


Public Education & Outreach Activities

October 2024

This monthly report provides work plan updates, analytics, and insights on Fire Safe Marin's activities October 1 - 31, 2024 in support of Marin Wildfire's education and outreach objectives. Each programmatic area description below is followed by  which indicates activity updates for the month.

Here is a snapshot of key October activities.

October Updates

- ✓ Training for building contractors
- ✓ Firewise renewals and activities
- ✓ Ambassador program in review
- ✓ Content calendar planning for 2025



What's ahead

Photobook for landscapers

Demonstration garden collaborations



COMMUNITY AMBASSADOR PROGRAM

7 events / 475 engagements

The Community Ambassador Program is one of FSM's most effective programs for engaging new audiences. We recruit ambassadors from the F.I.R.E Foundry Program, the Home Evaluation Program, and Firewise leaders to represent Fire Safe Marin at community events. The Ambassadors are trained to communicate basic wildfire safety and preparedness messages and how to interact with the residents. Over 25% of the Ambassadors are fluent in Spanish.

💡 The Community Ambassador Program has broadened our outreach and educational efforts, effectively connecting with diverse communities in Marin. Since its launch in June 2023, our ambassadors have attended over 100 events, engaging directly with more than 18,000 residents, including those harder-to-reach audiences. With a network of over 25 ambassadors, we're able to share resources and guidance directly within neighborhoods, strengthening local connections. While the program requires constant nurturing and attention, its impact is compelling, expanding the network of community that fosters awareness and preparedness in wildfire safety

In October, ambassadors participated in seven events, a marked slowdown from September where we attended 11. October events included the Civic Center Farmers Market, Mont Marin/San Rafael Park Neighborhood Association meeting, Station 62 Open House Pancake Breakfast, health fairs in Pt. Reyes Station and San Geronimo, Central Marin Fire Open House, and a Latino Heritage Celebration. We also held our monthly Ambassador training session, featuring a presentation by Steve Quarles on deck vulnerabilities to ember ignition. Additionally, we conducted a comprehensive program review to celebrate successes and identify areas for continued growth and improvement.

AMBASSADOR SPEAKERS BUREAU

presentations

Five Community Ambassadors participated in a presentation training workshop led by FSM on March 30. The 3-hour workshop provided tips and best practices for public speaking and delivering a basic wildfire preparedness presentation. Participants had multiple opportunities to present and receive feedback. Here is a [link](#) to the basic presentation that covers core FSM wildfire safety topics.

💡 We are planning a presentation to a Firewise group in Homestead Valley in early December. The topic is insurance. The Speakers Bureau provides a live resource on demand to community groups. As participating "speakers" are trained on a number of topics, we are able to customize presentations to different contexts.

FIREWISE

60 FW leaders attending monthly meeting

There are currently 76 Firewise sites here in Marin, including more than 50,000 residents. Fire Safe Marin provides these residents with resources and support to organize and learn about

personal preparedness, alerts and warnings, local evacuation plans, and strategies to make their community more fire-resistant. Fire Safe Marin hosts monthly meetings, conducts outreach to build capacity, helps attain funding through Fire Council grants and PG&E, and provides wildfire safety education and training.

💡 In October, Firewise leaders continued to serve as vital ambassadors for wildfire safety in their communities, actively sharing information and engaging their neighborhoods. The main focus of the monthly meeting was about the Firewise certification renewal. We provided comprehensive support to streamline this process. We hosted a workshop to guide leaders through the renewal application, conducted office hours for one-on-one assistance, and offered support through email and phone. Additionally, we shared chipper program data to aid with their applications and provided an investment worksheet to help calculate total community investment in hours and dollars.

We also received updates from five Firewise leaders about recent community events and evacuation drills. These events were well-attended and showcased the strength of community collaboration among Firewise groups, underscoring local preparedness efforts. Here are some highlights from 5 Firewise Communities:

Fairfax: Organized an event with nine Fairfax Firewise sites participating, alongside elected officials, police, fire services, the Red Cross, and Fire Safe Marin. A total of 192 community members attended, demonstrating support and interest.

Dominican/Black Canyon: Held a weekend event with tables and tents set up by San Rafael Fire, OEM, Firewise, Red Cross, FSM, Marin Wildfire, and Marin Humane. This two-hour event provided resources to residents.

Barber Tract/Ross/Bald Hill: Hosted an evening event at the Marin Art & Garden Center attended by 80 residents, focusing on the insurance crisis with insights from Mark Brown. Kathleen Cutter provided guidance on home hardening and defensible space. Representatives from Ross Valley Firewise communities and organizations like MWPA, Listos, United Policyholders, and Fire Safe Marin participated.

Novato: At the Novato Heights Annual Property Owners Meeting, JP delivered an informative presentation on evacuation preparedness that was well-received by residents.

Mont Marin: Organized a community ice cream social with about **100 residents**, joined by Fire Safe Marin Ambassadors, fostering engagement in a relaxed setting.

WEBSITE

10,170 mo. users

Fire Safe Marin's website is a premier resource for wildfire preparedness. It is recognized as a leading platform in the field, offering comprehensive, up-to-date information to empower residents, stakeholders, and community leaders in their efforts to reduce wildfire risks. The site

provides a wealth of resources, including educational materials, guides, and the latest news on wildfire safety.

💡 In October, Fire Safe Marin's website attracted +10,000 unique users, resulting in 16,000 page views—a indicator of our community's reliance on it for wildfire preparedness resources. Key insights include: the most-visited pages focused on soffits and eaves, eucalyptus trees, fencing, and vents. Notably, fencing emerged in the top tier of searches for the first time, likely due to the Wildfire Risk Reports which emphasize replacing wooden fences attached to homes as a priority for reducing wildfire risk. Additionally, articles published in FSM's monthly newsletter are also posted in the website's bulletin section on the home page. This strategy extends the reach of timely educational content, giving website users easy access to resources.

