

# Communications Report March 2023

## OVERVIEW

### META

Reach on our posts on Facebook in February was **up 2.9%** compared to January as our posting frequency increased.

### TWITTER

Our on twitter have resulted in more impressions, and our **profile visits are up 260%** as we post more.

### EMAIL SUBSCRIBERS

Our email list has 4,488 subscribers. Those looking at our emails rarely have dropped 1% over the past month.

### WEB VISITS

Visits to the site have increased 109.31% in the last month, page views are up 60.79% and we mostly have new visitors.

## FACEBOOK & INSTAGRAM

New likes and followers.

February had fewer new Facebook page likes than January. On Instagram followers in February were also lower than in January.

Page visits on Facebook were down from January. Instagram profile visits were up 34.1%, which is good.

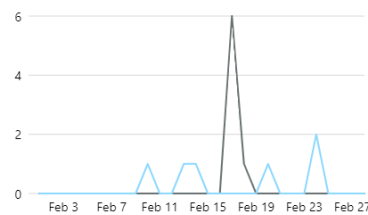
Our 'reach' (how many people are seeing our posts or page) were up on Facebook, although we were down on Instagram.

We have been posting daily with our haiku promotion entries from last year. These posts finished on March 8 and we moved to other content as we develop new campaigns.

#### New likes and follows

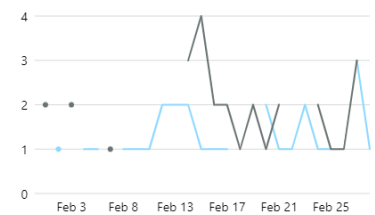
Facebook Page new likes ①

6 ↓ 14.3%



New Instagram followers ①

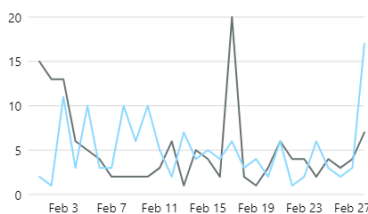
27 ↓ 6.9%



#### Page and profile visits

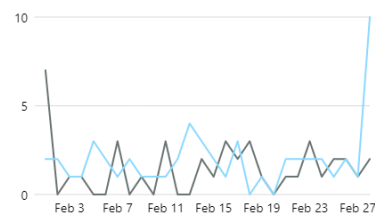
Facebook Page visits ①

141 ↓ 2.8%



Instagram profile visits ①

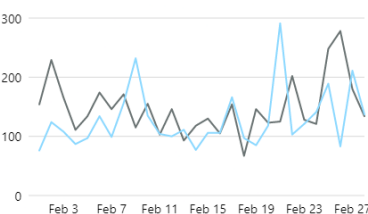
55 ↑ 34.1%



#### Reach

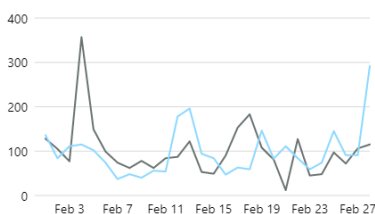
Facebook Page reach ①

964 ↑ 2.9%



Instagram reach ①

543 ↓ 4.6%



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## FACEBOOK & INSTAGRAM

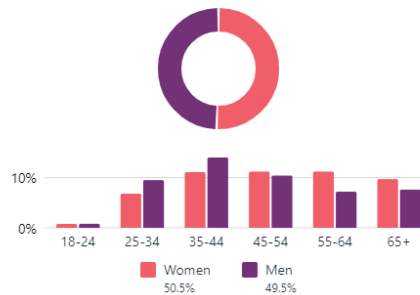
An overview of our audience demographics is shown on the right.

You can see the age and gender of our followers and the top cities where they reside.

