

August 21, 2020

**Memorandum #2020-98**

**TO: askHRgreen.org Water Awareness Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Water Awareness Subcommittee – August 27, 2020**

The next meeting of the askHRgreen.org Water Awareness Subcommittee will be held on **Thursday, August 27, 2020 at 9:30 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Water Awareness Subcommittee meeting will be held electronically via Zoom. Participants can join the meeting using the following credentials:

To join by computer:

<https://us02web.zoom.us/j/84103538850?pwd=ZHlmN3gzZm1taURxNk5LZ211NzQ0Zz09>

-or-

To join by phone: 1 929 205 6099

Meeting ID: 841 0353 8850

Password: 107250

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

**1. Meeting Summary**

The meeting summary from July is attached for review and approval.

Attachment 1

**Action:** Approve the meeting summary.

**2. askHRgreen.org Event Schedule**

The current listing of outreach events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

*\*Need volunteers for this event.*

**Action:** Based on discussion.

### 3. **FY20 Media Campaigns**

The following media and promotional campaigns are planned for this fiscal year:

- Imagine a Day Without Water paid media campaign (October) – *new creative attached for review.*
  - The Committee should also discuss other promotional needs and opportunities to further the message – posters, etc.
- Fixing Leaks paid media campaign (March) – *existing creative*
- Value of Water paid media campaign (May 4-10) – *existing creative*
- askHRgreen social media branding campaign – *ongoing*

Attachment 3

**Action:** Based on discussion.

### 4. **Printing & Promotional Items**

Recent purchases of water bottle stickers, seed bookmarks, and sky cloths are available for pickup. Committee members should make arrangements with HRPDC staff to pick up supplies as needed. The Committee should discuss any additional promotional or printing needs at this time, including any special promotional items in support of Imagine a Day Without Water (Yeti cups, Hydroflasks, etc.)

**Action:** Based on discussion.

### 5. **Roundtable**

Committee members should provide any updates or news from their local programs and discuss ongoing messaging in response to the COVID-19 pandemic.

**Action:** Based on discussion.

**6. Staff Reports**

The current FY21 budget is attached for review.

*Digital Marketing Report* – The report for July is attached for review.

Attachment 6A, 6B

**Action:** Based on discussion.

**Next Meeting:** The next meeting is scheduled for Thursday, September 24, 2020.

## askHRgreen.org | Water Awareness Committee Meeting Summary Thursday, July 23, 2020

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Committee members, staff, and the general public, the askHRgreen.org Water Awareness Committee meeting was held electronically via Zoom. These electronic meetings are required to complete essential business on behalf of the region. A recording of the meeting is available on the website.

### Attendees:

Rachael Gaul, NO  
Cyndi Masterstaff, NN  
Jerry Hoddinott, CH  
Tamara Clore, SU

Lacie Weaver, HRSD  
Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC

### 1. Meeting Summary

The May meeting summary was accepted without changes.

**Action:** Summary approved.

### 2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/14	<del>Suffolk Peanut Festival</del>	<del>Suffolk</del>
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	

Impact of COVID-19 on fall event season still uncertain. HRPDC staff will stock the trailer with supplies like hand sanitizer and disinfectant cleaner. Safety precautions will be taken and HRPDC staff asked Committee members to share any safety plans/guidelines adopted locally.

Newport News Waterworks will take over hosting the askHRgreen trailer for FY21-FY22. HRPDC staff will be servicing locks before the next event.

**Action:** Committee members should share any public event guidelines developed locally.

### 3. FY21 Media Campaigns & Promotions

HRPDC staff are working with RCS to develop a master media plan for FY21. Committee campaigns are primarily tied to national outreach campaigns with fixed dates:

- Imagine a Day Without Water paid media campaign (October – Imagine a Day Without Water)
- Fixing Leaks paid media campaign (March – Fix a Leak Week)

- Value of Water paid media campaign (May – Drinking Water Week)
- askHRgreen social media branding campaign – ongoing

HRPDC staff has asked RCS to consider ways to extend campaigns beyond one to two-week paid media campaigns. For example, the Hampton Roads Show has a pet segment on Thursdays that would pair well with the Stormwater Education’s scoop the poop campaign.

**Action:** HRPDC staff will coordinate with Red Chalk Studios to schedule FY21 media plan.

#### 4. **Imagine a Day Without Water**

The Committee discussed partnering again in October with local coffee shops and breweries on the Imagine a Day Without Water promotion. Given COVID-19 limitations, HRPDC staff recommended producing a simple video with partners talking about the importance of water to their business. The Committee would need to purchase supplies to support this campaign.

The Committee no longer supports the concept of partnering with coffee shops and breweries due to limited staff time, prohibition on public gatherings, uncertainty of possible business closures, and other COVID-19 impacts.

Norfolk mentioned tying this year’s campaign into appreciation for essential workers and the important role water plays in hand washing and sanitation during the pandemic. The focus could also be a morale booster for water and wastewater employees. HRPDC staff recommended a more generic “thank you” message that could be hosted on locality websites, social media, etc. throughout the year. The video could incorporate a photo slideshow and short video clips with a scripted voice over. Stock video could be used to tie in other important roles of water during the pandemic (medical personnel, fire protection, business (coffee/beer), etc.). Could request a sound bite from AWWA leadership about water/wastewater employees as essential staff.

**Action:** The Committee should collect images and videos for use in an appreciation campaign for Imagine a Day Without Water. HRPDC staff will work with RCS on further developing the strategic approach.

#### 5. **Printing & Promotional Items**

HRPDC staff have received all promotional items ordered by the Committee. Committee members should notify HRPDC staff if other supplies are needed.

