



2016 ANALYTICS

Chesapeake Bay Program | blog + social media

4th

highest visited
section of our
site

- ▶ In 2016, our site received more than 3.2 million page views:
 - ▶ 32% on the Field Guide,
 - ▶ 11% on Discover the Chesapeake,
 - ▶ 11% on Learn the Issues, and
 - ▶ 8% on the blog.

147

Blog posts

- ▶ In 2016, we posted 147 articles on our blog:
 - ▶ 52 news posts,
 - ▶ 35 feature stories,
 - ▶ 34 Photos of the Week,
 - ▶ 13 list posts,
 - ▶ 7 guest articles,
 - ▶ 6 photo essays.



Views

+



Engagement

=

Content Success

Views

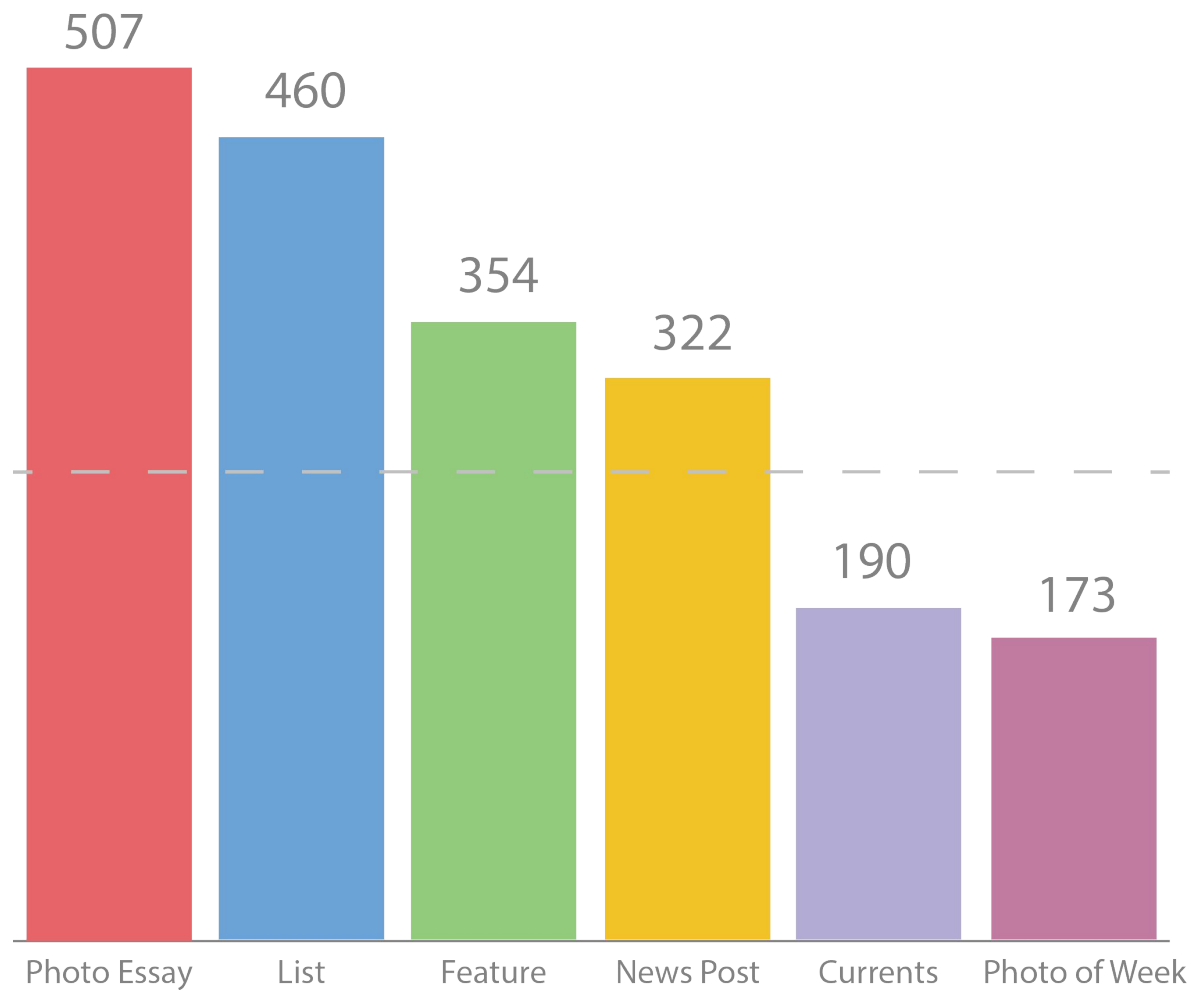
Highest

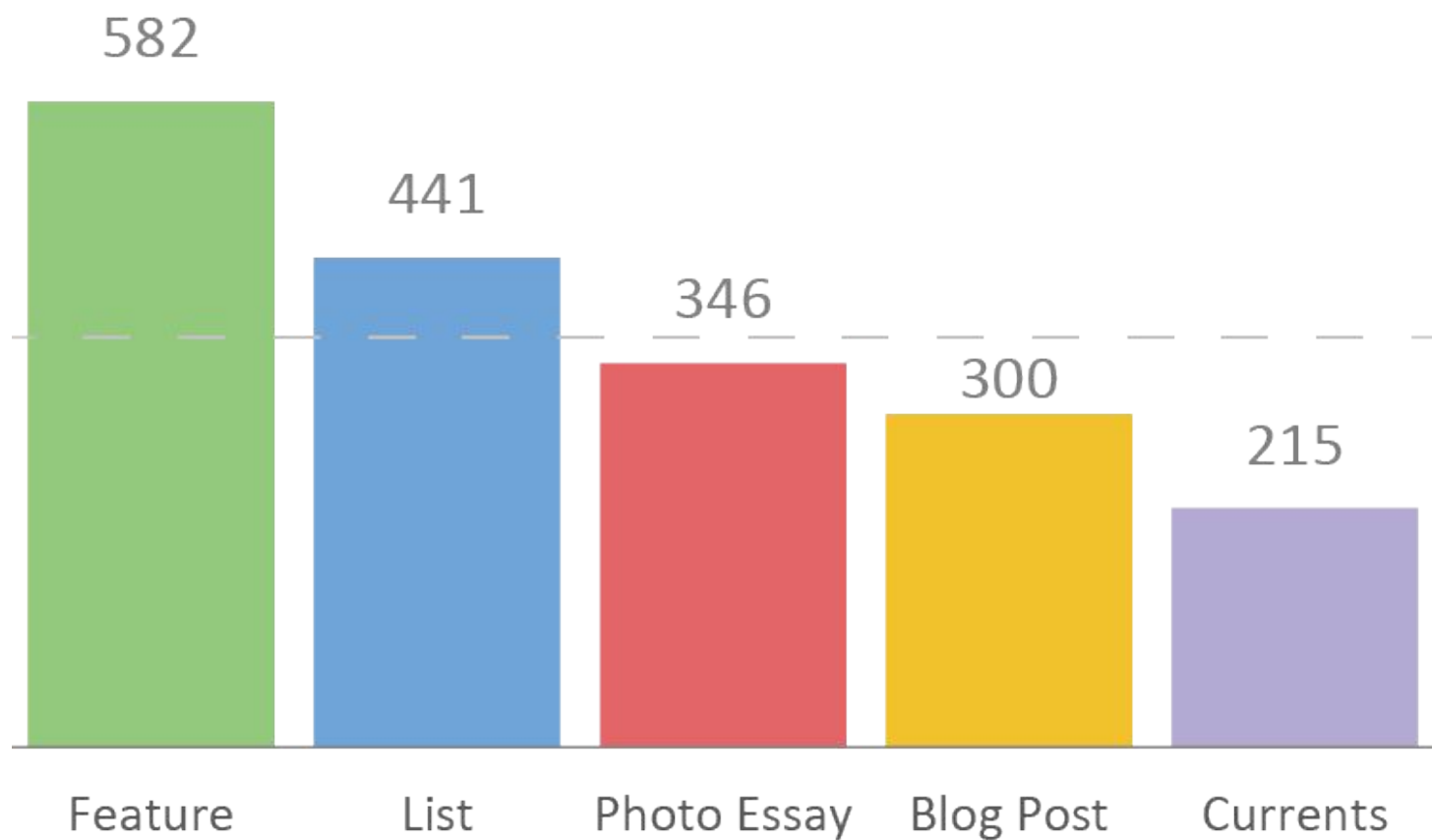
1. List: Fourteen reasons to love the Bay (1,217)
2. Photo Essay: Winter dredge survey (1,190)
3. List: Critter cams (883)
4. Feature: RS: Sam Owings (861)
5. Feature: From the Field: Trash Trawl (883)
6. News post: Underwater grass abundance (740)
7. News post: Modeled pollution loads (706)
8. List: Environmental apps (667)
9. News post: Monitored pollution loads (635)
10. Feature: By the Numbers: Bay anchovy (600)

