# 2018 Final Report

2018 Year-in-Review

Introduction

The following document provides an overview of the public education and outreach activities conducted by the Rock River Stormwater Group (branded as Protect Wisconsin Waterways) during the 2018 calendar year.

Continuing the outreach initiatives and focus on the 2017 rebranding to "*Protect Wisconsin Waterways,*" a large portion of the group's efforts in 2018 were focused on expanding the group's presence throughout member communities to educate the general public about what stormwater includes and the impact of stormwater on the environment. Other key initiatives for the year included focusing on increasing digital communications through social media outreach and our website, engaging the general public through an increased presence at community events within the municipality groups, furthering connections to K-12 educators and students via educational outreach presentations along with providing educational content to instructors, and branching our efforts out to an older audience through engaging and educational video content, along with connecting at community events.

Target Audiences & Outreach Communication Model

The approach taken during 2018 was to target three core audiences within the general public and to expand on this approach. The general core targets were K-12 students, homeowners, and outdoor enthusiasts. By extension through these groups' social networks, we would also be reaching the friends, families, and neighbors of these individuals and engaging a larger audience as Protect Wisconsin Waterways advocates. An outreach goal for 2018 was also to continue to engage a more diverse audience including greater connection with homeowners.
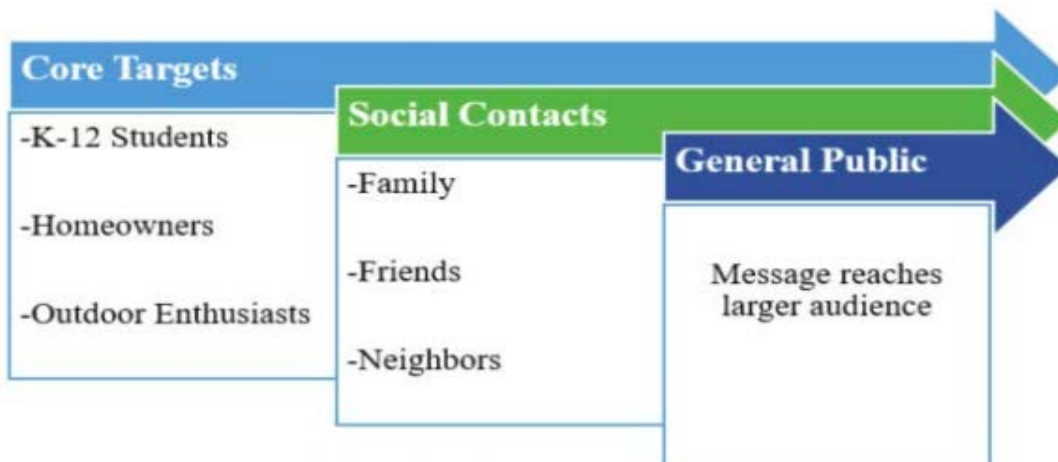
**Initiative #1: Increased Awareness of Protect Wisconsin Waterways**

2017 represented the first year using the Protect Wisconsin Waterways brand. In 2018, we focused outreach efforts on continuing to increase awareness for the new brand to help establish the interconnected nature of stormwater and area waterways beyond just the Rock River.

Initiative #2: Increased Digital Presence & Outreach

The group also continued to build out digital outreach efforts to expand our reach and develop more content of interest to different targets. The introduction of our mascot Splash is a great example of this and has been used in a variety of social media posts as well as increased attendance at several events that also garnered newspaper/local media coverage. The team enhanced our efforts on maintaining and adding to the website (protectwiwaterways.org), continued our educational animated video series, continued delivering our monthly e-newsletter, and continued engaging our audience on social media through Facebook, Twitter, and Instagram channels. Additionally, we added a wider variety of content on the video marketing front. In 2018, we launched a video series called 'Why I Protect Wisconsin Waterways' as well as a series of stormwater fact street interviews. The following section provides a highlight of the digital presence and related metrics for 2018.