Norfolk mentioned seed paper postcards which could be fun alternative for any in-person outreach needed this year.

**Action:** None.

#### 6. **Roundtable**

- Chesapeake - outreach about fund availability to assist with water bills through CARES Act funds, staffing issues caused by COVID-19 positive employees and quarantine, working at reduced staffing levels has been a challenge, offering assistance for building flushing as establishments reopen
- Norfolk - inquired about vendors and processes for digital form conversion and collection of digital signatures, encrypted security, mass file upload, etc. Decreasing water usage due to business closures, staff continue to work from home and limited staff availability

- Newport News - low flow business outreach through door hangers with system flushing info to about 300 businesses, thankful for resources developed by the Committee in response to building reopening, awaiting answer on a free rain barrel for Arlo promotion
- HRSD - staff working from home as possible, working on virtual tour of SWIFT to serve as a virtual field trip for schools this fall.

**Action:** None.

## **7. Staff Reports**

- Budget – The current FY21 budget was provided for review.
- Digital Marketing Report – HRPDC staff provided the Digital Marketing Report for June. Website activity was down but social media engagement continued to be strong. The hydro flask giveaway had the most engagement during June. The Committee would like to do another hydro flask giveaway for Imagine a Day Without Water due to the popularity and success of these promotions.

**Action:** Add hydro flask giveaway to Imagine a Day Without Water plans.

**Next Meeting:** The next meeting is scheduled for Thursday, August 27, 2020.

# “LOVE LETTER/THANK YOU” VIDEO TO ESSENTIAL WATER WORKERS

## “Love letter to Essential Water Workers”

Imagine A Day Without Water media campaign runs October 19-25

*Water Awareness Committee meets August 27, September 24*

This will be a social, organic-only video, and will be created to run any time of the year as needed/appropriate.

### PRODUCTION SCHEDULE

Aug. 27: need approval on plan, content requested, and schedule interview/video shoot

September 10: need content requested

October 16 : video produced for distribution

### VIDEO Focus

*Video will highlight the necessity of having reliable water flowing in our community, while highlighting some of our own community of essential water workers. Content will comprise of supplied static images, 2D motion graphics and music.*

*Our call-to-action is to “raise a glass of water” and say a mental “thank you” to our essential water workers every time we drink a glass of water, wash your hands, take a shower, etc. and to **share a video toast online (we can seed these with some we do personally).***

NOTE: After further consideration, we nixed the idea of asking people to put a graphic/drawing up in their window as a “thank you” — would like to have something more immediate that our workers could see

*Hashtag ideas: #loveourwaterworkers*

### CONTENT NEEDED

Photos and/or videos of Hampton Roads water-system workers

- Water treatment plant
- Stormwater system
- Clean Water / Sanitary Sewer System
- Pump Stations

PHOTOS/VIDEOS should cover:

- Multiple localities
- Different job positions

- Demographic range (age, sex, race)

BE SURE TO INCLUDE:

- Names, titles and years of employment for everyone featured





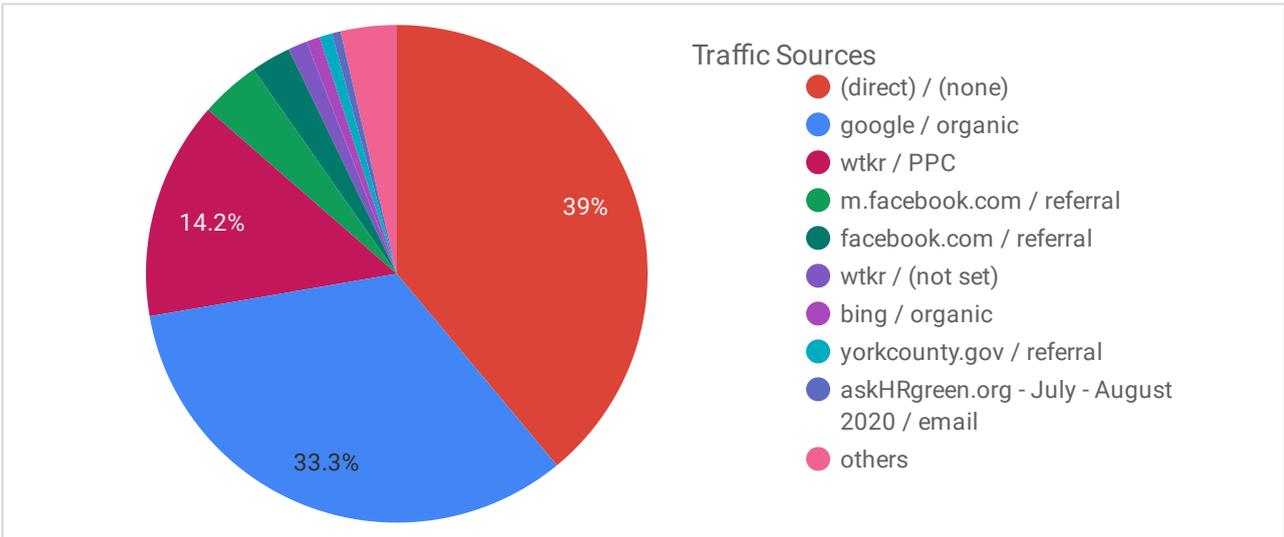
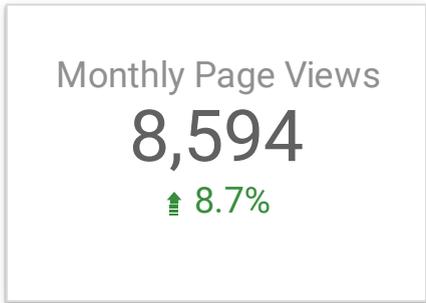
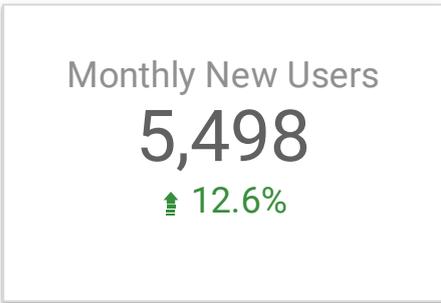
## DIGITAL MARKETING REPORT

