



# LOWER MINNESOTA RIVER WATERSHED DISTRICT

## Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting

Wednesday, February 21, 2024

### **Agenda Item**

#### **Item 8. B – Education & Outreach**

#### **Prepared By**

Linda Loomis, Administrator

#### **Summary**

With the departure of Jen Dullum, Young Environmental and recent concerns expressed by some members of the Board of Managers, the LMRWD Social Media Strategy has been evaluated. Young Environmental has added new team members to bolster its education and communication services.

The new team has looked at the direction and effectiveness of the LMRWD social media activities and the 2024 LMRWD work plan. Recommendations based on the evaluation are attached and the LMRWD Board of Managers should provide direction and approve the recommendations made by the Young Environmental Education Team.

#### **Educator Mini-Grant Program**

The LMRWD extended the deadline for the next round of educator mini-grants to February 23, 2024. Notification of the grant program was sent to area educators. Three applications have been received so far. The Citizen Advisory Committee (CAC) will review the grants at the March CAC meeting. CAC recommendations will be presented to the LMRWD Board at the March 2024 Board meeting.

#### **Attachments**

Technical Memorandum – Lower Minnesota River Watershed District Social Media Content and Strategy dated February 14, 2024 with attachments

#### **Recommended Action**

Motion to approve shift in overall strategy, social media content, evaluation of cost-share program to understand how to best apply social media to increase awareness of the program and understanding of the roles of all parties involved.

# Technical Memorandum

**To:** Lower Minnesota River Watershed District Board of Managers

**From:** Suzy Lindberg, Communications Manager  
Della Schall Young, CPESC, PMP, CTF, Principal Scientist

**CC:** Linda Loomis, Administrator  
Lower Minnesota River Watershed District

**Date:** February 14, 2024

**Re:** Lower Minnesota River Watershed District Social Media Content and Strategy

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As part of the 2024 Education and Outreach Program Work Plan, Young Environmental is reconfiguring its strategy and content related to the Lower Minnesota River Watershed District's (LMRWD) social media presence. The following memo highlights the details of this ongoing effort, as shown in the winter content calendar presented for the Administrator's approval.

## SUMMARY

**Project Name:** LMRWD Education and Outreach—Social Media

**Purpose:** Reconfigure the LMRWD's social media content and strategy to enhance social media messaging and grow social media following.

## BACKGROUND

Young Environmental reviewed previous LMRWD social media content (Facebook, Instagram, and X) from 2023 to adjust its 2024 strategy. Based on this review by our new staff members, we conceptualized the following improvements to establish a clearer identity unique to the LMRWD on social media.

We present the suggested shifts in social media strategy below:

- **Reduce Redundant Content.**
  - Reduce the amount of redundant water quality information already being represented by other watershed districts and watershed management organizations, such as the following:
    - National water quality/world awareness days
    - Salt/chloride awareness
  - Reduce posting frequency to one to three times per week depending on news and events.

- Discontinue posting on the X platform (focus on Facebook and Instagram).
- **Increased Unique Content.**
  - Increase the spotlight of unique features of the LMRWD.
    - More placeholders in the content calendars for highlighting weather-dependent or seasonal facets such as native plants in bloom.
    - General picturesque views unique to the LMRWD captured by our team.
    - Timely LMRWD or partner project updates.
  - Engage citizens.
    - Increased awareness of the cost-share program and highlighting of previous cost-share projects.
    - Photo contest, calendar, or photographer-in-residence campaign.
  - Boost partnership awareness and collaboration.
    - Highlighting of partnership events and local outreach opportunities.
    - Increased awareness through youth outreach activities and internships hosted by partners.
    - Increased awareness of statewide grant initiatives like Lawns to Legumes.
    - Reposting other organization's evergreen content.

The overarching goals of the proposed changes are to enhance social media messaging through more unique and creative content, enhance partnership awareness, and grow LMRWD's social media following (Young Environmental Work Plan Tasks 3.2 and 3.3). Analytics will be collected to verify traction gained or additional improvement items needed. Additionally, Young Environmental has noted an underutilization of the cost-share program. Our staff can use social media as a means of integrating and promoting the cost-share program as an active component of the Education and Outreach Program.