Facebook Page likes ⓘ

1,671

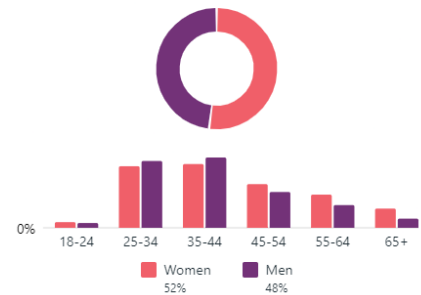
Age & gender ⓘ



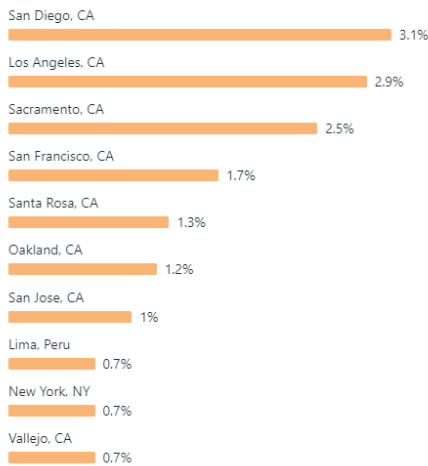
Instagram followers ⓘ

957

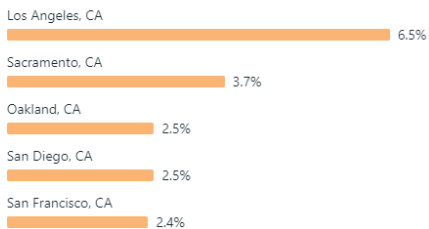
Age & gender ⓘ



Top cities



Top cities

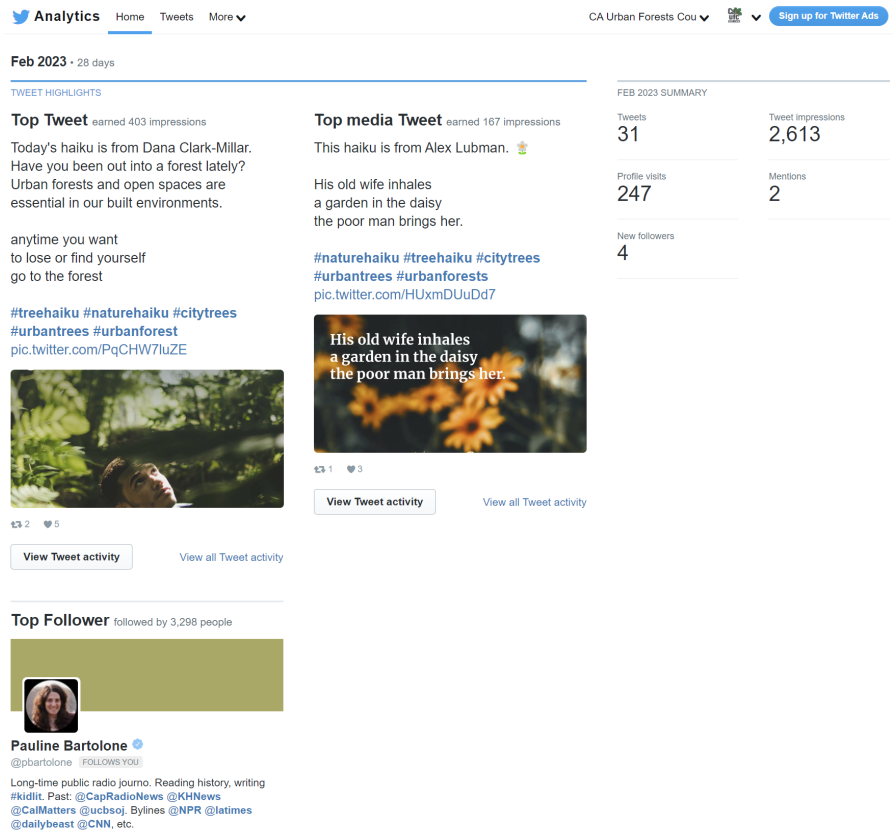


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## TWITTER

We have been posting daily on Twitter with the entries to our haiku promotion. We averaged 84 impressions per tweet (how many people saw our tweet).