REPORTING PERIOD  
July 1 - July 31, 2020

PREPARED FOR  
askHRGreen.org

REPORTING ON  
Website Activity  
Social Media

PREPARED BY  
Diana Richardson & Christy Klein - Digital Marketing  
Professionals



**NOTES & ANALYSIS**

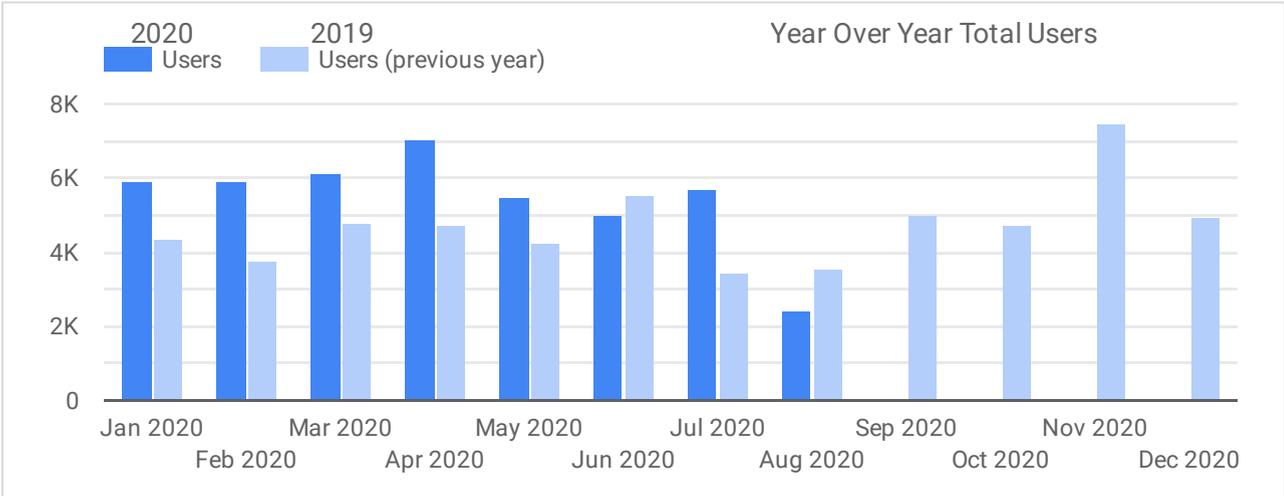
And we're back! With some lovely **Month-Over-Month increases** compared to June.

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During June, Google was the #1 driver over traffic to the website, but we can see that **Direct Traffic was the #1 source** during July.

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Year-Over-Year visitors to the website are **up by 64.5%** – Let's keep rockin' and rollin'!



# WEBSITE ENGAGEMENT

Jul 1, 2020 - Jul 31, 2020

Top Pages	Pageviews	% Δ
/	2,269	370.7% ↑
/gtk-gtd/lawn-garden-best-pract...	449	-13.8% ↓
/algae-lets-get-rid-scum/	310	3.7% ↑
/summer2020/	295	-
/disposable-diaper-liners-flush-fl...	268	-6.0% ↓
/events-happenings/	247	-30.2% ↓
/gtk-gtd/electronics-recycling-d...	193	-30.3% ↓
/gtk-gtd/recycling-lookup/newp...	166	472.4% ↑
/programs/great-american-clea...	162	500.0% ↑
/gtk-gtd/illegal-dumping/	153	18.6% ↑