## **JUSTIFICATION AND COMPARISON ANALYSIS**

Upon review, the two local watersheds with the greatest social media success (measured in average number of likes for the five most recent posts, number of followers across platforms, etc.) are Capitol Region Watershed District (CRWD) and Ramsey-Washington Metro Watershed District (RWMWD).

To increase the engagement on LMRWD posts across social media platforms and expand the audience beyond other government agencies and units, we propose adjusting content and post frequency to mirror the success of the CRWD and RWMWD. Across platforms, the CRWD and RWMWD averaged roughly one post per week.

Topics presented in their recent posts included the following:

- Local projects and features within their district (e.g. the Trout Brook Storm Sewer Interceptor, and ice tracking on Como Lake).
- Reposts from other organizations.
- Seasonal posts: salting, and winter native seeding.
- Lawns to Legumes grant announcement.

Young Environmental noted these watershed districts found success in posting less frequently and focusing the content of their posts around unique projects and features of their district, presenting different seasonal ideas (e.g. winter native seeding), and reposting content from other organizations. These ideas guided Young Environmental's changes to social media content and strategy, beginning with the winter content calendar draft.

## **RECOMMENDATIONS**

To accomplish this overall shift in strategy, Young Environmental recommends the LMRWD Board of Managers solidify goal(s) and desired target social media audience(s) to refocus attention on the LMRWD's unique identity. This solidification will improve Young Environmental's ability to curate social media content around targeted groups and overarching Board goals.

Young Environmental recommends the LMRWD Board of Managers approve the suggested shift in social media content upon reviewing the winter content calendar. We believe it more fully encompasses elements of the shift while maintaining the organization's current identity. Following Board approval and feedback, Young Environmental recommends curating future content calendars to reflect the continued shift envisioned by our staff.

In addition, Young Environmental recommends a more intricate look at the cost-share program to understand how to best apply social media to increase awareness of the program. This primarily includes understanding the roles of all parties involved (e.g. LMRWD Board of Managers, Administrator, Citizen Advisory Committee, Young Environmental) as well as how we can increase involvement in the program to maximize use of the cost-share funds.

### *Attachments*

- Attachment 1—Winter Content Calendar
- Attachment 2—Social Media Analytics- Twin Cities Metro Watershed Districts