Our profile visits were up 260% and we have had steady upward tread in our number of followers. Our followers have past 1,200.



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## EMAIL LIST

The graphs on the right show the performance of our newsletter from February. We had a great open rate for this newsletter, up almost 12% from our average campaign performance.

Our click rate was down in this newsletter and the unsubscribe rate was up from average. Unsubscribes tend to increase in the donation season, and at the beginning of the year.



Sent on February 6, 2023

Get ready to grow! CaUFC News from around the state

Recipients

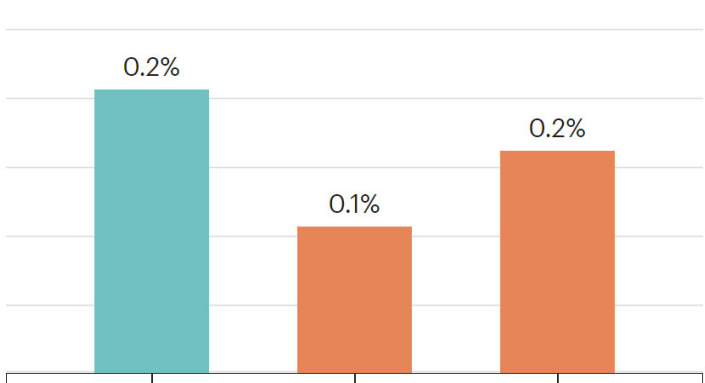
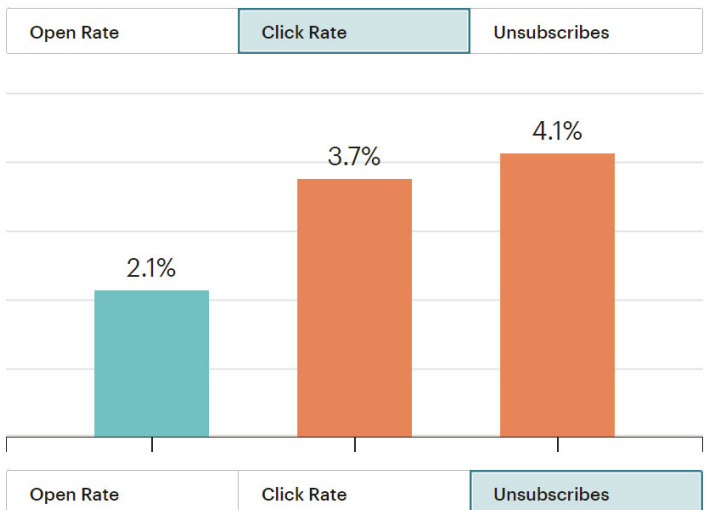
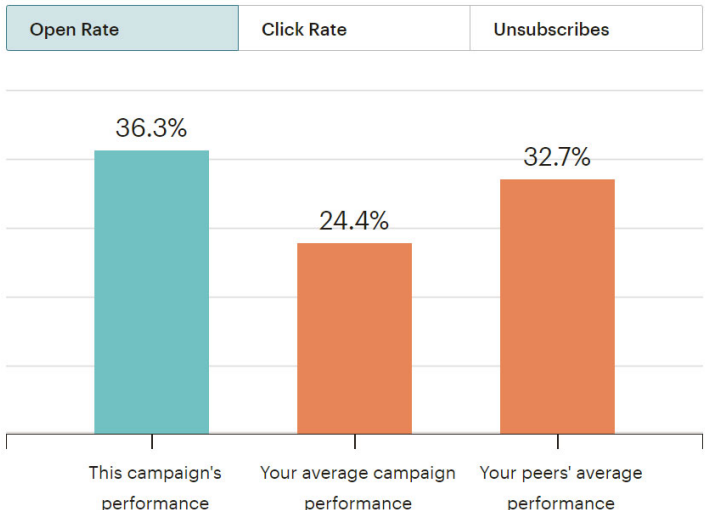
4,547

Open rate

36%

Click rate

2.1%



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## WEBSITE PERFORMANCE

The chart on the right tracks the page views and visitors to the site each month and other vital measurements for the website for the past year.

