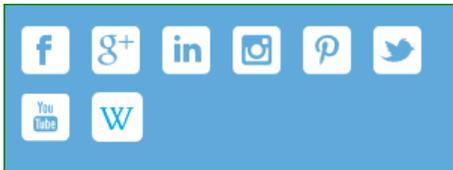
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www.ColoradoRiverDistrict.org

Facebook at <https://www.facebook.com/ColoradoRiverDist>
Twitter at <https://twitter.com/ColoradoWater>
YouTube at <https://www.youtube.com/user/WandaRivers1937>
Instagram at <https://www.instagram.com/coloradoriverdistrict>
Pinterest at <https://www.pinterest.com/wandarivers1937>

All of the above and more may additionally be accessed within the footer of every page on our website at <http://www.ColoradoRiverDistrict.org> as hyperlinked icons. When on our website, hover over each icon to read the name of each particular social media account prior to launching. Here is snapshot of the icons:



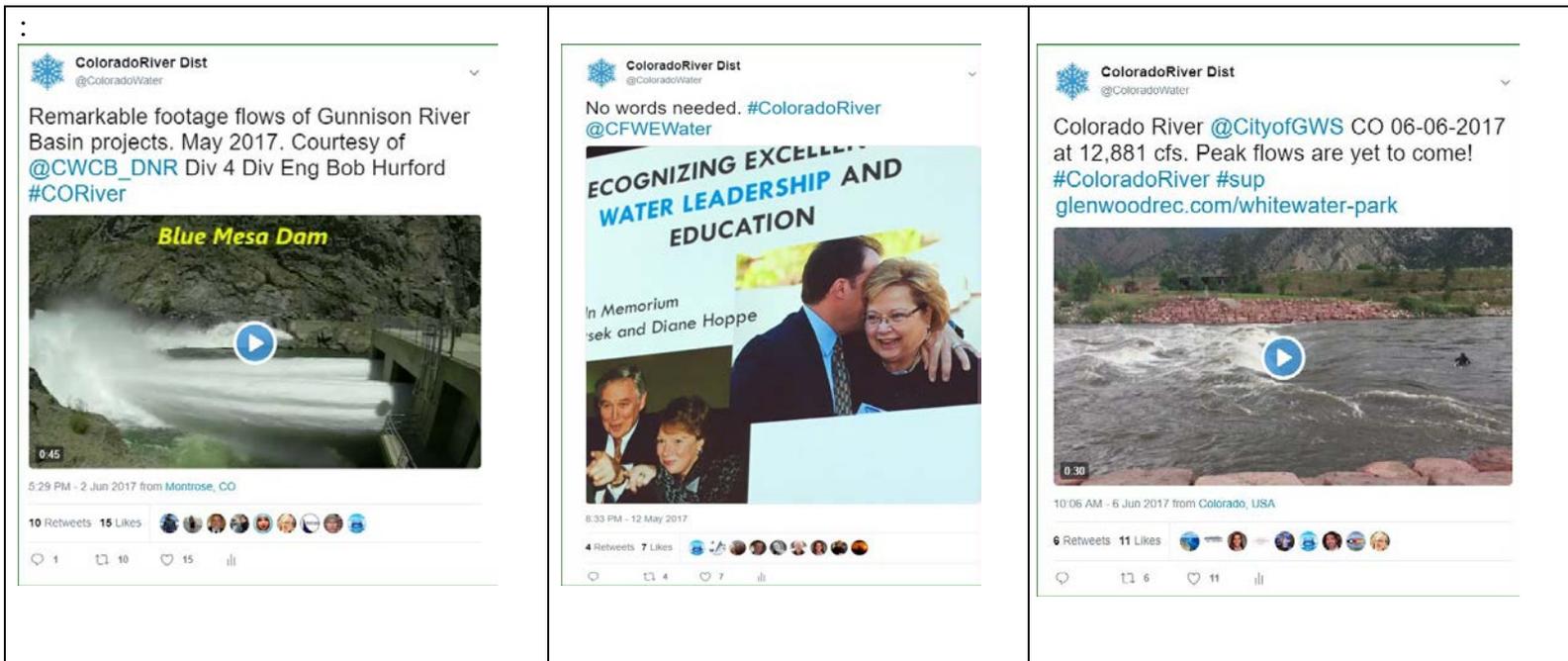
Website and Social Media Analytics

As previously noted, each of our accounts have experienced growth in participation and engagement. Here are a few notable statistics over the first 3 months of 2017 (comparing the first quarter with the second quarter) from a couple of our internet platforms:

Website 2Q unique visitors increased by 17% (11,575 vs 9,902)
2Q pages viewed increased by 18% (20,966 vs 17,763)

Twitter During the second quarter we tweeted 116 times and gained 1,281 followers
Our 1Q Tweets earned 17,500 “impressions” (number of users seeing our Tweets)
Our 2Q Tweets earned 51,200 “impressions” an increase of almost 200%

Our top 3 Tweets receiving the most “engagements” (when a user clicks on, likes, retweets or replies to any part of the Tweet) are shown below as examples of interactive social media posts:



New Audience Outreach

We are excited to announce that our website can now effortlessly be translated into Spanish or back into the default, English, with the click of a flag within the footer of every webpage.



The Proof is in the Pudding

The increased participation and engagement is also reflected in our six highly attended (in some cases record breaking) 2017 State of the River public meetings held this spring. In part, we believe the large attendance can be attributed to our extensive marketing promotions and our concerted website and social media efforts and, to a great extent, our direct email marketing campaigns, coupled with newsprint and radio advertising. Of course, these endeavors are strongly complemented by the fact we garnered some of the best-of-the best speakers and had excellent program partners.