Week	Date	Topic	Platform	Post	Photo/Content Idea	Reoccurring?	Q1 Important Dates
<b>Jan 8-12</b>							
2	12-Jan	Jesse Hartmann retirement	Instagram Facebook X	<p>After nearly eight years, Manager Jesse Hartmann ended his service to the Lower Minnesota River Watershed District (LMRWD) in December 2023. Jesse held several roles, including Vice President and President and provided leadership to the watershed district during a critical period of infrastructure development and strategic planning. The LMRWD extends its appreciation and best wishes to Jesse for sharing his talents on the Board of Managers.</p> <p>To learn more about what inspired Jesse to serve and how the LMRWD will transition this role, visit our website: <a href="https://lowermnrriverwd.org/news">lowermnrriverwd.org/news</a>.</p>	NA		<p><b>February 2: World Wetlands Day</b> February 6 (4:30-6:30): CAC meeting <b>February 11: International Day of Women and Girls in Science</b> February 15: Registration for Metro Children's Water Festival opens <b>February 21 (7-9 PM): Board meeting</b> <b>Last week of February: National Invasive Species Week</b> February 29: Leap Day March 5 (4:30-6:30): CAC meeting March 10: Daylight savings <b>March 10-16: National Groundwater Awareness Week</b> <b>March 18-24: USEPA Annual Fix a Leak Week</b> <b>March 19: First day of spring</b> March 21: International Day of Forests <b>March 22: World Water Day</b></p>
<b>Jan 29-Feb 2</b>							
5	31-Jan	In the News	Instagram Facebook X	<p>News Feature! Read about Lower Minnesota River Watershed District (LMRWD) in Eden Prairie Local News: <a href="https://bit.ly/49hVBPQ">https://bit.ly/49hVBPQ</a></p> <p>The news story highlights the importance of community involvement from Board Managers volunteers like Jesse Hartmann, who served from 2018-2023. Jesse's dedication demonstrates the lasting impact that private citizens can make on their local community and environment. Are you interested in getting involved in protecting natural resources? Find volunteer opportunities on our website and follow along on social media!</p>	NA		
<b>Feb 5-9</b>							
6	7-Feb	Star Tribune article	Instagram Facebook X	<b>Share link to Star Tribune Article with Manager Barisonzi's opinion piece on a basin-wide approach.</b>	<b>Posted Feb. 7.</b>		
<b>Feb 12-16</b>							
7	12-Feb	Mini-grants	Facebook	<p>Are you looking to bring additional water resource science into your classroom? Look no further than the Lower Minnesota River Watershed District (LMRWD)! LMRWD is currently accepting applications for its Educator Mini-Grant program. If you are an educator or know one looking to grow their students' water resource knowledge, we encourage you to apply.</p> <p>This program provides a maximum \$500 reimbursable grant for educators within LMRWD partner cities. Activities must have a water resources or wildlife habitat component. Please visit our website for more information and to apply: <a href="https://lowermnrriverwd.org/">https://lowermnrriverwd.org/</a>. The deadline for applications is February 23, 2024. Spread the word!</p>	"Feb 12- Mini Grants"		<b>Add LMRWD branding to post</b>
	12-Feb	Mini-grants	Instagram X	<p>The LMRWD is currently accepting applications for its Educator Mini-Grant program. If you are an educator or know one within our partner cities looking to grow their students' water resource knowledge, we encourage you to apply!</p> <p>This program provides a maximum \$500 reimbursable grant for a water resource or wildlife habitat activity. Apply on our website by February 23rd, 2024: <a href="https://lowermnrriverwd.org/">https://lowermnrriverwd.org/</a>. Spread the word!</p>	"Feb 12- Mini Grants"		<b>Add LMRWD branding to post</b>
	13-Feb	WMO Internship	Instagram Facebook X	<p>Our partners at the Carver County Water Management Organization are hiring one water education intern (closing on March 10) and three water resources interns (closing on Feb 29) for summer 202. The education internship serves to increase awareness in citizens and youth about lakes and rivers, common water pollutants, stormwater runoff, aquatic invasive species, and more. Tasks include teaching day camps; developing educational signs, posters, and displays; and coordinating, and staffing events. The water resources interns help with monitoring of lakes, streams, stormwater best management practices, aquatic life (fish, mussels, macroinvertebrates), and aquatic invasive species around the county. Tasks include water sampling, conducting snorkel and shoreline surveys, performing data analysis, running public education and outreach, and more. These internships are generally filled by college students interested in a career in natural resources. Learn more at: <a href="https://www.carvercountymn.gov/departments/health-human-services/public-health/about-us/internship-program">https://www.carvercountymn.gov/departments/health-human-services/public-health/about-us/internship-program</a></p>	Possible repost from CCWMO		
	14-Feb	Parking lot/sidewalk certification	Instagram Facebook X	<p>The Minnesota Pollution Control Agency (MPCA) has some informational salt trainings coming up! Despite our mild winter, these trainings are free to attend, and you can earn your Smart Salt certification (valid for five years). Make sure to get registered on the MPCA website: <a href="https://www.pca.state.mn.us/events-and-meetings?field_event_category_trainings_target_id=326#events">https://www.pca.state.mn.us/events-and-meetings?field_event_category_trainings_target_id=326#events</a></p> <p>February 20 and March 13: Smart Salting: parking lots and sidewalks certification training</p>	"Feb 14- Salt Training"		

