

**Clean Up After Your Pet – Carousel of three photos.**

Remember to clean up after your pet, even when no one is watching. 🐾



Seven Simple Steps to Clean Water

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👍 25

8 Comments

**Text:** Remember to clean up after your pet, even when no one is watching. 🐾

**Title:** Clean Up After Your Pet

**URL:** [bit.ly/SevenSimpleSteps](https://bit.ly/SevenSimpleSteps)

**Call to Action:** Learn More

**Storm Drain Awareness – Carousel of three photos.**

Storm drains lead directly to our lakes and streams. Be sure to do your part and keep pollutants out! Remember, only rain in the drain. ☁️



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25

8 Comments

**Text:** Storm drains lead directly to our lakes and streams. Be sure to do your part and keep pollutants out! Remember, only rain in the drain. ☁️

**Title:** Remember, only rain in the drain!

**URL:** [bit.ly.com/SevenSimpleSteps](http://bit.ly.com/SevenSimpleSteps)

**Call to Action:** Learn More

**Earth Friendly Lanscaping** – Carousel of three photos.

Plant native plants! Native plants are low maintenance and may significantly reduce stormwater run-off in your yard. 🌱



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25

8 Comments

**Text:** Plant native plants! Native plants are low maintenance and may significantly reduce stormwater run-off in your yard. 🌱

**Title:** Plant native to help keep waterways clean.

**URL:** [bit.ly.com/SevenSimpleSteps](https://bit.ly.com/SevenSimpleSteps)

**Call to Action:** Learn More

Campaign start	Campaign end	Ad set name	Topic	Goal	Ad set budget	Link clicks	Reach	Impressions	Cost per results	Amount spent	Post reactions	Post shares	Post comments
8/7/2024	8/21/2024	Seven Simple Steps	Clean Up After Your Pet	Get more website visitors	\$5 per day	173	15,706	31,482	\$ 0.40	\$ 69.96	7	2	0
8/22/2024	9/5/2024	Seven Simple Steps	Only Rain in the Drain	Get more website visitors	\$5 per day	178	9,482	17,027	\$ 0.39	\$ 69.32	29	9	4
9/6/2024	9/20/2024	Seven Simple Steps	Plant Native Plants	Get more website visitors	\$5 per day	45	26,847	31,870	\$ 1.55	\$ 69.87	6	0	0
						396	52,035	80,379		\$ 209.15	42	11	4

- **Reach** is the number of people who saw the ad.
- **Impressions** are the number of times the ad appeared on someone's page.
- **Link clicks** is the amount of people who clicked our "Learn More" button and went to our Seven Simple Steps story map.



**Text:** Native plants reduce stormwater runoff, filter out pollutants and attract pollinators.

A cleaner watershed starts in your yard.

**Title:** Plant Native

**URL:** [bit.ly/SevenSimpleSteps](https://bit.ly/SevenSimpleSteps)

**Call to Action:** Learn More



**Text:** The deep roots of native plants soak up rain, filter runoff and help keep pollutants out of storm drains.

**Title:** Plant Native

**URL:** [bit.ly/SevenSimpleSteps](https://bit.ly/SevenSimpleSteps)

**Call to Action:** Learn More



**Text:** Washing your car at a car wash or on your grass prevents dirty, soapy water from entering our waterways through storm drains.

**Title:** Practice Good Car Care

**URL:** [bit.ly/SevenSimpleSteps](https://bit.ly/SevenSimpleSteps)

**Call to Action:** Learn More



**Text:** A properly maintained vehicle is less likely to leak oil, antifreeze or other fluids that pollute stormwater.

**Title:** Practice Good Car Care

**URL:** [bit.ly/SevenSimpleSteps](https://bit.ly/SevenSimpleSteps)

**Call to Action:** Learn More



**Text:** Take oil, paint, and chemicals to a household hazardous waste collection site. Never pour these products down a sink, storm drain, or ditch.

**Title:** Properly Dispose of Household Hazardous Waste

**Call to Action:** Learn More

**URL:** [bit.ly/SevenSimpleSteps](https://bit.ly/SevenSimpleSteps)

# BE SMART. BE SAFE. RECYCLE HAZARDOUS WASTE.



**Text:** Solvents, pesticides and chemicals don't just "disappear" when you pour them out. Take them to a household hazardous waste collection site to help protect our lakes, rivers and streams.