YOUTUBE

1,490 subscribers / 11,570 views

Fire Safe Marin's YouTube channel features over 150 original videos dedicated to wildfire education. These include a variety of formats, from quick clips under 30, 15, and 6 seconds to longer-form content such as Wildfire Watch TV recordings and popular shorts designed for easy scrolling. Our YouTube audience is predominantly male (75%), with 40% aged 65 and older and another 40% between the ages of 35 and 54

💡 Our YouTube channel continues to grow as a key platform for wildfire preparedness education, with particularly strong growth in the 25-34 male demographic—an audience we've found challenging to reach through other outreach channels. Over the past month, we saw significant increases in viewership, engagement, and subscriber numbers. Notably, the video *Could It Happen Here?* played a key role in attracting new subscribers and expanding our audience.

We also experimented with “boosting” a video using \$200 spread over the course of the month. The results were impressive: The one minute video, “Lessons from Paradise,” drew approximately 10,000 views during the boosted period. At the end of the paid period, we featured this video in our newsletter and social media and viewership continued to climb to 17,400 during the first two weeks of November.

BILINGUAL CONTENT

FSM core content is produced in English and Spanish. This generally includes paid ad campaigns, print materials, and signage. As is common practice, the website is available in virtually any language by selecting the Google Translate button in the upper right-hand corner. Fire Safe Marin works closely with bilingual community partners, Community Ambassador team members, as well as consultants to help ensure accurate and culturally competent translation. Fire Safe Marin has the capacity to give presentations in Spanish and engages with Spanish speakers at public events through the Ambassador program.

💡 FSM participated in an exploratory meeting with Marin Wildfire and the Cross-Border WUI

and Wildfire Subregion of the California Fire Science Consortium (UC Merced students) to discuss a potential partnership focused on translating wildfire safety materials into Spanish, expanding access to essential wildfire preparedness information for Spanish-speaking communities. As part of this collaboration, UC Merced students will provide translated resources at no cost to enhance community safety. During the meeting, we shared a draft Spanish translation glossary as a joint project and provided an article for translation to evaluate the process.

COMMUNITY PARTNERS

We work to strengthen our relationships with strategic community partners and community-based organizations to share information, collaborate, and understand the unique needs of constituents.

 Here is a snapshot of FSM’s engagement with strategic partners in October.

Organization	FSM Collaborative Activities
California Fire Safe Council	Attended monthly coordinator meeting and received a social media strategies presentation.
Communication Partners (member agencies)	Shared monthly safety message in Eng/Spn with 105 communication-type partners to amplify wildfire safety tips within their networks. 60% opened.
Ecologically Sound Practice Partnership	Attended monthly meeting; provided high level update on Ember Stomp outcomes.
Fire Aside	Met in support of the Home Evaluation Program and Chipper outreach efforts; FSM to promote the success of the Chipper program using Fire Aside’s end-of-season infographic. This will appear in the Dec. newsletter.
FIRE Foundry (MarinTerns)	Met to advance projects with 4 MarinTerns. Projects include: outreach to Marin high schools to identify and engage clubs, classes, and/or climate groups about wildfire safety; identify organizations doing broom pulls to help promote and drive attendance; create social media reels with 18-34 target audience in mind. We meet monthly.
KCBS Radio	The growing partnership resulted in securing public service announcements to be aired on KCBS radio stations. These are free of charge. FSM will supply timely wildfire safety messages throughout

	<p>the year (:15 second ads), including promotion of Marin Wildfire. KCBS also did a 14-minute interview with Mark Brown on the anniversary of the Camp Fire entitled - <i>Fire Safety is Top of Mind on Anniversary of Camp Fire</i>.</p>
Marin Builders Association	<p>FSM is working with MBA to host an in-person workshop for contractors in late February or early March. The workshop, titled “<i>Grow Your Business with Home Hardening in Mind</i>,” aims to equip contractors with strategies to integrate wildfire resilience into their services. Additionally, we've collaborated with MBA to add direct links on the FSM website, making it easier for homeowners to find qualified contractors or request proposals.</p>
Marin Master Gardeners	<p>Amplified firesmart landscaping tips digitally through newsletter and social media. FSM is meeting with MMG to share content calendars so messages around fire smart landscaping are aligned with intention.</p>
Marin Wildfire	<p>Met regularly with team members to amplify MW’s programs + initiatives. Collaborated on social media mgmt and risk scores-communications for residents</p>
Nor Cal Landscape & Nursery Show	<p>Confirmed that FSM will present at Garden + Nursery show in February 2025</p>
Nor Cal Landscapers Association	<p>Sent a follow-up survey after the landscapers training in September. We learned that landscapers want photo examples of fire smart yards. This inspired initial discussion to create a photobook of examples for landscaper foreman.</p>
North Marin Community Services	<p>Participated in perception survey results and action meetings in conjunction with Marin Wildfire, OEM and Novato Fire. Advanced the newcomers packet.</p>
OEM	<p>Attended monthly local area trainings, shared wildfire safety messages with OEM, and amplified messages from OEM around Red Flag Warnings.</p>
Novato Fire	<p>Met with outreach coordinator to share FSM activities around Firewise and other education resources available at FSM.</p>

Social Media

8,350 followers / 135 posts

Social media is one of our primary outreach avenues for engaging Marin residents. We manage six feeds employing best practices and standardizing processes and strategies to optimize our efforts. FSM has a presence on Facebook, Instagram, LinkedIn, TikTok, X, Youtube.