Views

Lowest

1. PotW: Wings Over America (65)
2. Feature: HotC: Earle Peterson (73)
3. News post: MD shoreline assessment (76)
4. PotW: Elizabeth River Project (86)
5. PotW: Misty Meadows Farm (89)
6. News post: Chester River report card (91)
7. PotW: General Clinton regatta (91)
8. PotW: Wind turbine (92)
9. Feature: Conservation collaboration in NY (94)
10. Feature: HotC: Bill Anderson (95)





Time

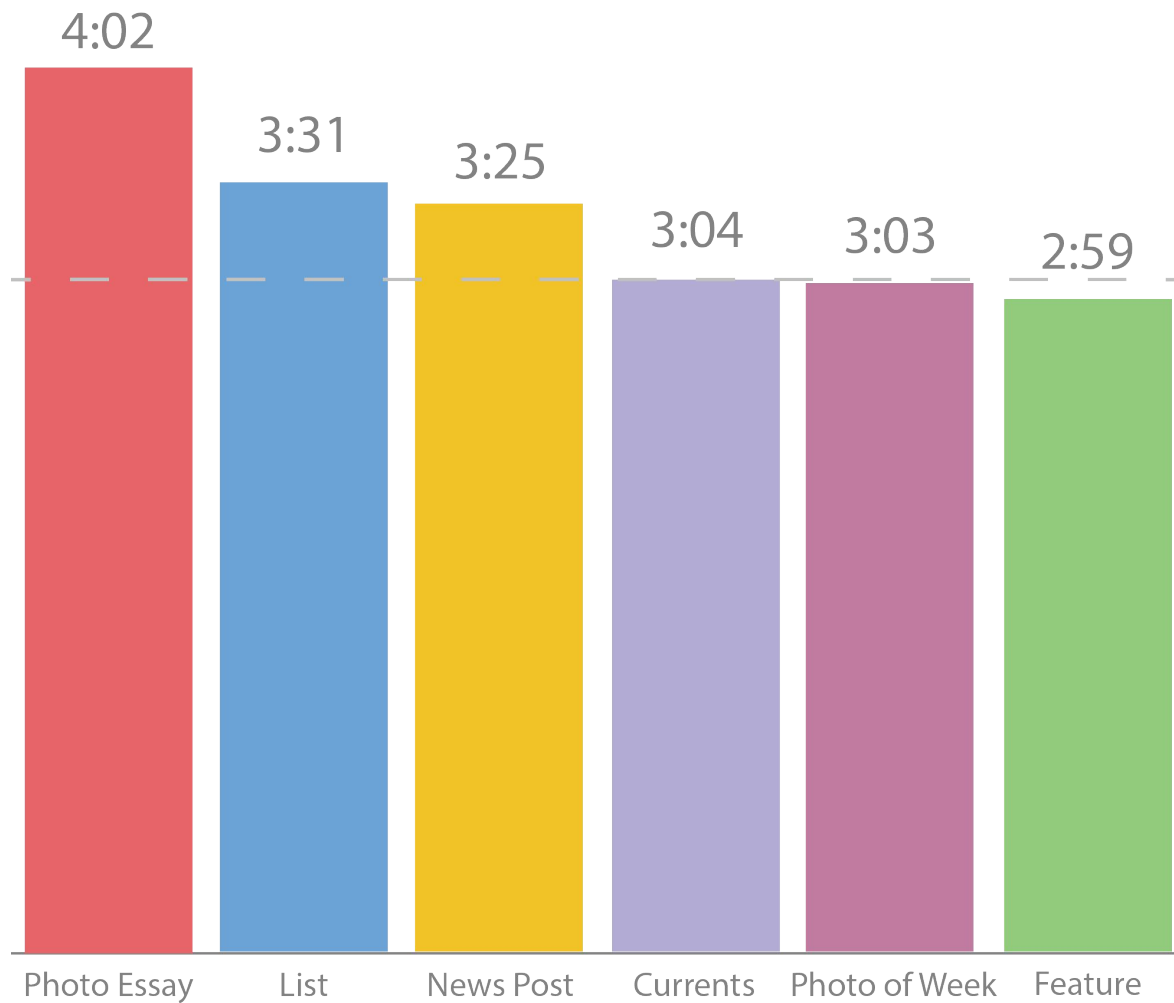
Highest

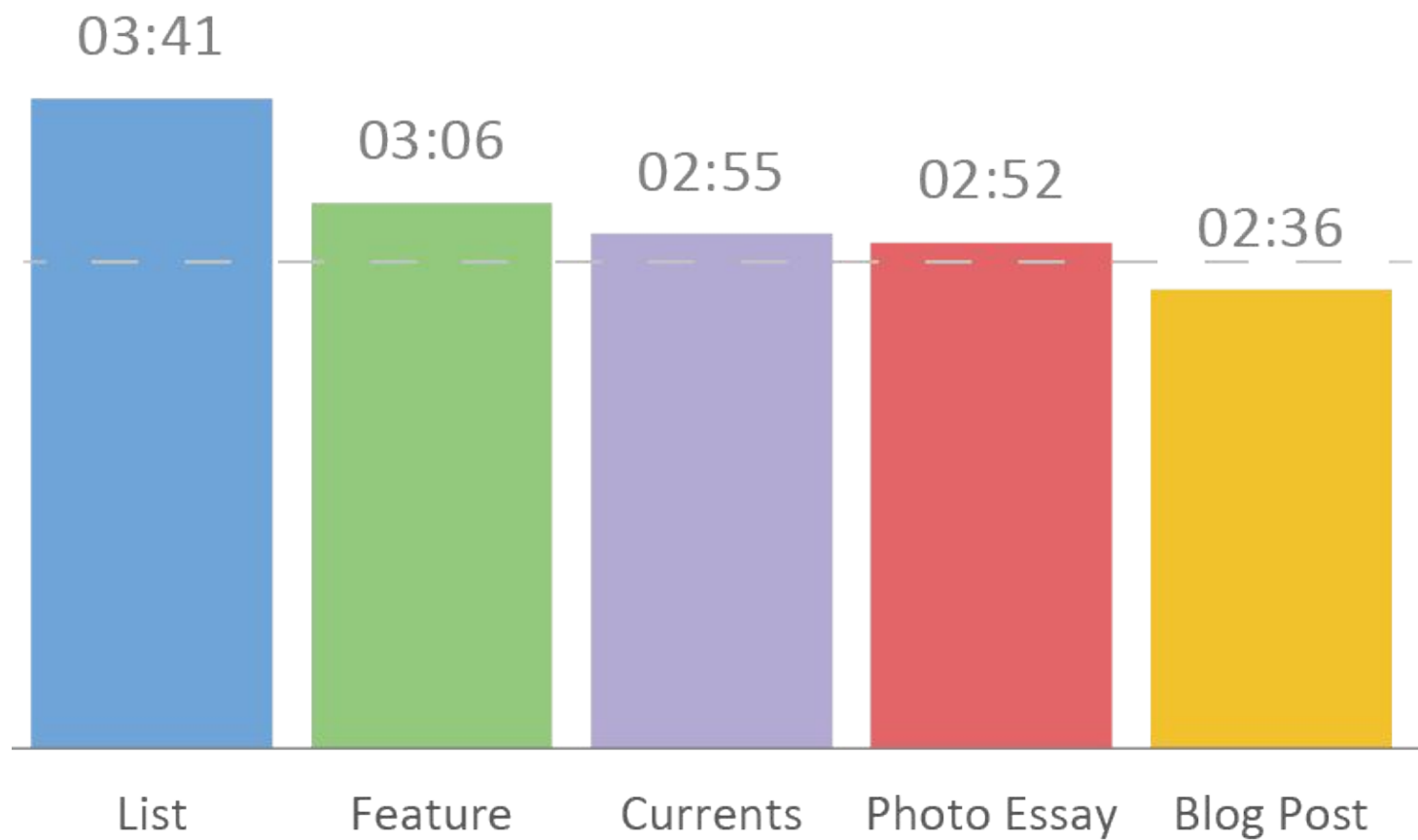
1. List: NPS Centennial (7:01)
2. PotW: Wings Over America (6:32)
3. PotW: Beverly-Triton Beach Park (5:51)
4. News post: Lafayette River de-listed (5:21)
5. News post: CBIBS buoy deployed (5:20)
6. News post: UMCES CAA report (5:17)
7. Photo Essay: Virginia Living Museum (5:16)
8. Feature: By the Numbers: Bay anchovy (5:15)
9. Feature: Kids in Kayaks (5:00)
10. Feature: Ellicott City flooding (4:58)

Time

Lowest

1. **News post:** White House roundtable (0:37)
2. **Feature:** HotC: Bill Anderson (0:41)
3. **Feature:** HotC: Greg Kearns (0:51)
4. **Feature:** HotC: Colin Christopher (0:56)
5. **News post:** Chester River report card (1:00)
6. **Feature:** HotC: Vicki Blazer (1:14)
7. **News post:** Draft work plans released (1:18)
8. **News post:** Roadside ditch report (1:27)
9. **PotW:** Harriet Tubman Byway (1:31)
10. **PotW:** Blue crab (1:36)