Website:

Additional content was added to the website including summaries of events, meeting minutes, a blog, featured waterway facts and histories, municipality training videos and related documents, and educational lesson plans for K-12 educators. Additionally, the team enhanced search engine optimization and readability of all pages. The team also scanned the website and added cleaner, more aesthetically appealing in-house photography to help build the brand and tell a uniform story. The website still contains educational content previously uploaded as well as an online pledge to protect Wisconsin waterways. In 2018 the website received 5,861 visits from 2,363 unique users.
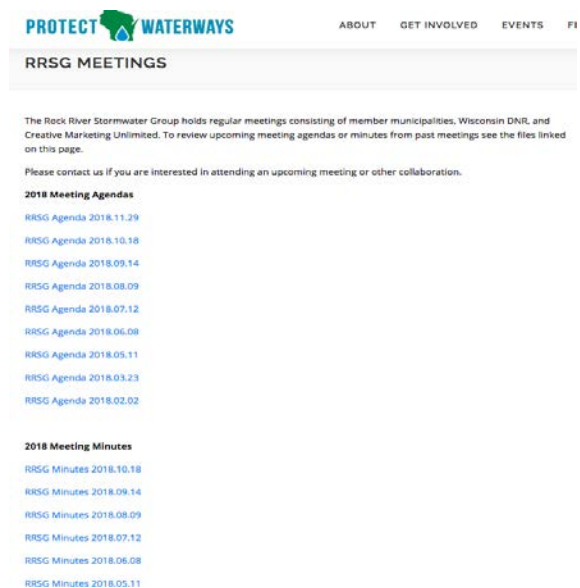
Stormwater 101 Video Series:

The *Stormwater 101* video series continues to provide an animated, educational video series that is designed to simplify stormwater-related concepts. Using a child voiceover, the videos keep things simple while appealing to a K-6th grade audience as well as their families. We received over 500 views on our YouTube channel in 2018.

Protect Wisconsin
Waterways: Erosion

Protect Wisconsin
Waterways: Grass Clippings

Protect Wisconsin
Waterways: Fertilizer

Protect Wisconsin
Waterways: Salt Use

'Why I Protect WI Waterways' Video Series:

The '*Why I #ProtectWiWaterways*' video series launched toward the end of 2018 to showcase individuals giving short descriptions, stories, or anecdotes describing why they protect Wisconsin's waterways. The videos can be taken by participants themselves and are meant to encourage sharing and additions to the series from other viewers using the hashtag #protectwiwaterways on social media. These videos highlight the storytelling and emotional appeal of the group's mission and targets a slightly older demographic. The group created four videos at the end of 2018 and plan to continue this series into 2019. The videos on our YouTube channel have over 100 views. On Facebook they've reached over 200 people, and on Twitter they've reached over 300 people.

Why I #ProtectWIWaterways · Danny's Story

'Street Interview' Video Series:

In 2018 the group started a 'street interview' video series. This series consists of asking residents "on the street" basic stormwater fact questions and filming their responses. The idea of this series is to provide insight into how little the average person knows about stormwater while providing educational content with the correct answers. The goal is to create a humorous piece of engaging content that can be shared across social media and on YouTube that simultaneously targets an older audience and provides insight into our group's mission. We hoped to create something that can be easily replicated at events and school visits. Our first video was done during the Madison Farmers Market at the end of Fall, and our group plans to continue these videos in the RRSG municipalities. On YouTube the video has over 50 views, on Facebook it has reached over 300 people, and on Twitter it has reached 67 people.
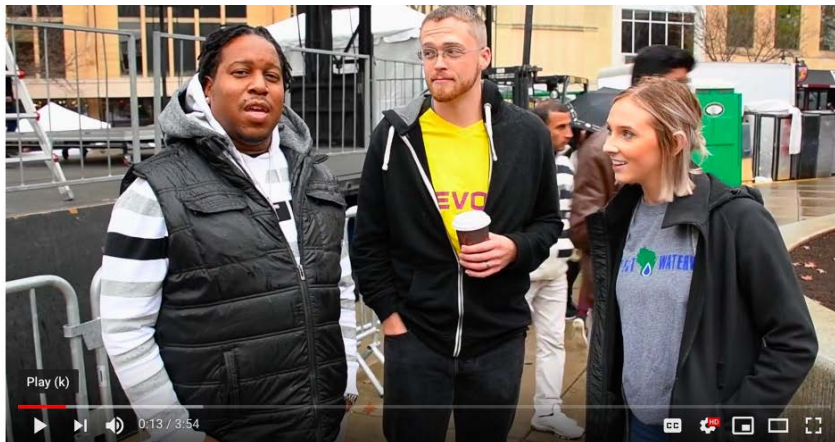
How Much Do You Know About Stormwater?