💡 In October, Fire Safe Marin's social media presence was solid, with our content appearing over 64,000 times in users' feeds. Engagement on Facebook alone exceeded 2,800 interactions, including comments, shares, and likes, with sentiment consistently positive. LinkedIn engagement stood out, achieving nearly 12%—the highest among all platforms.

Social media plays a crucial role in our outreach by allowing us to deliver key messages in digestible pieces, address questions and comments directly, and actively engage in today's conversations around wildfire safety. Notably, one of our most popular posts highlighted Firewise communities, effectively raising awareness about their essential work and impact.

MWPA SOCIAL MEDIA & PROMOTION

2,580 followers / 28 posts

Fire Safe Marin manages the Marin Wildfire social media accounts of Facebook, Instagram, X and LinkedIn. Our team meets regularly with MW staff to ensure that messages are approved and deliver the priority needs of the MW.

💡 In October, Marin Wildfire's social media channels collectively reached approximately 15,000 users. Engagement on Facebook rose significantly with 826 interactions—an impressive increase compared to the same time last year. Content sharing has grown as well, with shares up 50% from September, particularly in video shares on YouTube, which spiked by 180% over the previous month.

The most popular content this month was "Transformation Tuesday," showcasing the Greater Novato Shaded Fuel Break. Additionally, Fire Safe Marin's participation in weekly staff meetings has strengthened our ability to share timely and relevant content, broadening the scope of information shared across social media.

PAID ADVERTISING

The Adapt to Wildfire Campaign purchases dynamically delivered ads (produced in English and Spanish) on multiple media platforms where Marin residents go for news and entertainment. Ads appear on popular websites, streaming television, YouTube, social media, Marin IJ, and other print media, as well as outdoor spaces like buses, bus stops and ferry terminal kiosks. Themes and topics are consistent with the guidance given by the Operations Committee, action-oriented, and designed to encourage the "House Out" adaptation to the wildfire risk.

MONTHLY NEWSLETTER

6,616 opens / 4.4% CTR

The newsletter is delivered to more than 12,500 subscribers each month with timely information intended to inspire action, and provide in-depth interviews, related articles, and videos featuring Marin Wildfire work, and relevant partners.

💡 Delivered to over 13,000 subscribers, the [October](#) newsletter emphasized that fire season remains active, with some of the most destructive fires, like the Camp and Tubbs Fires, occurring in October and November. It urged readers to stay vigilant and take proactive measures to protect homes and families. Additionally, it explains ember science, detailing how wildfires ignite and spread, providing insights on how to mitigate these risks. The standing section devoted to Marin Wildfire's programs and efforts highlighted the Novato Shaded Fuel Break, Risk Assessment Scoring and Mark Brown's presentation to a Firewise community at the Marin Art & Garden Center.

VIDEO PRODUCTION

FSM strives to produce messages that reflect the priorities of the MWPA, are accurate, timely, clear, accessible, engaging, and appeal to different learning needs, styles, and languages. Videos have become one of the most important and cost-effective ways to reach a targeted and diverse audience.

💡 In October, we released a new 1-minute version of *Lessons from Paradise: The Camp Fire*, featuring residents of Paradise urging Marin residents to take action now, emphasizing the urgency to take action before it happens here. This impactful video has been viewed over 17,000 times and was a driver of new subscribers to the Youtube channel.

WILDFIRE WATCH SPECIALS

Wildfire Watch TV Specials have replaced FSM webinars as a more interesting and engaging format that includes short presentations from experts, panel discussions, and short videos. FSM will continue to produce this series from the Marin TV studios on an as-needed basis.

NEW EDUCATIONAL MATERIALS

Fire Safe Marin creates and maintains a large cache of print materials that is distributed widely at community events and is accessible to community partners, fire agencies, and Firewise leaders at The Cache, a centrally located storage unit. Most of the content is printed in both Spanish and English.

💡 We continued to make progress on updating key resources, including: "Retrofitting a Home for Wildfire Resistance" guide into Spanish, and review of the original "Homeowners Guide to Wildfire Preparedness in Marin" to ensure it is current.

Fire Safe Marin collaborated with Novato Fire District, North Marin Community Services, Marin Wildfire and OEM to provide wildfire preparedness education to Armstrong Mobile Home Park

residents on October 18. To support this event, FSM updated its brochure, Wildfire Safety for Mobile Homes, created a flyer to advertise the event, and provided copies of the Wildfire Survival Checklist and Wildfire Fire Smart Yard Checklist. All materials were produced in Spanish and English.

SIGNAGE

Fire Safe Marin maintains an inventory of signs that are designed to be attached to the permanently installed Firewise neighborhood signs. In addition, these same signs are available as yard signs and can be picked up or exchanged at the Cache. Signs include *Did You Know* wildfire safety messages, *Open Your Wildfire Risk Report* and Evacuation Drill date announcement. Available in English and Spanish.

💡 We are collecting lawn signs that are in the community, taking inventory, and will restock signs in time for the spring. The most popular signs are Did You Know messages.

RESPONSE TO THE PUBLIC

53 emails + 12 calls

FSM is a proactive and responsive resource for Marin residents. We receive a steady stream of emails and calls including those that come through social media channels.

💡 We continued to receive a steady flow of emails in October while call volume fell off. Most of the inquiries relate to actions identified in the home evaluation report or around finding a contractor or handyman to do this type of work. It continues to be noteworthy that questions are more sophisticated, nuanced and challenging. Thanks to supporters like Steve Quarles, Rich Shortall, and Todd Lando who provide their insight and expertise.