	16-Feb	Announcement of board meeting	Instagram Facebook X	Please join the Lower Minnesota River Watershed District (LMRWD) for its upcoming Board meeting on February 21. Board meetings are held at the Carver County Government Center on the third Wednesday of every month beginning at 7 p.m. unless otherwise noted. Can't make the meeting in person? You can join the meeting virtually by using the link on the meeting page. All board packets are on the LMRWD website. <a href="https://lowermnriverwd.org/meetings">https://lowermnriverwd.org/meetings</a>	"Feb 16- Board Meeting"	Reoccurring	Add LMRWD branding to post
<b>Feb 19-23</b>							
8	20-Feb	Mini-grants	Instagram Facebook X	Last call! Applications for our mini-grant program are due on February 23.  The program provides reimbursable grants for water resource/wildlife habitat activity supplies and programming. Please visit our website for more information and to apply!	"Feb 20- Mini Grants"		Add LMRWD branding to post
	21-Feb	Turf grass maintenance certification	Instagram Facebook X	Have you ever wondered how turf management affects Minnesota's local streams and lakes? Look no further than the Minnesota Pollution Control Agency (MPCA). The MPCA has upcoming helpful trainings for residents and contractors on turf grass maintenance.  These events are free to attend, and registration is required by tomorrow (February 27). Please visit the MPCA website for more information and to register!  March 12 & March 26: Turf grass maintenance certification training	"Mar 21- Turf Management"		Aimed at HOAs/Urban Residents and Private Contractors
	23-Feb	STEM on Tap (Riley-Purgatory shoutout)	Instagram Facebook X	Sending a shoutout to our neighbors to the north, Riley Purgatory Bluff Creek WD @rpbcwd! Next Monday (February 26) at 6 p.m. they will be hosting STEM on Tap at Boom Island Brewing.  Open to 6th- to 12th-grade STEM educators looking to learn more about water resource management and protection. The topic is "Get Out(side)! STEM and Stormwater." Head on over to the Riley Purgatory Bluff Creek Watershed District website to get registered! <a href="https://rpbcwd.org/">https://rpbcwd.org/</a>	Get desired photo from Riley-Purgatory	Partnership	Talk with Riley-Purgatory about shouting our Mini-Grant program earlier in the week, Suzy will reach out
<b>Feb 26-Mar 1</b>							
9	26-Feb	National Invasive Species Week	Instagram X	Happy National Invasive Species Week! Though they are undesirable critters, we want to highlight one pest of the District: the zebra mussel ( <i>Dreissena polymorpha</i> ). Zebra mussels were discovered in the Duluth-Superior Harbor area in 1989. They have since spread to waters all over the state of Minnesota, including in the Minnesota River.  To do your part in preventing the spread of zebra mussels, make sure to remove plants, mud, and animals from boats and trailers following use. Also, drain bilge water and live wells, and wash boats and equipment.	"Feb 26- Invasive Species"		Content tailored to Minnesota River
	26-Feb	National Invasive Species Week	Facebook	The last week of February is National Invasive Species Week. Though they are undesirable critters, we want to highlight one pest of the District: the zebra mussel ( <i>Dreissena polymorpha</i> ).  Zebra mussels were first discovered in the Duluth-Superior Harbor area in 1989. They now can be found within waters all over the state of Minnesota, including in the Minnesota River, which joined the Minnesota Department of Natural Resources list of infested waters in 2017.  When summer rolls around and boating season is upon us, here are a few simple steps you can follow to help stop the spread of zebra mussels: 1. Inspect boats and trailers; remove all plants, mud, and animals. 2. Drain bilge water and live wells. 3. Wash boats or any equipment in contact with water.	"Feb 26- Invasive Species"		
	29-Feb	Scott County Board Manager Appointment (Placeholder)	Instagram Facebook X	Placeholder for potential board manager appointed during February board meeting	Personal photos of Board Manager		Add LMRWD branding to post
	29-Feb	(Placeholder for weather dependent post)	Instagram Facebook X	Will use one of the weather-dependent posts below (either ice maintenance or water storage/flood control)	See below		
<b>Mar 4-8</b>							
	5-Mar	Recreation opportunities (due to unseasonably warm weather)	Instagram Facebook X	Share with us how you are spending this unseasonably warm weather! The Lower Minnesota River Watershed District (LMRWD) has recreation galore to enjoy during this time! From hiking the River Trail at The Landing to birdwatching at the Minnesota Valley State Recreation Area, you are sure to be amazed.  Email us a snapshot of how you best enjoy the District's natural amenities: <a href="mailto:info@lowermnriverwd.org">info@lowermnriverwd.org</a>	"Mar 5- Recreation"/or Jess's photos of River Bluff Trail		If weather changes will alter post to reflect winter activities or will substitute for the wetlands post (see below)