**Title:** Properly Dispose of Household Hazardous Waste

**Call to Action:** Learn More

**URL:** [bit.ly/SevenSimpleSteps](http://bit.ly/SevenSimpleSteps)



**GIVE YOUR SEPTIC  
THE ATTENTION IT  
DESERVES.**

 **WRC**  
WATER RESOURCES COMMISSIONER  
*Jim Nash*

**Text:** Regular septic system maintenance protects your home, yard and local water quality.

**Title:** Be Septic Smart

**Call to Action:** Learn More

**URL:** [bit.ly/SevenSimpleSteps](https://bit.ly/SevenSimpleSteps)



**Text:** Regular pumping and smart disposal habits keep your septic system working and our waterways clean. Protect your investment and the environment.

**Title:** Be Septic Smart

**Call to Action:** Learn More

**URL:** [bit.ly/SevenSimpleSteps](https://bit.ly/SevenSimpleSteps)



**Text:** The upcoming holidays can mean extra cooking. Protect your pipes with proper disposal of fats, oils, and grease.

**Title:** Keep FOG Out of Drains

**Call to Action:** Learn More

**URL:** [bit.ly/FOGHandout](https://bit.ly/FOGHandout)



**Text:** Fats, oils and grease don't belong down the drain. They can harden inside pipes and cause blockages, leading to costly repairs.

**Title:** Keep FOG Out of Drains

**Call to Action:** Learn More

**URL:** [bit.ly/FOGHandout](http://bit.ly/FOGHandout)

Ad Set	Ads	Campaign start	Campaign end	Daily Ad Set Budget	Link clicks	Reach	Impressions	Cost per results	Amount spent	Post reactions	Post shares	Post comments	Notes
Pick Up After Your Pet	Pet 1	4/1/2025	4/30/2025	\$10	30	3,827	5,687	\$ 0.64	19.15	24	2	2	
Pick Up After Your Pet	Pet 2	4/1/2025	4/30/2025	\$10	221	13,271	31,234	\$ 0.45	100.29	31	1	3	
Storm Drain Awareness	Only Rain in the Drain	5/1/2025	5/31/2025	\$10	1,064	27,414	52,702	\$ 0.29	306.91	126	25	26	Post had a lot of concerned comments about what their neighbors should be doing. Lawn companies blowing grass into the street were also mentioned.
Earth Friendly Landscaping	Plant Native 1	6/1/2025	7/1/2025	\$10	888	20,388	51,197	\$ 0.18	161.31	313	35	21	This was a really well received topic and many followers shared photos of their green spaces in the comments.
Earth Friendly Landscaping	Plant Native 2	6/1/2025	7/1/2025	\$10	343	9,619	20,096	\$ 0.17	57.32	176	21	9	Same as previous comment.
Practice Good Car Care	Washing Your Car	7/1/2025	7/31/2025	\$10	690	20,835	47,034	\$ 0.32	219.08	68	9	17	Many unrelated comments about the GWK Facility
Practice Good Car Care	Maintaining Your Vehicle	7/1/2025	7/31/2025	\$10	291	10,721	22,193	\$ 0.28	80.81	12		2	
Household Hazardous Waste	Household Hazardous Waste 1	8/1/2025	8/31/2025	\$10	1,017	15,296	31,138	\$ 0.17	120.03	74	23	7	Followers expressed frustration with the lack of a countywide program. They also wanted a link to learn directly about this topic instead of the story map.
Household Hazardous Waste	Household Hazardous Waste 2	8/1/2025	8/31/2025	\$10	705	17,910	41,693	\$ 0.18	179.09	93	20	12	Same as previous comment.
Be Septic Smart	Be Septic Smart 1	9/2/2025	9/24/2025*	\$10	1,068	22,407	42,000	\$ 0.19	207.95	48	9	3	*Ended early due to boil water notice
Fats, Oils, and Grease	FOG 1	10/6/2025*	10/28/2025*	\$10	137	4,154	5,965	\$ 0.26	36.27	26	2	2	*Started late due to boil water notice. Ended early due to ad being rejected for political reasons.
Fats, Oils, and Grease	FOG 2	10/6/2025*	11/5/2025	\$10	777	19,902	36,377	\$ 0.28	216.75	134	20	11	*Started late due to boil water notice. Lots of comments from people who already do this.
<b>Totals</b>					<b>7,231</b>	<b>185,744</b>	<b>387,316</b>	<b>\$ 0.28</b>	<b>\$ 1,704.96</b>	<b>1125</b>	<b>167</b>	<b>115</b>	

**Key**

**Reach** - The number of accounts that saw our ad at least once.

**Impressions** - The number of times our ads were on a screen.