SCHOOL PROGRAMS

We have developed an elementary program, Ready, Set, Go! (in English and Spanish) that is endorsed by superintendents countywide as part of the Marin School's Emergency Preparedness programming. We continue our in-person classroom program at Terra Linda HS as well as support a local wildfire prevention club at Archie Williams.

💡 The Terra Linda High School student group gained hands-on experience in vegetation management by pulling french broom on San Pedro Ridge in San Rafael. Along with a few cases of poison oak, they took home the satisfaction of contributing to their community by removing this invasive weed. The group is now creating social media content to educate peers on wildfire evacuation preparedness, emphasizing that even in cooler months, wildfire risks remain.

PROFESSIONAL TRAINING

FSM worked with the Northern California Landscaper Association, FIRE Foundry and Marin Master Gardeners to develop a guide for homeowners and landscape contractors to work together to make wildfire safety improvements to their property. This training was delivered to NorCal landscapers and is available on the website.

💡 We are preparing for an in-person workshop for contractors focused on home hardening, in cooperation with Marin Builders. Scheduled for early 2025, this training will emphasize business growth opportunities within home hardening services. We're developing the curriculum based on the recent *Retrofitting a Home for Wildfire Resistance* report by Headwaters.

HOME EVALUATION SUPPORT

FSM meets with representatives from MW, Fire Aside and the various fire agencies to find ways to promote the home evaluation program. In addition, the home evaluation report links directly to selected pages on the FSM website that provide helpful information for residents who need to make

💡 FSM continued to support the home evaluation program by responding to phone calls and emails.

EMBER STOMP

A free wildfire prevention festival that invites the community to learn how we can all prepare for wildfire. The 3rd annual Ember Stomp wildfire prevention festival was held on Saturday, September 7, at the Marin Fairgrounds, from 11am to 5pm, drawing an estimated 5,000 attendees. The event featured 20 major sponsors, 75 participating organizations, and 100 volunteers, bringing together leaders in wildfire prevention and the community with the shared goal of making Marin safer from wildfires. Media coverage was robust, with multiple outlets, including KCBS, ABC, and NBC, reporting on the event.

💡 Our team held a debrief on Ember Stomp, reviewing successes, evaluating demos and exhibits, and starting to explore options for what it would take to produce the event again next year.

FY2025 Deliverables

Deliverables
Increased reach + engagement

Ambassador Program Firewise Website & YouTube Bilingual Content	Video Production Wildfire Watch Specials New Educational Materials Print & Outdoor
Community Partnerships	Response to Public
Social Media	School Programs
MWPA Social Media & Promotion	Professional Training
Paid Advertising	Home Evaluation Support
Newsletter	Ember Stomp*

Comprehensive Monthly & Annual Reports

5

FIRE SAFE MARIN

Monthly Report **October 2024**

tracking outreach performance and activities through quantifiable measurements
in support of Marin Wildfire public education objectives



Last Month (Oct 1 - 31)

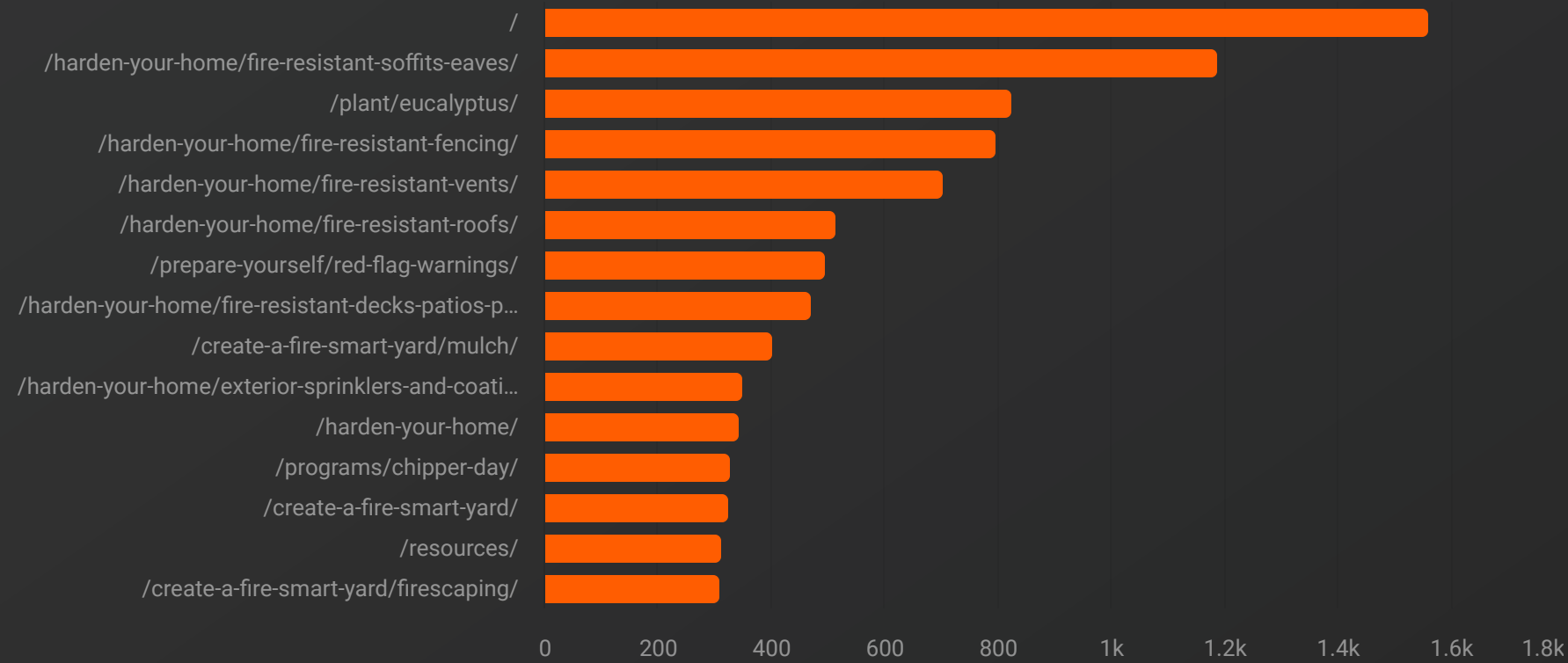
Website Users

10,169



Last Month (Oct 1 - 31)