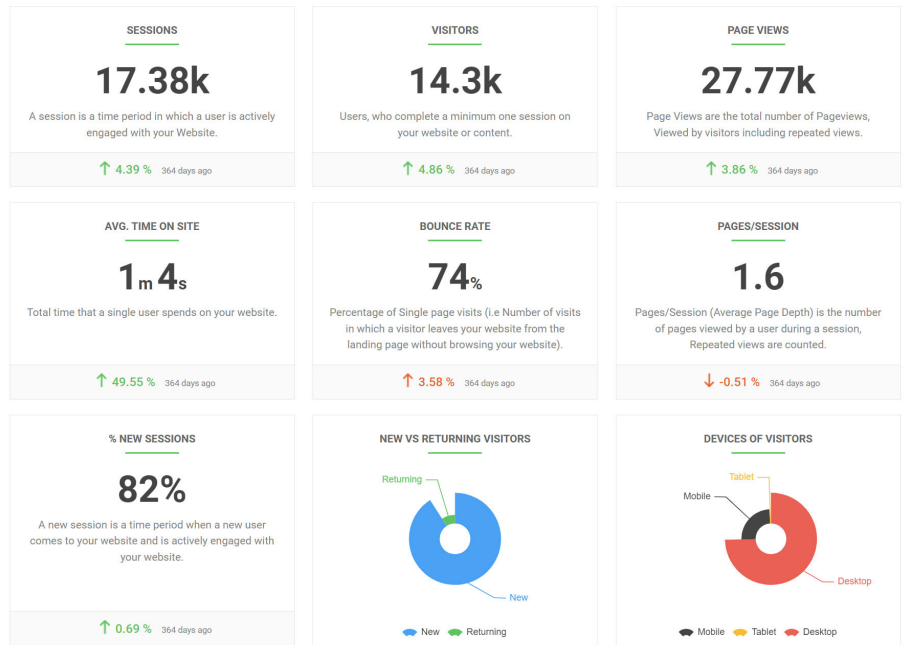
The 'Missing' page in the top ten suggests there is a bad link to our website from an external site that we do not manage. I have redirects set up so it is not an issue with having http or https, or www in the URL.

Top pages visited in the past year:

1. CaUFC homepage
2. CaUFC homepage (campaign)
3. 2022 Schedule
4. Why Urban Forests?
5. About Us
6. Trees and Drought
7. Resources
8. Missing
9. Events
10. California Climate Trees Map

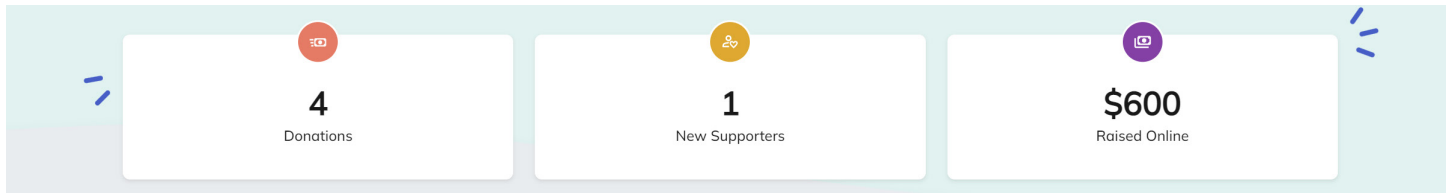
Top pages visited in the past month:

1. California Urban Forests Council
2. How to Plant a Miyawaki Forest at your school
3. About Us
4. Events
5. Why Urban Forests?
6. Missing
7. Contact Us
8. Board
9. California Climate Trees Map
10. Staff



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## FUNDRAISING

We have raised \$600 this year with a donation of \$315 coming in from the Happy Valley Garden Club for a presentation. Our 'We Need Trees' campaign is ongoing as a peer-to-peer campaign.