10	8-Mar	"State of the Waters"	Instagram Facebook X	<p>Did you know that Nine Mile Creek passes through the Minnesota Valley National Wildlife Refuge before draining into the Minnesota River? The waters of the Lower Minnesota River Watershed District (LMRWD) are influenced by many surrounding districts, including Nine Mile Creek Watershed District.</p> <p>Nine Mile Watershed District is hosting its annual "State of the Waters" presentation on March 13. Here you can learn more about the watershed as well as current and future projects. Make sure to pay a visit at Discovery Point on March 13. Did we mention that it's free?!</p>	Get desired photo from Nine Mile	Partnership	Suzy is communicating with Nine Mile
Mar 11-15							
11	11-Mar	National Groundwater Awareness Week	Facebook	<p>It's National Groundwater Awareness Week! According to the Minnesota Department of Natural Resources, approximately 75% of Minnesota's drinking water is derived from groundwater.</p> <p>Though generally thought of as separate entities, surface water and groundwater are very much connected! Surface water and groundwater interact as part of the hydrologic cycle. As the amount of groundwater extracted increases, there can be effects on the ground surface, such as wetland depletion.</p> <p>There are simple ways to implement sustainable groundwater use such as reducing non-essential water use, implementing water conservation practices, and many more! How do you best practice groundwater sustainability?</p>	Suzy has photos provided by Lan		
		National Groundwater Awareness Week	Instagram X	<p>It's National Groundwater Awareness Week! According to the Minnesota Department of Natural Resources, approximately 75% of Minnesota's drinking water is derived from groundwater.</p> <p>There are simple ways to implement sustainable groundwater use, such as reducing nonessential water use, implementing water conservation practices, and many more! How do you best practice groundwater sustainability?</p>	Suzy has photos provided by Lan		
	13-Mar	History of Lower Minn	Facebook	<p>The Lower Minnesota River Watershed District was established on March 23, 1960. Quite uniquely, it was established to provide local participation to the US Army Corps of Engineers in construction and maintenance of a nine-foot navigation channel of the Minnesota River. Since then, the District's responsibilities have grown to include protecting natural resources. Various distinctive resources such as trout streams and calcareous fens call the District home!</p> <p>One important responsibility of the District is to provide floodplain and flood management. Pictured here is an image of Chaska in 1965 following a monumental flood. Improvements to flood management have since improved conditions like this!</p>	"Mar 13- History of MN River"		
		History of Lower Minn	Instagram X	<p>The Lower Minnesota River Watershed District was established on March 23, 1960. Originally, the District's responsibility was to assist in the construction and maintenance of a navigation channel in the Minnesota River. Now, the District's responsibilities have grown to include practices such as protecting natural resources and flood management.</p> <p>Pictured here is an image of Chaska in 1965 following a monumental flood.</p>	"Mar 13- History of MN River"		
	15-Mar	Announcement of board meeting	Instagram Facebook X	Please join the Lower Minnesota River Watershed District (LMRWD) for its upcoming Board meeting on March 20. Board meetings are held at the Carver County Government Center on the third Wednesday of every month beginning at 7 p.m., unless otherwise noted. Can't make the meeting in person? You can join the meeting virtually by using the link on the meeting page. All board packets are on the LMRWD website: <a href="https://lowermnrivewd.org/meetings">https://lowermnrivewd.org/meetings</a>	TBD	Reoccurring	Create LMRWD branded post
Mar 18-22							
12	18-Mar	USEPA Fix a Leak Week	Instagram Facebook X	<p>It's Fix a Leak Week! According to the Minnesota Department of Natural Resources, a leaky toilet can waste 200 gallons daily and a dripping faucet can waste 2,700 gallons daily. That's like dumping \$20 down the drain!</p> <p>Simple home repairs and maintenance can save big money in the long run! For more information on how to check for leaks, visit the US Environmental Protection Agency website. Happy fixing! <a href="https://www.epa.gov/watersense/fix-leak-week">https://www.epa.gov/watersense/fix-leak-week</a></p>	"Mar 18- Fix a Leak"		
	20-Mar	Reminder of Board Meeting	Instagram Facebook X	Please join the Lower Minnesota River Watershed District (LMRWD) for its upcoming Board meeting this evening. Board meetings are held at the Carver County Government Center on the third Wednesday of every month beginning at 7 p.m. unless otherwise noted. Can't make the meeting in person? You can join the meeting virtually by using the link on the meeting page. All board packets are on the LMRWD website: <a href="https://lowermnrivewd.org/meetings">https://lowermnrivewd.org/meetings</a>	"Mar 20- Board Meeting"	Reoccurring	
	22-Mar	Construction permits	Instagram Facebook X	Construction season is fast approaching! Do you have a permit for that project? Visit the Lower Minnesota River Watershed District website to check whether that project of yours needs a permit! <a href="https://lowermnrivewd.org/regulatory-1">https://lowermnrivewd.org/regulatory-1</a>	"Mar 22- Construction"		
Mar 25-29							