Avg. Session Duration

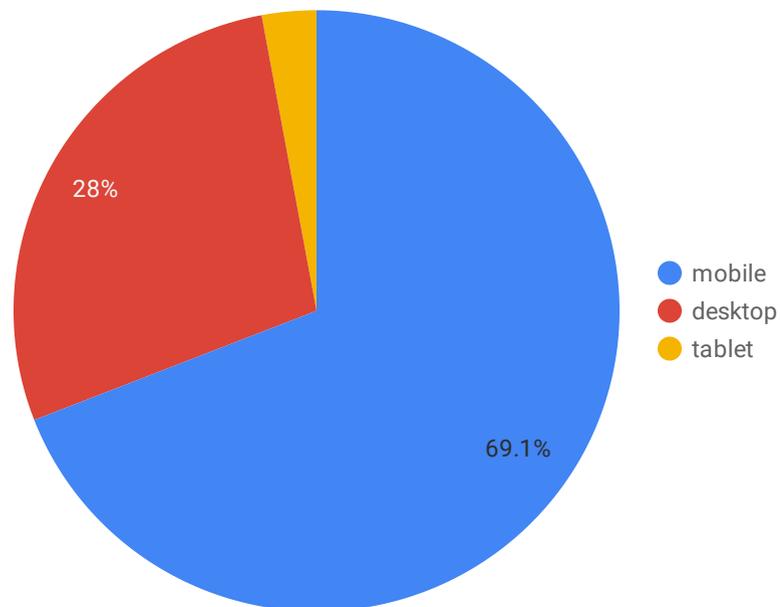
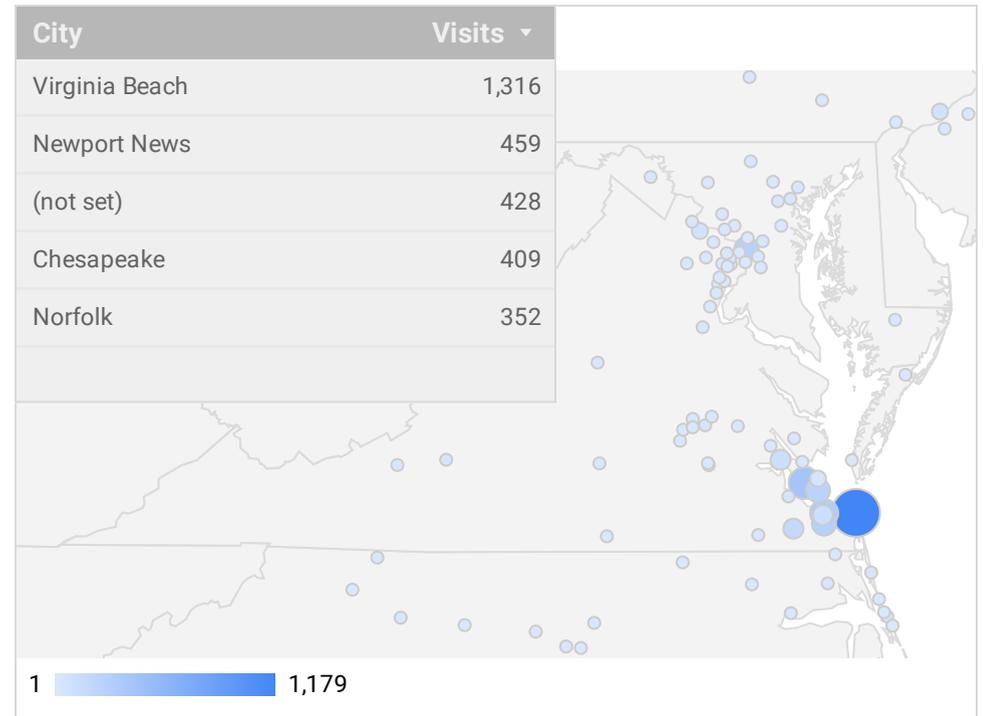
00:00:43

↓ -11.6%

Pages / Session

1.36

↓ -3.4%

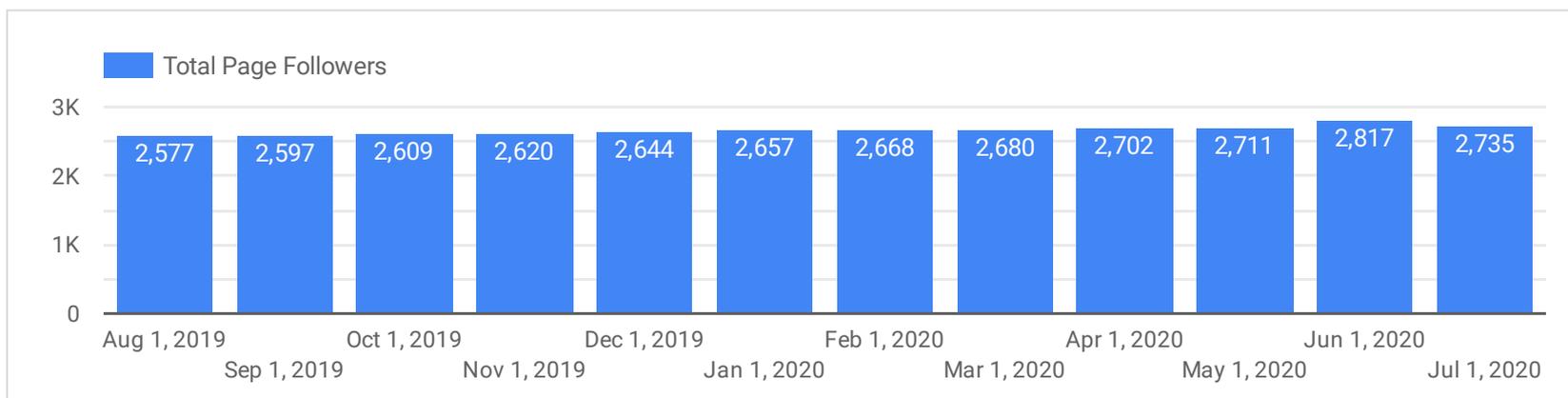
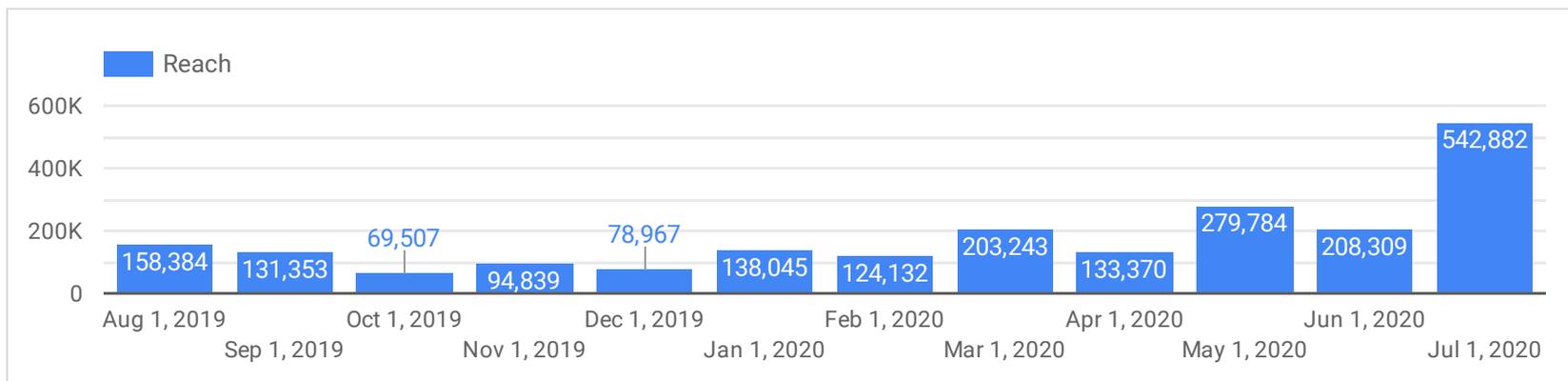
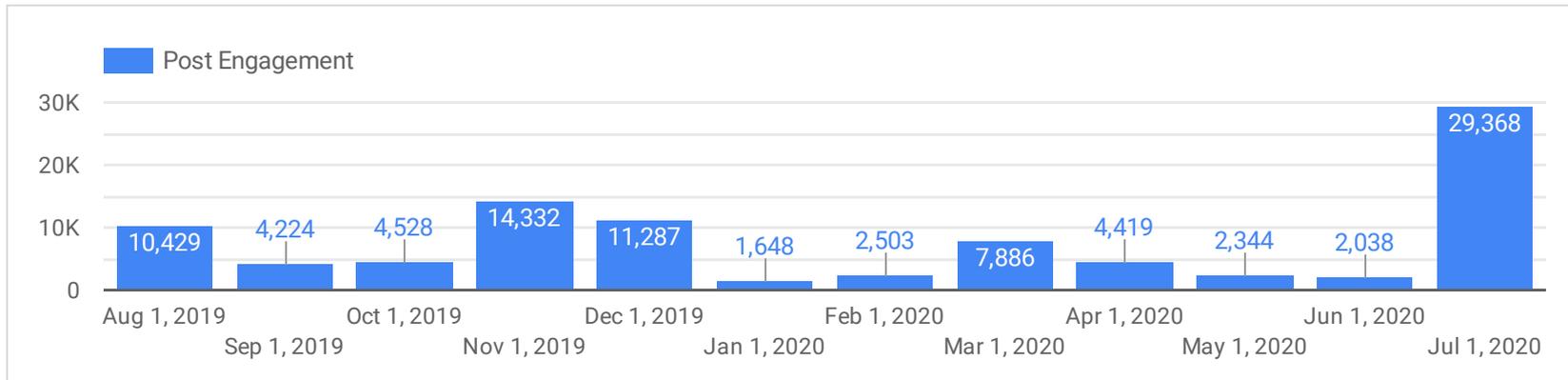