Time

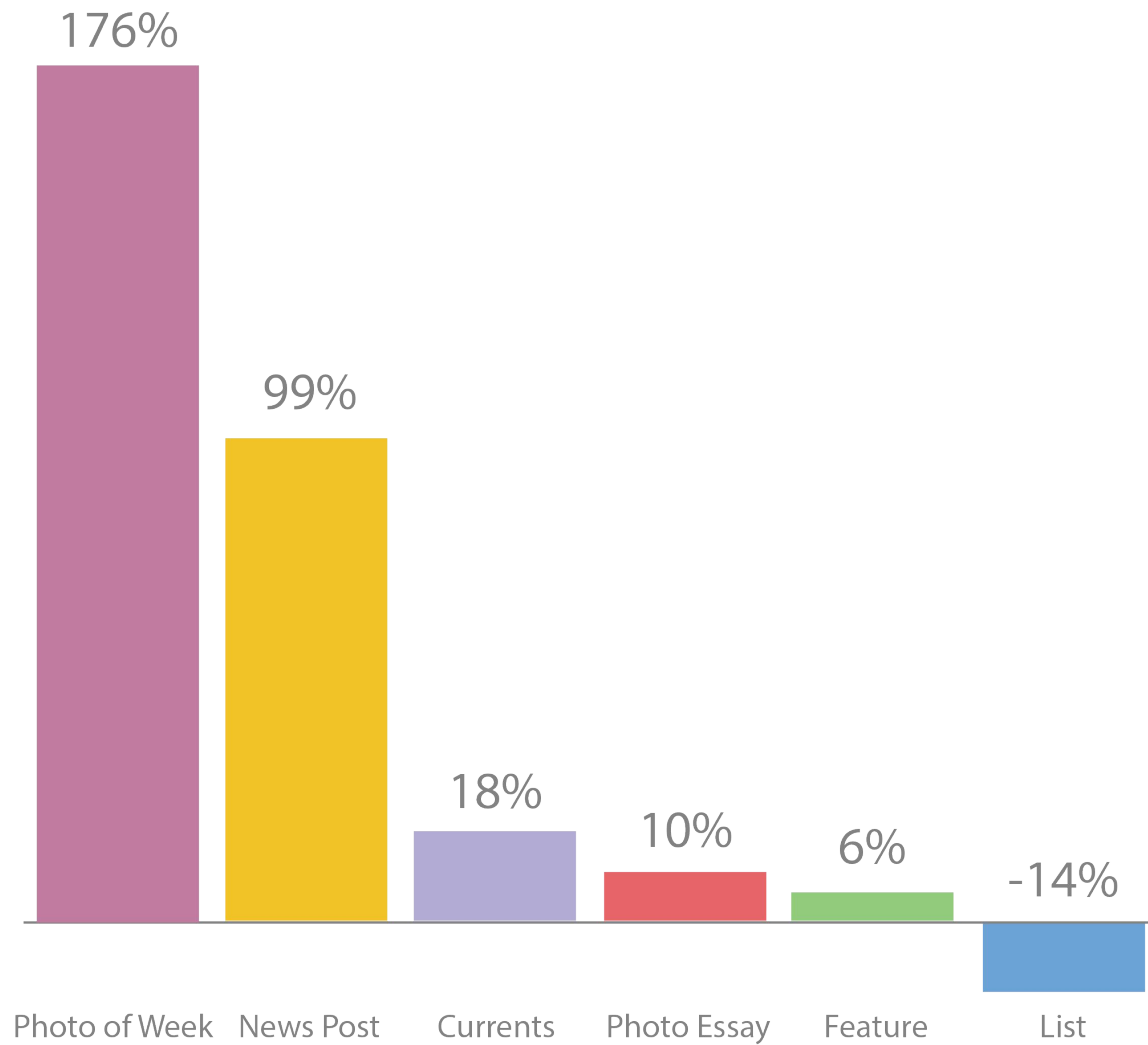
Higher
than
expected

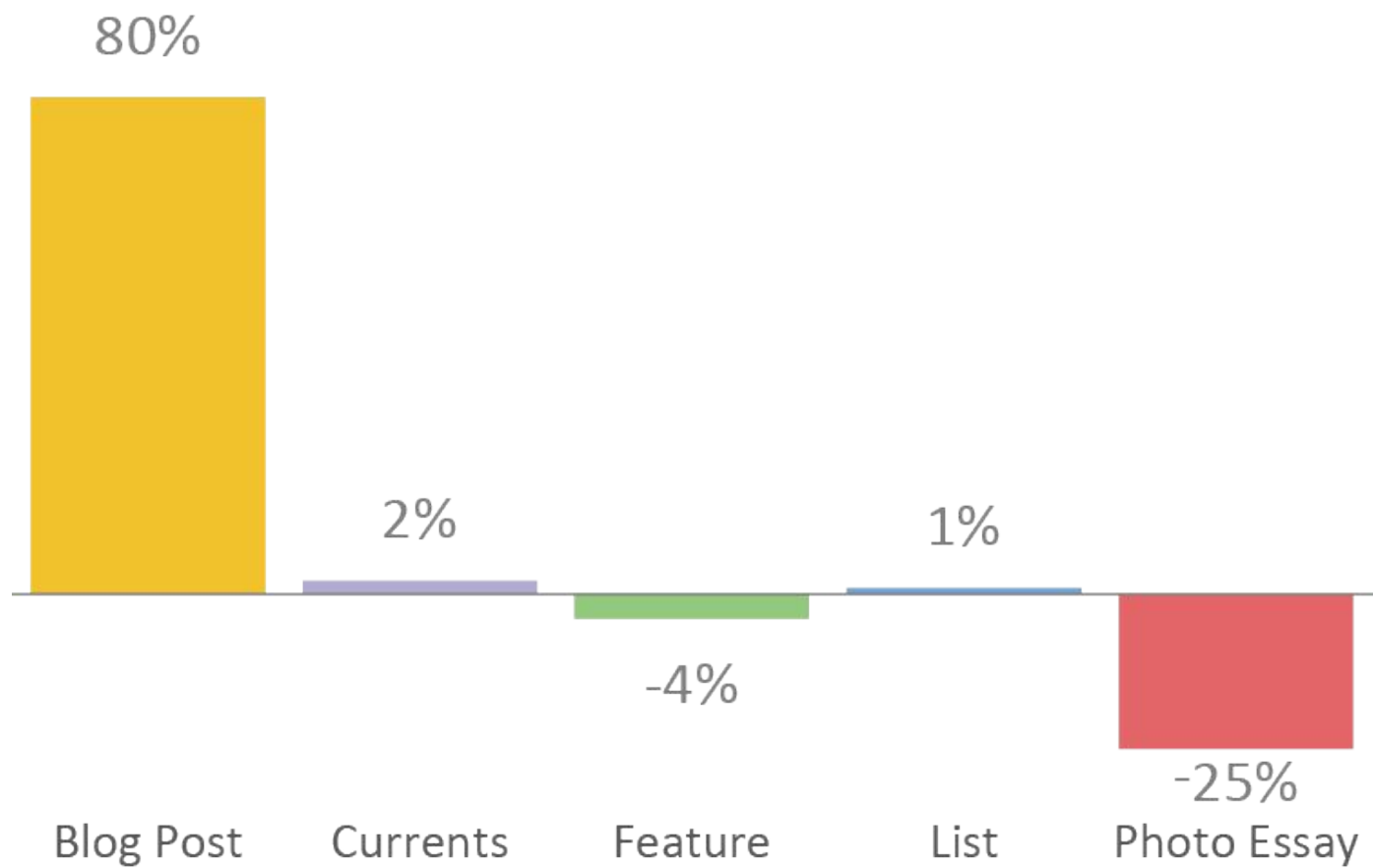
1. PotW: Wings Over America (6:32 / 0:48)
2. News post: CBIBS buoy deployed (5:20 / 0:53)
3. PotW: Cottingham Farm (4:42 / 0:56)
4. PotW: Marsh periwinkle (3:12 / 0:40)
5. News post: Milestone evaluations (4:16 / 1:03)
6. PotW: Beverly-Triton Beach Park (5:51 / 1:31)
7. PotW: Child with leaf (4:22 / 1:08)
8. PotW: Great egret (3:38 / 0:59)
9. News post: PCBs & osprey (3:56 / 1:05)
10. News post: UMCES CAA report (5:17 / 1:30)