13	26-Mar	Tree pruning	Instagram Facebook X	The winter and early spring is the best time to take a whack (pun intended) at tree pruning! Here are a few pruning guidelines from the University of Minnesota that are sure to make your trees happier and healthier: •Remove diseased and/or dead branches •Remove branches that exceed the diameter of the tree's trunk •If limbs are entangled, remove one at its base •When removing a branch, make sure to remove at the branch's base	"Mar 26- Tree Pruning"		
	28-Mar	Wetlands	Facebook	To celebrate, we thought we'd give a shoutout to one unique water resource that calls the Lower Minnesota River Watershed District (LMRWD) home. Did you know that the LMRWD is home to four calcareous fens?  Calcareous fens are a rare type of wetland fed by calcium-rich groundwater and have existed in the Minnesota River Valley for more than 10,000 years! Calcareous fens are heavily protected because of their ecological and historical significance. These environments are especially susceptible to disturbances such as flooding or loss of groundwater supply. Fens are rich in biodiversity, and many endangered species call them home. The small white lady's slipper, a cousin to our state flower the showy lady slipper, is found in calcareous fens.	Seminary fen (Jess/Lan have photos)		If Wetlands Post is used for the March 5th post, substitute for the Recreation Post
		Wetlands	Instagram X	Did you know that the LMRWD is home to four calcareous fens? Calcareous fens are a rare type of wetland fed by calcium-rich groundwater and have existed in the Minnesota River Valley for more than 10,000 years! They are both ecologically and historically rich.	Seminary fen (Jess/Lan have photos)		
	29-Mar	(Placeholder for weather dependent post)	Instagram Facebook X	Proactive measures within the Minnesota River Watershed can enhance natural water storage, ensuring responsible development	See below		