## NOTES & ANALYSIS

It's so interesting that "gardening best practices" was the #1 page visited during July. We promoted gardening messaging in our June social media posts, and encouraged people to get outside in July, trying to tap into what people are interested in and tackling during these COVID times. Looks like our insight was spot on.

# SOCIAL MEDIA / Facebook

## May include Organic & Paid Traffic



### NOTES & ANALYSIS

Total Page followers **decreased by 82** during July. We did however, see a dramatic increase in engagement.

There were 12 Organic Posts and 15 Paid Ads during July. The organic post from July 23rd wins the prize for most Engagements with a total of **47 clicks, comments and shares**.



# SOCIAL MEDIA / Facebook

## Paid Media Results

Jul 1, 2020 - Jul 31, 2020

	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements --	Engagement Rate
1.	ASK: 2020 07 Week 1 Post 2	Jul 2, 2020	Jul 6, 2020	63,789	63,789	189	0.3%
2.	ASK: 2020 07 Week 2 Post 2	Jul 9, 2020	Jul 13, 2020	57,168	572,214	186	0.03%
3.	ASK: 2020 07 Week 4 Post 3	Jul 24, 2020	Jul 28, 2020	53,849	53,849	183	0.34%
4.	ASK: 2020 07 Week 1 Post 1	Jul 1, 2020	Jul 5, 2020	51,520	52,176	168	0.32%
5.	ASK: 2020 07 Week 4 Post 2	Jul 23, 2020	Jul 27, 2020	56,431	56,521	166	0.29%
6.	ASK: 2020 07 Week 3 Post 1	Jul 15, 2020	Jul 19, 2020	49,841	49,841	156	0.31%
7.	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	49,672	49,672	154	0.31%
8.	ASK: 2020 07 Week 5 Post 3	Jul 27, 2020	Jul 31, 2020	50,693	50,693	145	0.29%
9.	ASK: 2020 07 Week 3 Post 2	Jul 16, 2020	Jul 20, 2020	49,873	49,924	145	0.29%
10.	ASK: 2020 07 Week 3 Post 3	Jul 17, 2020	Jul 21, 2020	39,987	39,987	124	0.31%
11.	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
12.	ASK: 2020 07 Week 5 Post 1	Jul 27, 2020	Jul 31, 2020	47,197	47,197	90	0.19%
13.	ASK: 2020 07 Week 4 Post 2	Jul 27, 2020	Jul 31, 2020	47,284	47,284	87	0.18%
14.	ASK: 2020 07 Week 2 Post 3	Jul 10, 2020	Jul 14, 2020	44,474	44,474	76	0.17%
15.	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%

### NOTES & ANALYSIS

Our Facebook and Instagram ads **reached over 815k** users during July, which is an **251% increase** in Reach over June's campaign. We also saw an increase in average Engagement Rate—June averaged 0.15% Engagement Rate and July averaged 0.24% — that's a terrific increase.