32 views

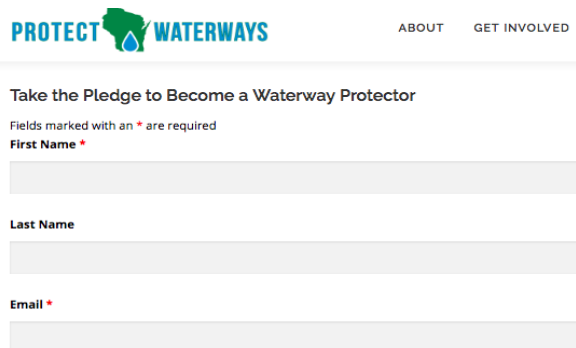👍 2   👎 0   → SHARE   ≡+ SAVE   ...

ProtectWI Waterways
Published on Nov 6, 2018

SUBSCRIBED 13 🔔

Visit our page to learn more about stormwater and for information on how you can help protect our waterways! www.protectwiwaterways.org

Protect Wisconsin Waterways Pledge

In 2018 Protect Wisconsin Waterways offered our Waterway Protector pledge both online and in person at community events. The pledge asks individuals to commit to different activities that will minimize their personal impact related to stormwater runoff. During the 2018 year, Protect Wisconsin Waterways received a total of over 50 pledges.

PROTECT WATERWAYS   ABOUT   GET INVOLVED

Take the Pledge to Become a Waterway Protector

Fields marked with an * are required
First Name *

Last Name

Email *

Social Media & Outreach:

In 2018, Protect Wisconsin Waterways worked to create a more unified and engaging presence for the RRSG on social media. Our efforts spanned across Facebook, Twitter, and an increased focus on Instagram. Instagram, being the fastest growing social media platform allows the group to push our message to a larger audience by telling stories through aesthetically pleasing visual imagery. In addition to sharing relevant content about stormwater runoff issues in RRSG communities and 'Stormwater Fact Fridays,' the group centralized on promoting media content. This included event photography, featured waterway photography, video content, GIF content, and more. Examples can be seen below along with total reach and engagement statistics for Facebook, Twitter, and Instagram.

Social Media Metrics 2018

Facebook Page Statistics
(2018) 301 Page Likes & 207 Posts

|	**2018**	**Definition**
Engaged Page Users	1,501	*The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)*
Total Reach	15,541	*The number of people who have seen any content associated with your Page. (Unique Users)*
Organic Reach	15,379	*The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)*
Viral Reach	6,187	*The number of people who saw your Page or one of its posts from a story shared by a friend. These stories include liking your Page, posting to your Page's timeline, liking, commenting on or sharing one of your Page posts, answering a question you posted, responding to one of your events, mentioning your Page, tagging your Page in a photo or checking in at your location. (Unique Users)*
Total Impressions	29,470	*The number of impressions seen of any content associated with your Page. (Total Count)*

Twitter Statistics: 201 followers & 18 Tweets

	2018	**Definition**
Impressions	19,715	*Number of times users see the tweet on Twitter*
Engagement	917	*Total number of interactions with a tweet. This includes all clicks, retweets, replies, follows, and likes*
Average Engagement Rate	4.7%	*The number of engagements divided by impressions*

Instagram Statistics: 216 Followers & 103 Posts

	2018	**Definition**
Total Impressions	26,386	*Number of times users saw the post on Instagram.*
Total Likes	5,621	*Total number of likes on each post.*
Average Engagement Rate	21.3%	*The number of like divided by impressions*