### WEATHER DEPENDENT POSTS

Week	Date	Topic	Platform	Post	Photo/Content Idea
	Weather dependent	Species in bloom	Instagram Facebook X	Species specific. Will update with info about the species when viewed in bloom.	Species in bloom in Lower Minn (Need to capture)
	Weather dependent	How to maintain ice on walkable areas without use of salt (seasonal tips)	Instagram Facebook X	Look for places around your home that are constantly making ice. Perhaps it's a downspout emptying onto the driveway—you could move that onto the grass and stop ice from forming in the first place! Prevention is a great way to help reduce salt pollution in winter.	"Weather Dependent-Salt"
	Weather dependent	Pet waste	Instagram Facebook X	Does your yard have extra doggie doo from the winter months? It's time to dispose of any that you can find to prevent the spring rains from washing it into the nearest storm drain. These storm drains are directly connected to your local creek or lake and that poo will add unwanted nutrients and bacteria into the environment.	
	Weather dependent	Water storage/flood control/cost share program	Instagram Facebook X	As we head into the season of snowmelt and precipitation, we want to highlight a District program that actively improves water quality.	"Weather Dependent-Rain Garden"

### WETLANDS POST

5 (this week)	2-Feb	World Wetlands Day	Facebook	To celebrate, we thought we'd shoutout one unique water resource that calls the Lower Minnesota River Watershed District (LMRWD) home. Did you know that the LMRWD is home to 4 calcareous fens?  Calcareous fens are a rare type of wetland fed by calcium-rich groundwater and have existed in the Minnesota River Valley for more than 10,000 years! Calcareous fens are heavily protected due to their ecological and historical significance. These environments are especially susceptible to disturbances such as flooding or loss of groundwater supply. Fens are rich in biodiversity and many endangered species call them home. The Small White Lady's Slipper, a cousin to our state flower the Showy Lady Slipper, is found in calcareous fens.	Seminary fen (Jess/Lan have photos)		
	2-Feb	World Wetlands Day	Instagram X	Did you know that the LMRWD is home to 4 calcareous fens? Calcareous fens are a rare type of wetland fed by calcium-rich groundwater and have existed in the Minnesota River Valley for more than 10,000 years! They are both ecologically and historically rich.	Seminary fen (Jess/Lan have photos)		



	Instagram followers	Following	Recent content	Avg. likes over last 5 posts	Avg. posts per month	Facebook followers	Following	Recent content	Avg. likes over last 5 posts	Avg. posts per month
Riley Purgatory	498	164	<ul style="list-style-type: none"> <li>▪Sediment coring in lake</li> <li>▪Promoting calendar</li> <li>▪Halloween/drain cleaning</li> <li>▪Flat stanley electrofishing for carp</li> <li>▪Gravel bed planting</li> </ul>	14.4	1 to 6 (varies)	491	82	<ul style="list-style-type: none"> <li>▪Sediment coring in lake</li> <li>▪City of Chanhassen commission vacancies (repost)</li> <li>▪WI Salt wise (repost)</li> <li>▪Spring native planting (repost)</li> <li>▪Watershed photo contest</li> </ul>	5	Roughly 3 times per week
Nine Mile	1110	257	<ul style="list-style-type: none"> <li>▪2024 project highlight</li> <li>▪Discovery point greenhouse plant</li> <li>▪Hiring</li> <li>▪Winter Salt Awareness week</li> <li>▪Winter Salt Awareness week</li> </ul>	5	5 to 20	947	88	<ul style="list-style-type: none"> <li>▪Education and outreach class with Metro South Adult Basic Education</li> <li>▪City feature on MPR for pilot testing of Low Salt Design from Bolton&amp;Menk</li> <li>▪2024 project highlight</li> <li>▪Hiring</li> <li>▪Nine Mile newsletter</li> </ul>	4	5 to 20
Minnehaha Creek	1091	251	<ul style="list-style-type: none"> <li>▪Naturalized goldfish</li> <li>▪Bearded stonewort</li> <li>▪What is it Wednesday?</li> <li>▪Paddling storymap</li> <li>▪Long Lake Creek subwatershed assessment</li> </ul>	26	0	2700	??	<ul style="list-style-type: none"> <li>▪Chorus Park apartment opening</li> <li>▪Director of Projects recognition</li> <li>▪New website promo</li> <li>▪Thanks to NWS and NOAA</li> <li>▪Happy Holidays</li> </ul>	8	1 (or less)
Coon Creek	358	92	<ul style="list-style-type: none"> <li>▪Hiring</li> <li>▪Winterfest (Event promo)</li> <li>▪Rock salt</li> <li>▪Ice safety</li> <li>▪Office closure</li> </ul>	3	2 to 7	339	59	Same as Insta	3	Same as Insta
Comfort Lake/Forest Lake	196	27	<ul style="list-style-type: none"> <li>▪Two water quality improvement projects</li> <li>▪Arts in the Park</li> <li>▪Arts in the Park</li> <li>▪Forest Lake high school presentation</li> <li>▪Water monitoring presentation</li> </ul>	10	1 (or less)	461	56	<ul style="list-style-type: none"> <li>▪Ice safety</li> <li>▪Cleaning storm drains</li> <li>▪Lower St. Croix Watershed Partner hiring (repost)</li> <li>▪Lower St. Croix Watershed Partner hiring (repost)</li> <li>▪Alum treatment</li> </ul>	4.6	4-Feb
Bassett Creek	161	139	<ul style="list-style-type: none"> <li>▪Thriving soil</li> <li>▪Pollinator habitat</li> <li>▪Virtual children's water fest</li> <li>▪Watercraft cleaning</li> <li>▪Shoreline planting?</li> </ul>	0	0	460	23	NA	NA	NA
Capitol Region	829	124	<ul style="list-style-type: none"> <li>▪Sidewalk salting</li> <li>▪Trout Brook Storm Sewer Interceptor</li> <li>▪Ice tracking on Como Lake</li> <li>▪Minnesota Watersheds Conference</li> <li>▪Prescribed burning</li> </ul>	28	1 to 3	1400	190	<ul style="list-style-type: none"> <li>▪National Seed Swap Day</li> <li>▪Water and Weather Conscious Salting</li> <li>▪Snow and Ice Management</li> <li>▪Trout Brook Storm Sewer Interceptor</li> <li>▪Ice tracking on Como Lake</li> </ul>	10	4