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## NEW PLATFORM

At the end of April we will start moving to a new fundraising and email platform; Network for Good. We are able to combine both of the functions we currently have in MailChimp and Classy into one platform without any loss of features, and at a reduction in costs.

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## REGIONAL COUNCIL WORKSHOPS/WEBINARS

We are starting to get the workshops (or webinars) onto the calendar. More to follow.

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**Trees.  
The simple  
solution for  
a better  
future.**

*"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make."*  
— Jane Goodall

**There is no Plan(et) B.** Climate change creates numerous challenges for humanity, especially with temperatures increasing in our cities. However, a simple solution is within our reach—an easy solution with many benefits. **To sustain the livability of our communities for future generations, we must continue to Invest from the Ground Up and grow trees, not just plant trees.**

Trees take many years to reach maturity, and we need more mature trees, especially large trees. Mature trees provide the most benefits yet we are living in communities with younger, and smaller trees.

Many climate change fighting benefits of trees are from the shade the trees' canopies provide. Shade reduces urban heat; decreases air conditioning and electricity use. In winter, evergreen trees provide windbreaks, reducing the need for heating. Trees can help us reduce the amount of energy we consume, and help heal the planet.



**CONTACT:** Nancy J. Hughes, Executive Director | 415-479-8733 | [njhughes@caufc.org](mailto:njhughes@caufc.org)  
California Urban Forests Council is an equal opportunity provider. This publication is made possible through grants from CalFire and the USDA Forest Service. CAUFC 2023

## CALIFORNIA URBAN FORESTS COUNCIL

The California Urban Forests Council (CAUFC) envisions thriving and prosperous California communities transformed by healthy trees and green spaces. We advance smart investment in green infrastructure through education and outreach, community-based activities, and collaborative action. Our work includes the following:



### EDUCATION

We host webinars and workshops and produce materials that we share online and by social media to reach new audiences.



### OUTREACH

We produce a number of materials that are available for other organizations to co-brand and distribute in their local areas.



### ADVOCACY

We work to gain support for urban and community forestry with elected officials to improve public policy and secure investment.



### RIGHT TREE, RIGHT PLACE, RIGHT REASON

Tree choice is important. Trees can be used for shade, for beauty or as visual barriers, to absorb sound and pollution, to produce food or habitat.



### URBAN FORESTRY MANAGEMENT PLAN

An UFMP is a roadmap that creates a shared vision for the future of a tree canopy to plan, manage and provide for long-term benefits.



### CALIFORNIA CLIMATE TREES MAP

The Map shows trees planted since 2014 by nonprofit organizations and government agencies and allows us measure the environmental benefits.



### REGIONAL COUNCILS

Our seven regional councils across the state provide local knowledge, and essential expertise to help grow great neighborhoods.



### PARTNERSHIPS

Building strong partnerships with local and state wide organizations, and community members is essential to the ongoing success of our programs.



### INVEST FROM THE GROUND UP

A public awareness program focusing on planting and growing trees to provide environmental benefits in the communities that need them the most.



### DROUGHT AWARENESS

A campaign to encourage residents to water trees for long-term benefits while reducing household water use with water saving tips.



### CLIMATE-READY CANOPIES

We have incorporated research and testing of new tree species into our past campaigns to discover those trees that thrive in our future conditions.



### HEALTHY TREE, HEALTHY ME

Several studies have shown trees in our neighborhoods help improve our physical and mental health; increasing exercise and reducing stress.



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## ABOUT US FLYER

Earlier this year we revamped our About Us flyer. The double-sided flyer gives a quick overview about who we are, what we are trying to do, and some of the programs we have to work towards our vision.