Sessions by Page



Last Month (Oct 1 - 31)

Engaged Sessions by Country

Metric	Value	vs prev
United States	5,516	▼ 23%
Canada	178	▲ 1%
Australia	155	▲ 5%
United Kingdom	99	▼ 7%
India	73	▲ 66%
Philippines	35	▲ 94%

Last Month (Oct 1 - 31)

Page Views

16,702

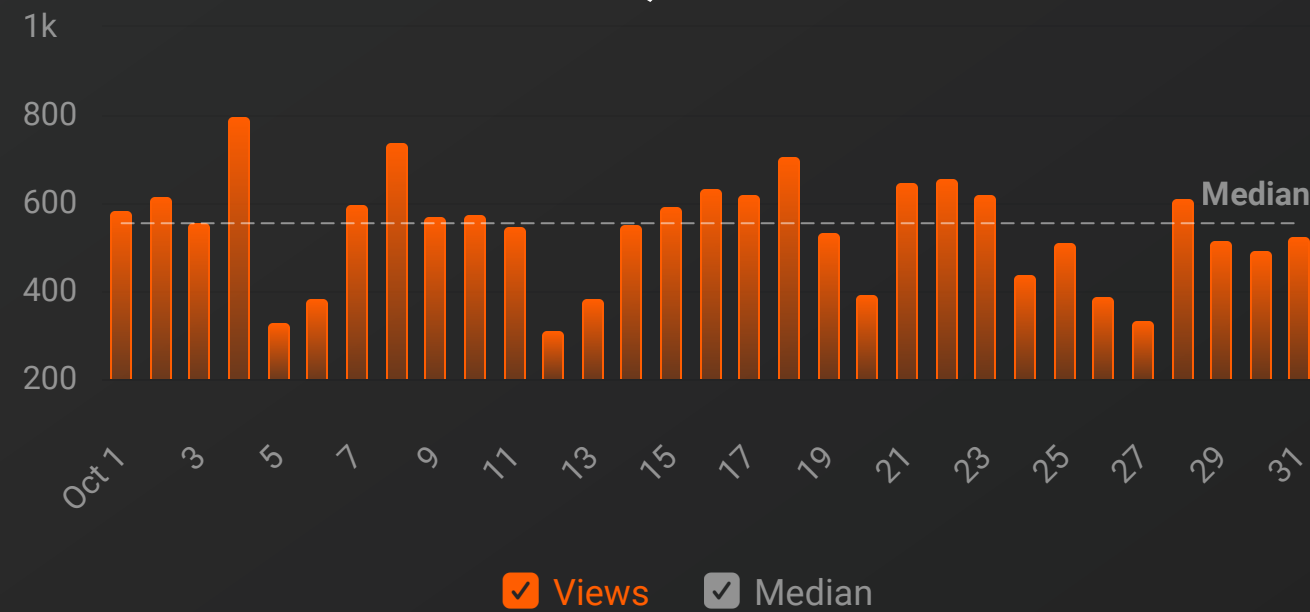


Last Month (Oct 1 - 31)

Last Month (Oct 1 - 31)

Page Views

16,702



Last Month (Oct 1 - 31)