Time

Lower
than
expected

1. **Feature:** Chino Farms (1:54 / 4:49)
2. **Feature:** Masonville Cove (1:42 / 3:59)
3. **List:** Environmental jobs (2:44 / 5:23)
4. **Feature:** Kings Gap (3:10 / 6:13)
5. **List:** Critter cams (1:56 / 3:43)
6. **Feature:** E-Z Acres (3:18 / 6:10)
7. **Feature:** Ellicott City (4:58 / 9:11)
8. **Feature:** Project Clean Stream (3:17 / 5:48)
9. **List:** Top 10 of 2016 (2:47 / 4:45)
10. **Feature:** By the Numbers: Refuges (3:10 / 5:24)







LESSONS LEARNED



More successful:

- Visual storytelling
- Good news & restoration success
- Personal connections
- Approachable science



Less successful:

- Policy
- Complex (and obscure) reports

A close-up photograph of a hand holding a blue pen, poised to write on a piece of paper. The hand is wearing a grey, textured sweater. The background is blurred, showing more of the paper and the pen.

THANKS!

Any questions?

You can find me at

- ▶ ssmith@chesapeakebay.net



NEWSLETTERS

3

electronic newsletters

- ▶ Bay News
 - ▷ Daily
- ▶ Bay Brief
 - ▷ Weekly
- ▶ Chesapeake Currents
 - ▷ Monthly

2016

Newsletter growth

	<i>Current Followers</i>	2016 Followers	% Growth	Open Rate	Click Rate
Bay News	1,407	1,379	9.7%	32%	15%
Bay Brief	1,359	1,310	21.5%	25%	8%
Chesapeake Currents	1,652	1,605	7.8%	28%	7%



SOCIAL MEDIA

3

social media platforms

- ▶ Facebook
- ▶ Twitter
- ▶ Instagram

2016

**Social
media
growth**

	<i>Current Followers</i>	2016 Followers	Growth	% Growth	Avg. Engagement
Facebook	3,556	2,662	761	40%	1.8%
Twitter	9,005	8,757	1,228	16%	1.3%
Instagram	2,079	1,943	903	86%	4.2%

Top

Facebook posts



1. **De-icing:** There are plenty of ways to keep walkways safe for you and your family while reducing pollution to our waterways.
 - ▷ 56% engagement: 410 likes, 194 shares
2. **Fallen leaves:** Butterflies, salamanders, chipmunks, box turtles, toads, shrews, earthworms and other critters depend on fallen leaves for food & habitat.
 - ▷ 30% engagement: 314 likes, 109 shares
3. **Shark Week:** At least 12 species of sharks can be found in the Chesapeake Bay -- but they rarely pose a threat to human safety. #SharkWeek
 - ▷ 23% engagement: 231 likes, 87 shares
4. **Underwater grasses:** #GoodNews: More underwater grasses grew in the Chesapeake Bay last season than have in the last three decades!
 - ▷ 16% engagement: 218 likes, 37 shares
5. **Critter cams:** We're getting an adorable start to our week with these great critter cams -- which one is your favorite?
 - ▷ 13% engagement: 181 likes, 30 shares

Top

Facebook posts



6. **Wetlands 101:** This #WetlandsWednesday, learn about how wetlands play an important role for both wildlife and people in our latest Bay 101 video!
 - ▷ 12% engagement: 128 likes, 31 shares
7. **Scallops:** In 1933, a category-4 hurricane washed away all the Chesapeake Bay's eelgrass -- and with the grass went the entire local population of wild bay scallops.
 - ▷ 12% engagement: 178 likes, 35 shares
8. **Pumpkins:** When Halloween ends, you don't have to trash your pumpkins! Consider recycling them with wildlife and your garden in mind. 🎃
 - ▷ 11% engagement: 114 likes, 46 shares
9. **Blackwater:** This week, NBC Washington takes a look at how sea level rise is affecting the Eastern Shore. They begin with Blackwater National Wildlife Refuge, which has not only lost land to rising waters, but also the damaging effects of an invasive rodent.
 - ▷ 10% engagement: 61 likes, 61 shares
10. **Top 10*:** From good news about Bay health to on-the-ground restoration work, we're counting down our ten most popular stories about the #Chesapeake from the past year.
 - ▷ 10% engagement: 162 likes, 32 shares

Top

Tweets



- ▶ **Birds:** Tomorrow is #NationalBirdDay! Get ready by testing your knowledge of bird calls
 - ▶ 4.0% engagement: 19 retweets, 41 likes
- ▶ **Report card:** #ChesapeakeBay health improves--1 of 3 highest report card scores since 1986.
 - ▶ 3.1% engagement: 21 retweets, 10 likes
- ▶ **Bay facts:** The #ChesapeakeBay watershed has 150 major rivers and streams, but contains more than 100,000 smaller tributaries.
 - ▶ 1.6% engagement: 20 retweets, 12 likes
- ▶ **Wetlands 101:** Wetlands act like a sponge, soaking up storm surges & trapping polluted runoff.
 - ▶ 3.4% engagement: 17 retweets, 14 shares
- ▶ **Aquaculture:** What does oyster farming look like in the #ChesapeakeBay?
 - ▶ 4.5% engagement: 11 retweets, 11 likes