# SOCIAL MEDIA / Facebook

## Paid Media Results

Jul 1, 2020 - Jul 31, 2020

askhrgreen.org  
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Oh, the joy of dining out! 🍴 These days, though, the pandemic has changed how we eat out. And while we may not be able to ...See More

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With more cooking 🍳 in the kitchen comes more cleaning in the kitchen. Which means dealing with the scraps and shreds ...See More

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We're adding to our askHRgreen.org summer reading list, and we thought we'd pass along these inspiring fictional ...See More

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So we think we can say with confidence that we've all upped our online shopping game, right? 📦 And while it's been so ...See More

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As our askHRgreen.org summer reading list continues 📖, we have more suggestions for the "green" readers out there. (And ...See More

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So it's a hot 🌞 July 🌞 day, perfect for washing your car. You park it in the driveway, pull out your detergent, the hose and a ...See More

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It's that time of year when many of us like to relax with a good book in our hands. 📖 ...See More

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Does it rain 🌧 where you live or work? Anywhere it can rain, it can flood. Which means no matter how close you are to a ...See More

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Protect your home  
Here's where you'll find everything you need to know a...

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We're about to give you a fantastic excuse for getting out of a summer chore. 🧹 ...See More

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What can you do to make washing your car a greener, cleaner activity? 🧼 ...See More

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While we get together (a responsible six-foot apart, mind you) to celebrate our Independence, we want to remind ...See More

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Here's where you'll find everything you need to know a...

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With all the joy and delight we have living near so many waterways 🌊 here in Hampton Roads, we also have the high risk of ...See More

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Protect your home  
Here's where you'll find everything you need to know a...

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As our askHRgreen.org summer reading list continues 📖, we have more suggestions for the "green" readers out there. (And ...See More

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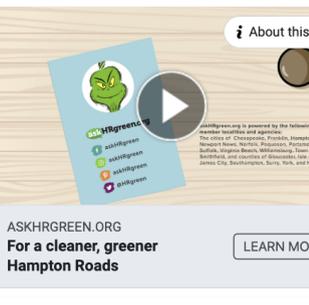
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Here's one house guest you never want to invite over: The Grease Grinch! 🧼 He's that nasty clog that gets into your pipes ...See More

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Like Comment Share

# SOCIAL MEDIA / Facebook

## Paid Media Results

Jan 1, 2020 - Dec 31, 2020

Col...	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate	
1.	1	Post: Green Resolution #5	Jan 17, 2020	Jan 20, 2020	58,949	58,949	4	0.01%
2.	2	Post: Green Resolution #4	Jan 14, 2020	Jan 16, 2020	56,196	56,196	192	0.34%
3.	3	Post: Green Resolution #3	Jan 10, 2020	Jan 13, 2020	57,140	57,140	0	0%
4.	4	Post: Green Resolution #8	Jan 28, 2020	Jan 31, 2020	49,567	50,456	5	0.01%
5.	5	Post: Green Resolution #7	Jan 24, 2020	Jan 27, 2020	54,287	54,931	4	0.01%
6.	6	Post: Green Resolution #6	Jan 21, 2020	Jan 23, 2020	57,456	57,752	280	0.48%
7.	7	Post: Green Resolution #1	Jan 2, 2020	Jan 6, 2020	63,527	63,527	246	0.39%
8.	8	Post: Green Resolution #2	Jan 7, 2020	Jan 9, 2020	62,176	62,176	6	0.01%
9.	9	ASK: 2020 02 25-27: Indoor Plants	Feb 25, 2020	Feb 27, 2020	51,977	51,977	233	0.45%
10.	10	ASK: 2020 02 21-24: Thrifting	Feb 21, 2020	Feb 24, 2020	54,234	54,234	213	0.39%
11.	11	ASK: 2020 02 7-10: What Not To ...	Feb 7, 2020	Feb 10, 2020	39,924	39,924	115	0.29%
12.	12	ASK: 2020 02 28-29: Winter	Feb 28, 2020	Feb 29, 2020	51,765	51,765	213	0.41%
13.	13	ASK: 2020 02 4-6: Superbowl/Wh...	Feb 4, 2020	Feb 6, 2020	37,800	37,800	125	0.33%
14.	14	ASK: 2020 02 11-13: Rechargeabl...	Feb 11, 2020	Feb 13, 2020	49,207	49,207	178	0.36%
15.	15	ASK: 2020 02 14-17: Valentine's ...	Feb 14, 2020	Feb 17, 2020	53,536	53,711	170	0.32%
16.	16	Ask: 2020 02 18-20: President's D...	Feb 18, 2020	Feb 20, 2020	46,159	46,159	215	0.47%
17.	17	ASK: 2020 03: Fix a Leak	Mar 15, 2020	Mar 26, 2020	112,640	152,210	75	0.05%
18.	18	ASK: 2020 03: TU2CU	Mar 2, 2020	Mar 13, 2020	59,280	73,381	38	0.05%
19.	19	ASK: What Not To Flush	Apr 1, 2020	Apr 30, 2020	89,355	257,866	515	0.2%
20.	20	ASK: VOW/DWW	May 1, 2020	May 31, 2020	215,552	466,867	488	0.1%
21.	21	ASK: Pet Waste Poo-Em	Jun 1, 2020	Jun 30, 2020	232,576	466,266	696	0.15%
22.	22	ASK: 2020 07 Week 5 Post 3	Jul 27, 2020	Jul 31, 2020	50,693	50,693	145	0.29%
23.	23	ASK: 2020 07 Week 2 Post 1	Jul 8, 2020	Jul 12, 2020	49,975	49,975	52	0.1%
24.	24	ASK: 2020 07 Week 4 Post 3	Jul 24, 2020	Jul 28, 2020	53,849	53,849	183	0.34%

# SOCIAL MEDIA / Facebook

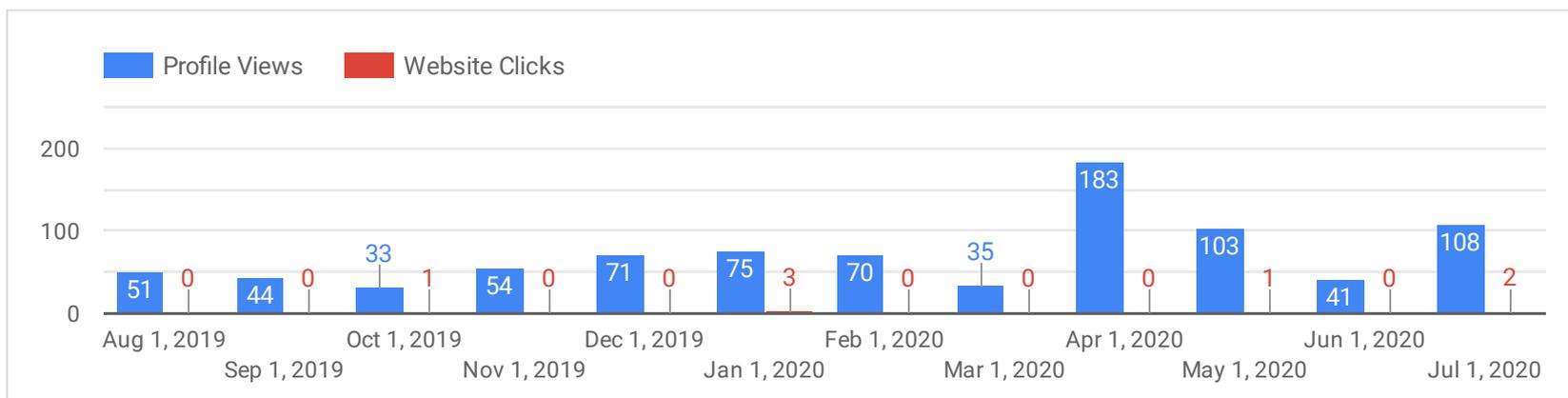
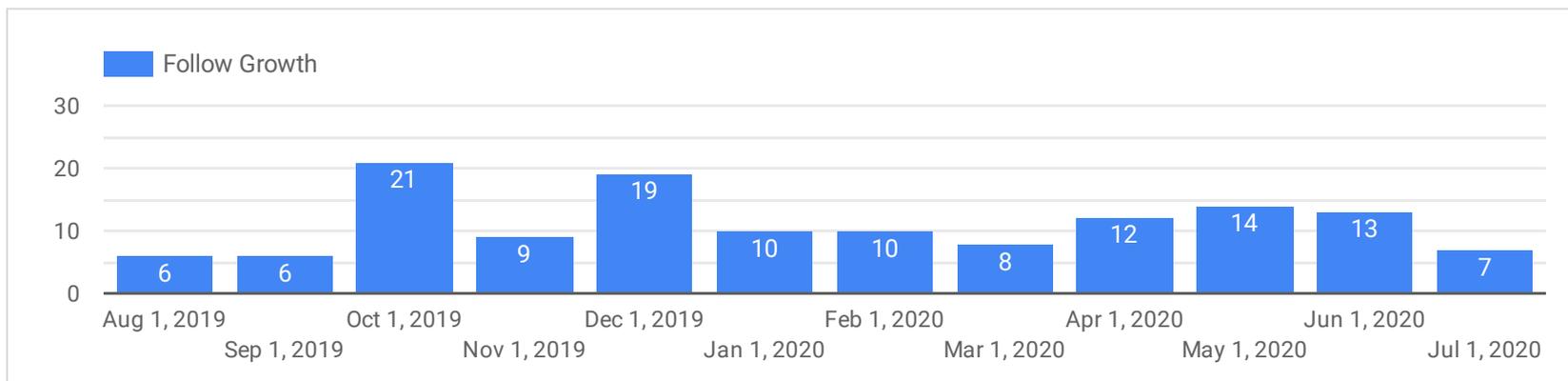
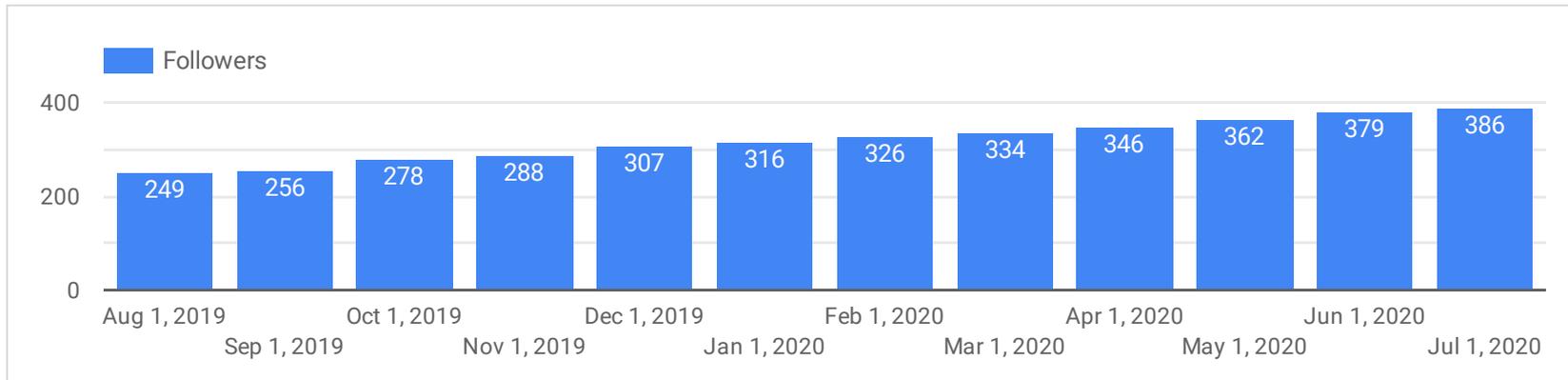
## Paid Media Results