Engagement Rate

53.06%



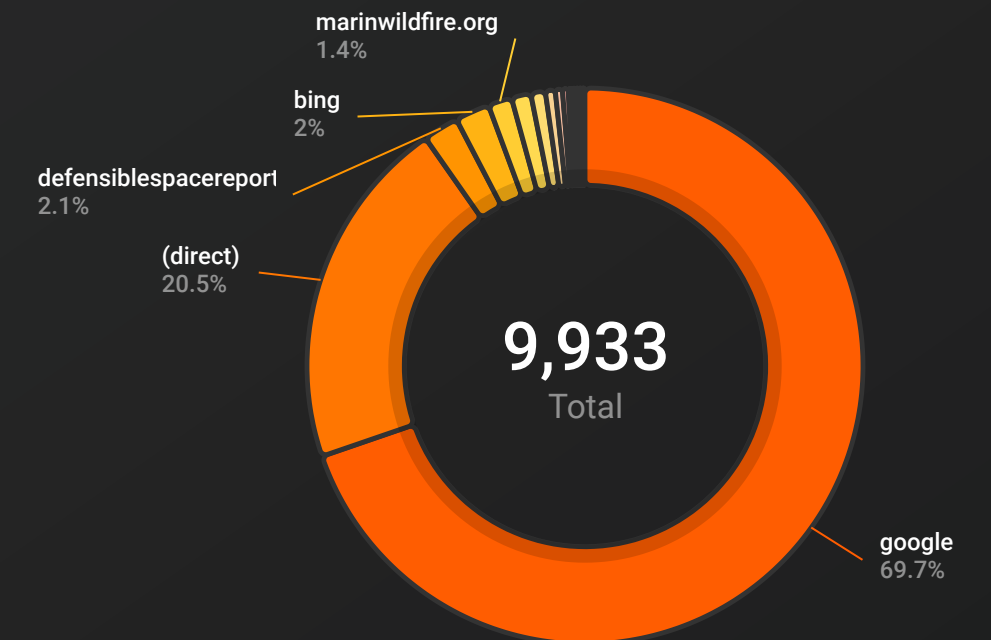
Average Session Duration