Top

Tweets



- ▶ **Recreation:** Looking for a way to get outside this weekend? Try one of these eight bike paths.
 - ▶ 3.9% engagement: 8 retweets, 6 likes
- ▶ **Innovation:** These Baltimore students are working to genetically engineer bacteria that can break down plastic.
 - ▶ 3.6% engagement: 8 retweets, 10 likes
- ▶ **Fish passage:** Over 1000 miles of river have been reopened to migratory fish in Virginia in the past decade. @USFWSNortheast
 - ▶ 3.5% engagement: 10 retweets, 16 likes
- ▶ **April Fools:** To bring awareness to the Bay restoration effort, VP Joe Biden is spending the day as a waterman. #AprilFools
 - ▶ 3.5% engagement: 9 retweets, 19 shares
- ▶ **Tips:** Don't let your tree go to waste! Take a look at these tips from @NWF before throwing it away.
 - ▶ 3.2% engagement: 10 retweets, 7 likes

Top

Instagram posts



1. **Blue crabs:** 11% engagement: 138 likes, 6 comments
2. **Blue crabs:** 9% engagement: 101 likes
3. **Aerial photo:** 8% engagement: 116 likes, 2 comments
4. **Bird:** 8% engagement: 96 likes, 4 comments
5. **Bird:** 7% engagement: 94 likes

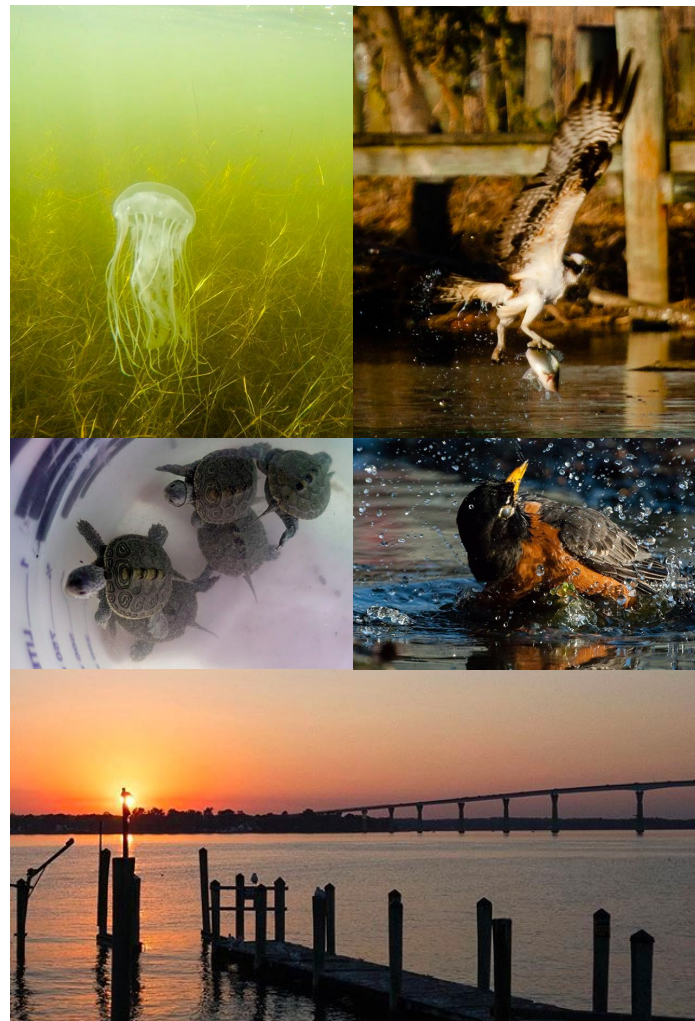


Top

Instagram posts



6. **Jellyfish:** 11% engagement: 130 likes, 6 comments
7. **Turtle:** 9% engagement: 101 likes
8. **Bird:** 8% engagement: 107 likes, 1 comment
9. **Sunset:** 8% engagement: 89 likes, 4 comments
10. **Bird:** 7% engagement: 88 likes





Timely tips, critters, “good news”



Facts, breaking news



Wildlife, sunsets, landscapes