



## SERVICE OBJECTIVE (MASS MEDIA + DIRECT EDUCATION)

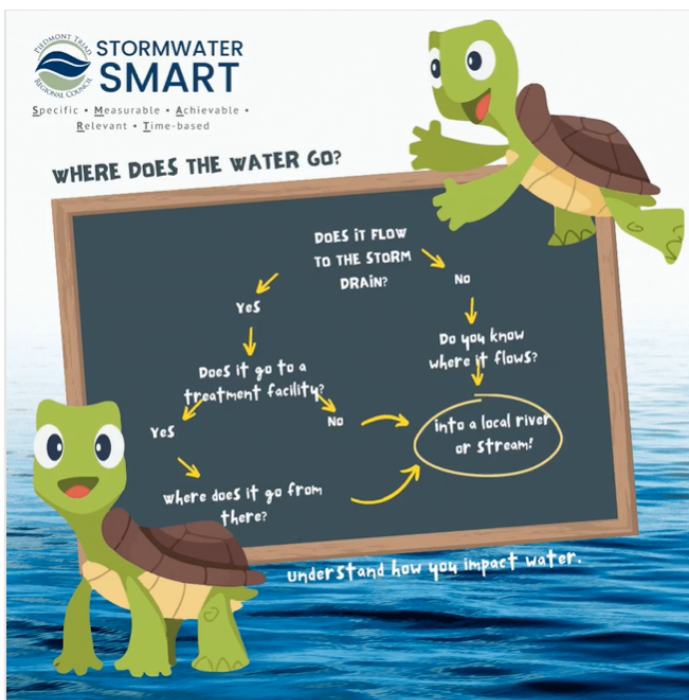
Post weekly on social media channels to promote the program's message



facebook



Instagram



CONTROLLED METRICS:  
frequency & total posts

SUPPLEMENTAL METRICS:  
subscribers & engagements

1-2 posts per week

1,277 subscribers

14 total posts Q1

542 engagements + clicks



Stormwater Smart

September 25 · 🌐

Have you ever wondered where the water outside goes? While some of it evaporates, much of it flows downhill and ends up in local streams and rivers. As the diagram shows, it may take a few different routes to get there, and along the way it picks up different materials that may be harmful. It is important to be aware of what water comes into contact with during the various stages of its journey and the things that we can do to ensure we are keeping it clean. Make sure to pick up litter, clean up pet waste, and properly dispose of household chemicals, because no matter where you are, we are all connected to our local waterways!