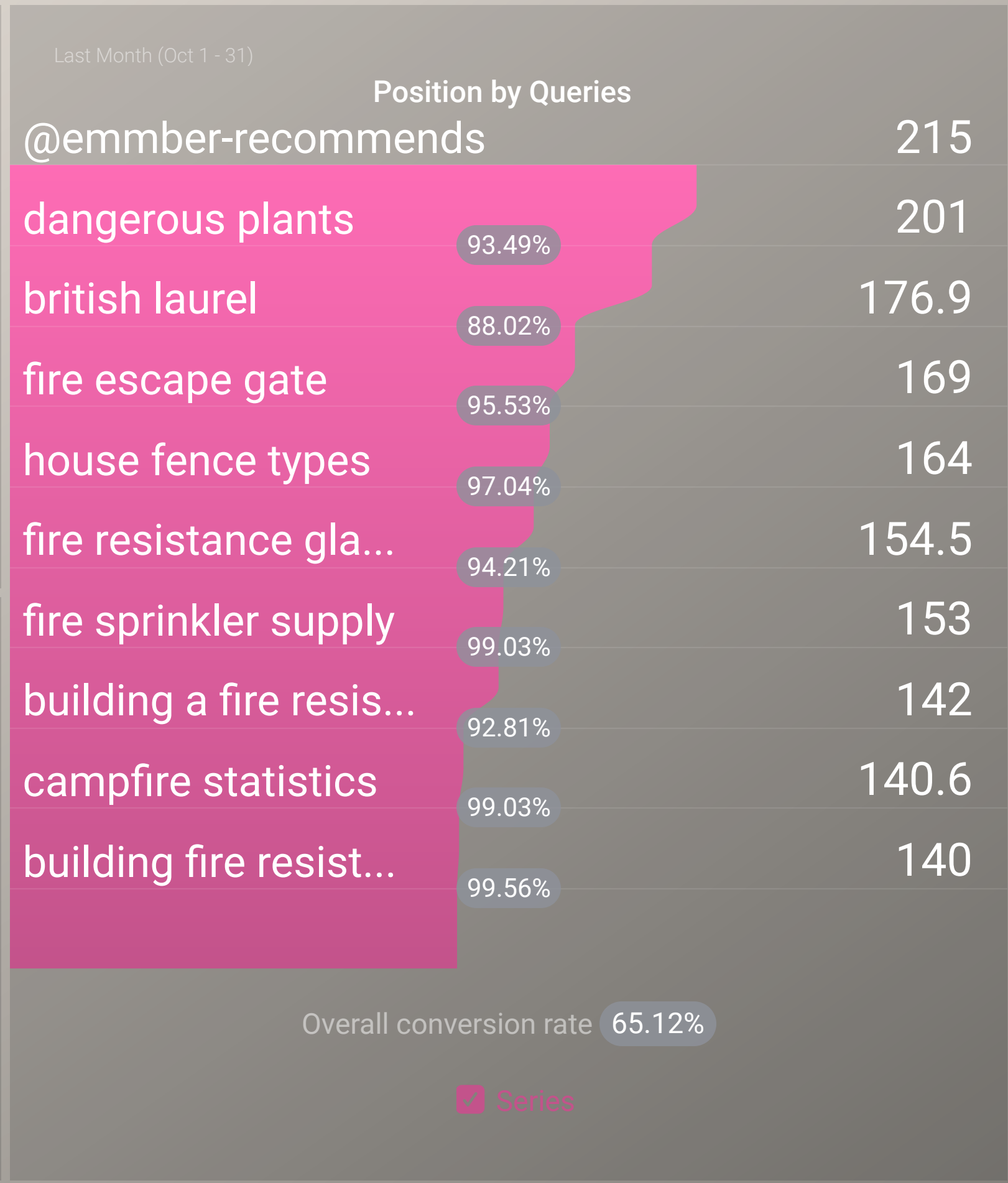
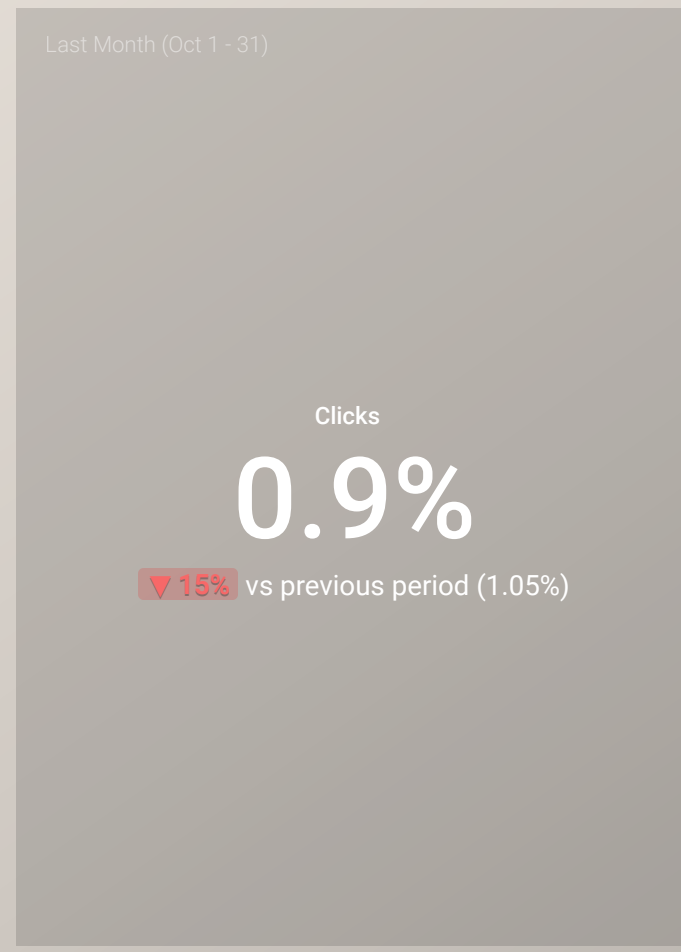
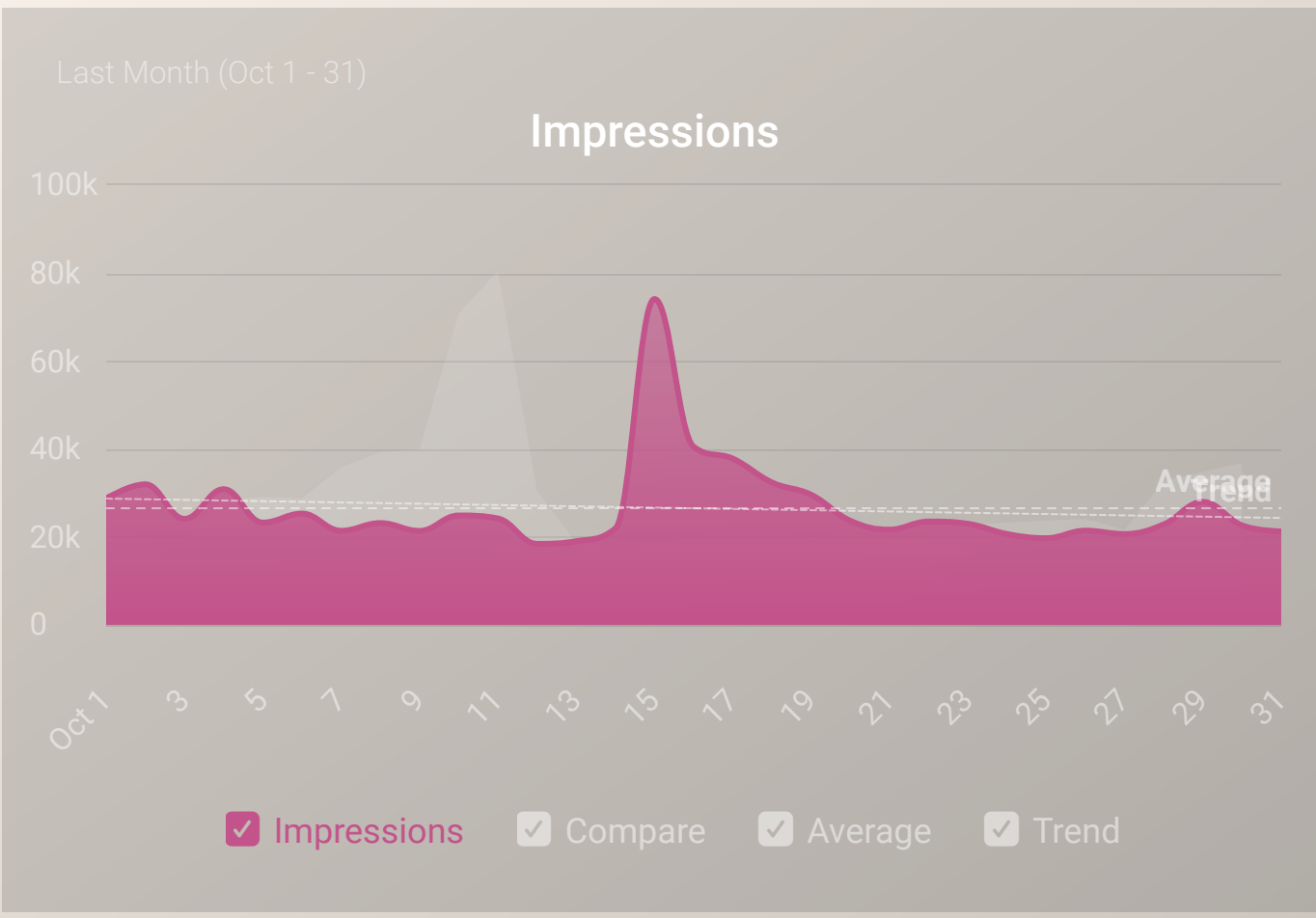
2m 25s