Instagram Content:
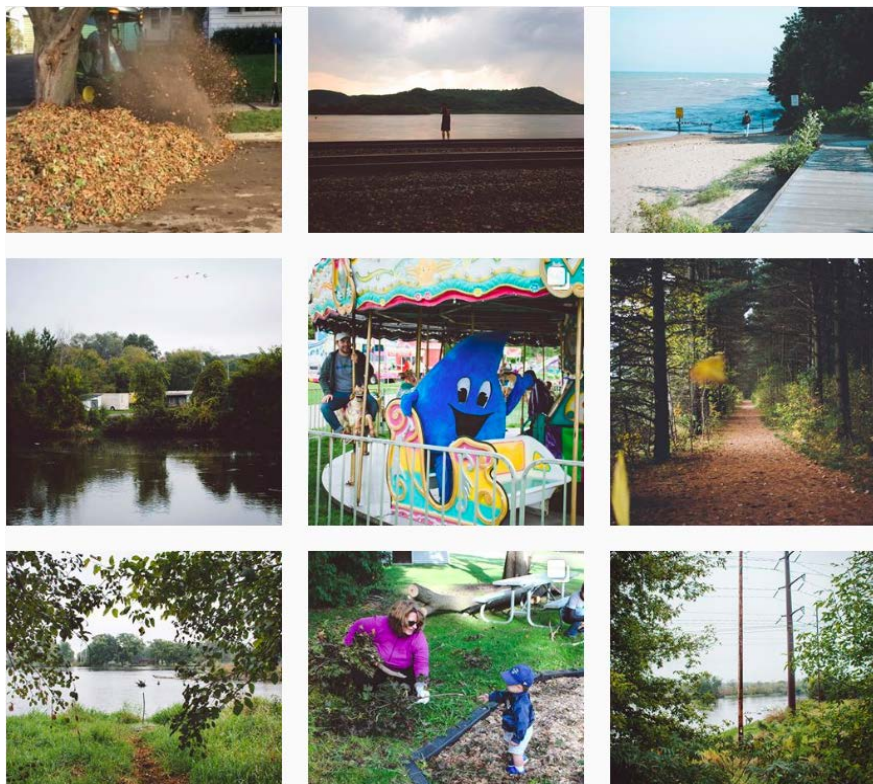
Twitter Content:

Protect Wisconsin Waterways @ProtectWIWater · 14 Nov 2018
Check out our featured waterway for the month of November. The Horicon Marsh! #protectwiwaterways

Protect Wisconsin Waterways @ProtectWIWater · 12 Nov 2018
Splash sure does love his fans! #protectwiwaterways

Protect Wisconsin Waterways @ProtectWIWater · 17 Oct 2018
October's Runoff Rundown is here! Click to the link below to learn more & receive our monthly informational newsletter. #protectwiwaterways

The Runoff Rundown - Protect Wisconsin Waterways
Read the latest news, tips, and more about stormwater runoff from the Rock River Stormwater Group in our monthly e-newsletter The Runoff Rundown.
protectwiwaterways.org

Protect Wisconsin Waterways @ProtectWIWater · 15 Oct 2018
BIG FACTS: "The timely removal of leaf litter can reduce harmful phosphorus concentrations in stormwater by more than 80%". #protectwiwaterways

Removing fallen leaves can improve urban water q....
The timely removal of leaf litter can reduce harmful phosphorus concentrations in stormwater by more than 80% in Madison, Wis., according to a recent U.S. Geolo...
stormwater.wef.org

Protect Wisconsin Waterways @ProtectWIWater · 25 Dec 2018
Happy holidays from the #protectwiwaterways team! (Especially splash)

Protect Wisconsin Waterways @ProtectWIWater · 26 Dec 2018
This month we look at some film photos by @dannybalister of the Rock River in Fort Atkinson. #protectwiwaterways

Protect Wisconsin Waterways @ProtectWIWater · 3 Dec 2018
What happens when it snows? We have to make sure roads/walkways aren't too slippery, let's learn this month how to do that & #protectwiwaterways

Facebook Content:

Protect Wisconsin Waterways is at Purdy Elementary.
February 27 · Fort Atkinson · 🌐

Today we visited Purdy Elementary School in Fort Atkinson. We were able to talk to 247 students, and turn them all into honorary Wisconsin Waterway protectors!!
#PurdyElementary #FortAtkinson #PWW

1,260 People Reached

326 Engagements

Boost Post

👍 10   1 Comment 5 Shares

👍 Like   💬 Comment   ↪ Share

Performance for Your Post

1,260 People Reached

61 Reactions, Comments & Shares ⓘ

50 👍 Like	11 On Post	39 On Shares
2 ❤ Love	0 On Post	2 On Shares
2 Comments	1 On Post	1 On Shares
7 Shares	5 On Post	2 On Shares

265 Post Clicks

117 Photo Views	0 Link Clicks	148 Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts