

2019 Public Survey Response Actions

Date Launched	Title	Target Audience	Subject/Messages	Initial Distribution	Action in response to:	Results
Facebook	CNY Stormwater Coalition Community Page	General Public	Various Stormwater pollution and quality control messages; phosphorus sources, pathways and management practices	April 1, 2017 season start up. Site revitalized and promoted to similar community pages	need to expand online information availability; need to reach a younger audience; need to expand phosphorus and pet waste messages	Increased number of "likes"
Twitter	CNY Stormwater Coalition	General Public	Twitter account established and linked to FB page	April 1, 2017 season start up. Target 5 tweets/per week. Promoted through CNY Energy Challenge; id, like and "follow" other environmental, and similar tweets.	need to expand online information availability; need to reach a younger audience; need to expand phosphorus and pet waste messages	daily tweets are frequently re-tweeted; followers March 1 = 125; April 20 = 138
Facebook	Fallen Leaves	General Public	leaves carry 80% of nutrients a tree extracts; gets released into environment; free fertilizer	1,300 people reached; 296 post engagement	need to expand online information availability; need to reach a younger audience; need to expand phosphorus and pet waste messages	1,267 people reached



CNY Stormwater

October 7 at 8:49 AM

Like Page

Fallen leaves carry 50% to 80% of the nutrients a tree extracts from the soil and air, including carbon, potassium, and phosphorus. Why not take advantage of leaves as a natural, free source of nutrients for your lawn? Stop paying for chemical fertilizers that your lawn probably doesn't need by mulching leaves in place and keeping those nutrients on the land and out of our waters where they can promote unwanted and excessive weed growth.



CNY Stormwater

Environmental Conservation Organization

Learn More

Your Page Isn't Reaching People

Invite people to like your Page so they can see posts like this one.

Invite

1,267

People Reached

8

Engagements

Boost Again

Boosted on Oct 7, 2019

By Kathy Bertuch

Completed

People Reached

1.3K

Post Engagement

296

View Results

3

Like

Comment

Share

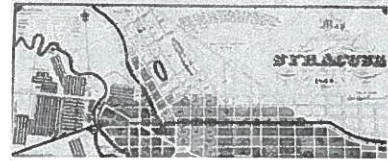


Write a comment...

Press Enter to post

Suggested Groups

See All



Reflections on the History of Syracuse, NY and Ono...  
14,209 members

Join Group



YOU MIGHT BE FROM SYRACUSE, N.Y. aka "THE CUSE" IF...  
25,508 members

Join Group



Onondaga County Online Garage Sale

Onondaga County Online Garage Sale  
33,043 members

Join Group

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Facebook © 2019

Receipt for Kathy Bertuch

Account ID: 516190972511373



Invoice/Payment Date  
Oct 17, 2019, 8:19 AM

Payment Method  
American Express\*2016  
Reference Number: AW7FXL2T82

Transaction ID  
2216168081828240-4878260

Product Type  
Facebook

Paid

**\$25.00 USD**

You're being billed because you reached your \$25.00 billing threshold.

Campaigns

Post: "Fallen leaves carry 50% to 80% of the nutrients a..."  
From Oct 7, 2019, 12:00 AM to Oct 17, 2019, 8:19 AM

**\$25.00**

Post: "Fallen leaves carry 50% to 80% of the nutrients a..."

1,441 Impressions

**\$25.00**