Jan 1, 2020 - Dec 31, 2020

	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	25	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
2.	26	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%
3.	27	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	49,672	49,672	154	0.31%
4.	28	ASK: 2020 07 Week 2 Post 2	Jul 9, 2020	Jul 13, 2020	57,168	572,214	186	0.03%
5.	29	ASK: 2020 07 Week 3 Post 3	Jul 17, 2020	Jul 21, 2020	39,987	39,987	124	0.31%
6.	30	ASK: 2020 07 Week 3 Post 1	Jul 15, 2020	Jul 19, 2020	49,841	49,841	156	0.31%
7.	31	ASK: 2020 07 Week 3 Post 2	Jul 16, 2020	Jul 20, 2020	49,873	49,924	145	0.29%
8.	32	ASK: 2020 07 Week 2 Post 3	Jul 10, 2020	Jul 14, 2020	44,474	44,474	76	0.17%
9.	33	ASK: 2020 07 Week 1 Post 2	Jul 2, 2020	Jul 6, 2020	63,789	63,789	189	0.3%
10.	34	ASK: 2020 07 Week 1 Post 1	Jul 1, 2020	Jul 5, 2020	51,520	52,176	168	0.32%
11.	35	ASK: 2020 07 Week 5 Post 1	Jul 27, 2020	Jul 31, 2020	47,197	47,197	90	0.19%
12.	36	ASK: 2020 07 Week 4 Post 2	Jul 23, 2020	Jul 27, 2020	56,431	56,521	166	0.29%
13.	37	ASK: 2020 07 Week 4 Post 2	Jul 27, 2020	Jul 31, 2020	47,284	47,284	87	0.18%

# SOCIAL MEDIA / Instagram

## May include Organic & Paid Traffic



### NOTES & ANALYSIS

We saw 7 new Followers during the month of July.

There were 13 Organic Posts during July. The post with the most engagement was the post from July 3rd that received 9 Engagements.



Posted : July 3, 2020 9:01 AM

🇺🇸 While we get together (a responsible six-feet apart, mind you) to celebrate our Independence, we want to remind you that as you cook out 🍔 and wave your red, white and blue, be sure to practice good recycling activities! Here are some ideas: 🗑️ Use washable plates and cups 🍴 Set out cloth napkins 🗑️ Offer reusable straws (or go strawless!) 🍏 Make table arrangements out of fruits and veggies ♻️ Recycle all suitable paper, glass and metal Love your country and help keep it safe and clean! What's your favorite way to entertain while practicing reducing, reusing and recycling? #ask-HRgreen #757 #hamptonroads #july-fourth2020 #independenceday #fourthofjuly #redwhiteblue #fourthofjulyfun #july4th

# SOCIAL MEDIA / Google My Business

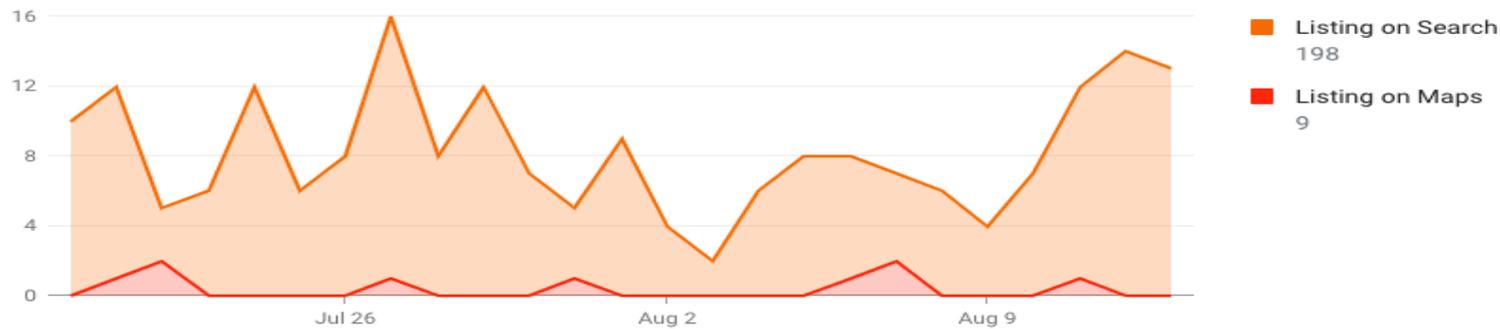
Queries	Users
1. adopt a pet	null
2. beach	null
3. bike recyclery	null
4. boat pump out service near me	null
5. charities accepting donations	null
6. chemical disposal	null
7. churches that help with diapers near ...	null
8. community clean up near me	null
9. cooking oil disposal near me	null
10. crt tv disposal near me	null

Post	Views
1. Green reads that are good reads	7
2. Turning pages leads to turning over a...	7
3. Grease Grinch	6
4. Off the driveway is the right way	5
5. For a greener, cleaner car, go to the c...	5
6. Just say no to clogs. Strain your Drain	3
7. Grease Grinch 2 (Jul 10)	3
8. There's a cleaner way to wash your car	3
9. Calculate your rate. Because anywhe...	3

## NOTES & ANALYSIS

We are continuing to see a dip in GMB activity, which isn't overly concerning since overall website traffic is up.

Total views 207



1 month

Total actions 5