<b>Carnelian-Marine St. Croix</b>	NA	NA	NA	NA	NA	417	36	<ul style="list-style-type: none"> <li>▪MPCA Community Conservationist Award</li> <li>▪When Development Comes to Town video</li> <li>▪2023 Watershed of the Year</li> <li>▪Salt usage</li> <li>▪2023 Watershed of the Year</li> </ul>		
<b>South Washington</b>	NA	NA	NA	NA	NA	267	15	<ul style="list-style-type: none"> <li>▪Chicken grit (repost)</li> <li>▪Outstanding conservationist (repost)</li> <li>▪Partner Employment Opportunity</li> <li>▪Washington Conservation District promo</li> <li>▪2023 education highlight</li> </ul>	2	5
<b>Rice Creek</b>	286	161	<ul style="list-style-type: none"> <li>▪Grant awarded</li> <li>▪Centerville city council meeting</li> <li>▪Salting</li> <li>▪CAC member search</li> <li>▪Mini-grant program</li> </ul>	9	10	874	160	<ul style="list-style-type: none"> <li>▪Winter icing (repost)</li> <li>▪Centerville city council post</li> <li>▪Smart salting (repost)</li> <li>▪Dakota County Soil and Water Conservation District Garden Maintenance Workshop</li> <li>▪Ice warning (repost)</li> </ul>	4	10
<b>Ramsey- Washington</b>	907	171	<ul style="list-style-type: none"> <li>▪Classroom water quality demonstration</li> <li>▪Video on native seeding in winter</li> <li>▪Salting</li> <li>▪Minnesota Watershed Conference</li> <li>▪Lawn to Legumes grant</li> </ul>	23	4	1600	?	<ul style="list-style-type: none"> <li>▪Free tree &amp; shrub care and pruning class (repost)</li> <li>▪Winter fish kill</li> <li>▪Rain gardens (repost)</li> <li>▪Winter seeding</li> <li>▪Salting</li> </ul>	14	4