0% vs 1 year ago (2m 26s)

Last Month (Oct 1 - 31)

Active Users by Source





Last Month (Oct 1 - 31)

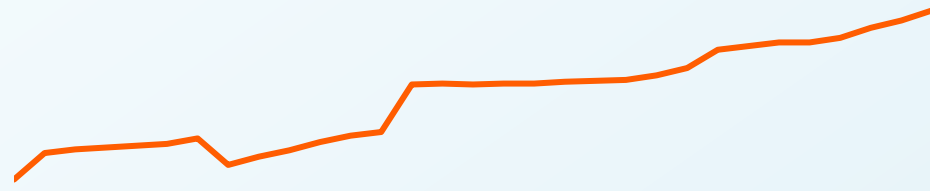
Queries Overview

Query	Impressions	vs prev	Clicks	vs prev	CTR by Queries	vs prev
red flag warning	47,785	▲ 310%	119	▲ 1,090%	0.25%	▲ 190%
fire safe marin	192	▼ 19%	111	▼ 19%	57.81%	0%
firesafe marin	119	▼ 24%	67	▼ 17%	56.3%	▲ 9%
chipper day marin	89	▲ 10%	53	▼ 5%	59.55%	▼ 14%
eucalyptus tree	20,516	▼ 66%	43	▼ 35%	0.21%	▲ 92%
eucalyptus tree california	588	▼ 17%	35	▼ 20%	5.95%	▼ 4%
diablo winds	2,442	▲ 517%	26	▲ 1,200%	1.06%	▲ 111%

Last Month (Oct 1 - 31)

FSM News Subscribers

13,230



Last Month (Oct 1 - 31)

Firewise
420

Last Month (Oct 1 - 31)

Communication Partners
105

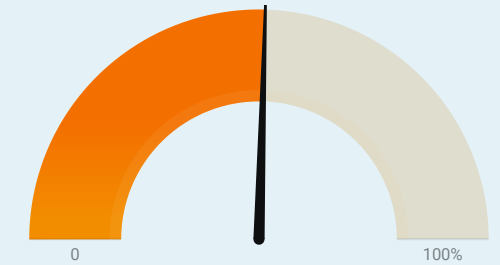
Last Month (Oct 1 - 31)

FY24-25 Opens
26,117

Last Month (Oct 1 - 31)

Open Rate - July 2024

50.88%



Last Month (Oct 1 - 31)

New Subscribers

196

▼ 21% vs previous period (247)

Last Month (Oct 1 - 31)

Open Rate by Campaign

#	Metric	Value	vs 1Y ago
1	February 2024 (02/13/2024 15:15:00)	62.59%	
2	January 2024 (01/17/2024 15:30:00)	54.4%	
3	September 2024 (09/11/2024 14:45:00)	53.84%	
4	March 2024 (03/12/2024 15:15:00)	52.72%	
5	April 2024 (04/16/2024 15:00:00)	52.65%	
6	May 2024 (05/14/2024 14:30:00)	52.14%	
7	August 2024 (08/13/2024 15:15:00)	51.22%	
8	October 2024 (10/08/2024 14:45:00)	50.88%	

Last Month (Oct 1 - 31)

Open Rate vs Industry Avg.

September 2024 (09/11/2024 ...)

6,894

▲ 2,696,028% vs Recent Campaigns Industry Avg. Open Rate (0.26)

August 2024 (08/13/2024 ...)

6,520

▲ 2,549,763% vs Recent Campaigns Industry Avg. Open Rate (0.26)

October 2024 (10/08/2024 ...)

6,616

▲ 2,587,307% vs Recent Campaigns Industry Avg. Open Rate (0.26)

July 2024 (07/16/2024 22:00:00)

6,087

▲ 2,380,424% vs Recent Campaigns Industry Avg. Open Rate (0.26)

Last Month (Oct 1 - 31)

Newsletters Opens

6,616

Last Month (Oct 1 - 31)

Click Rate by Campaigns

4.38%

Last Month (Oct 1 - 31)

CTR vs Industry Avg.

Metric	Value	vs undefined
Click Rate by Campaigns	4.38%	▲ 121%

Last Month (Oct 1 - 31)

ALL followers

8,357

▲ 1% vs previous period (8,265)

Last Month (Oct 1 - 31)

Facebook Followers

3,171

0% vs previous period (3,158)

Last Month (Oct 1 - 31)

Twitter/X Followers

1,653

0% vs previous period (1,652)

Last Month (Oct 1 - 31)

IG Followers

1,733

▲ 2% vs previous period (1,691)

Last Month (Oct 1 - 31)

YouTube Subscribers

1,480

▲ 2% vs previous period (1,450)

Last Month (Oct 1 - 31)

LinkedIn Followers

255

▲ 16% vs previous period (220)

Last Month (Oct 1 - 31)

FB Impressions

32,276

▼ 82% vs previous period (180.3k)

Last Month (Oct 1 - 31)

IG Comments

9

▼ 18% vs previous period (11)

Last Month (Oct 1 - 31)

IG Impressions

17,053

▼ 61% vs previous period (43,986)

Last Month (Oct 1 - 31)

YT Shares

144

▼ 22% vs previous period (184)

Last Month (Oct 1 - 31)

YT Views

11,573

▲ 67% vs previous period (6,939)

Last Month (Oct 1 - 31)

LinkedIn Overview

Page Activities	Value
Reactions	86
New Followers	35
Comments	6
Company Home Page Views	87
Shares	2
Clicks	69

Last Month (Oct 1 - 31)

FB Click To Play Video Views

25

▼ 97% vs previous period (870)

Last Month (Oct 1 - 31)

FB Video View Time

13h 7m 59s

▼ 84% vs previous period (3d 10h 54m 19s)

New X tweets

22

▲ 47% vs previous period (15)

Last Month (Oct 1 - 31)

IG New Posts

12

▼ 14% vs previous period (14)

Last Month (Oct 1 - 31)

Views by Traffic Source

Metric	Value	vs prev
YouTube advertising	4,990	
External sources	2,546	▲ 5%
YouTube search	1,319	▼ 7%
Suggested videos	919	▼ 27%
Direct or unknown	701	▼ 13%
Subscribers	512	▼ 21%
Shortss	172	▲ 1,464%



Last Month (Oct 1 - 31)

Post Reach

28,761

▼ 80% vs previous period (140.6k)

Last Month (Oct 1 - 31)

Post Reach - Paid

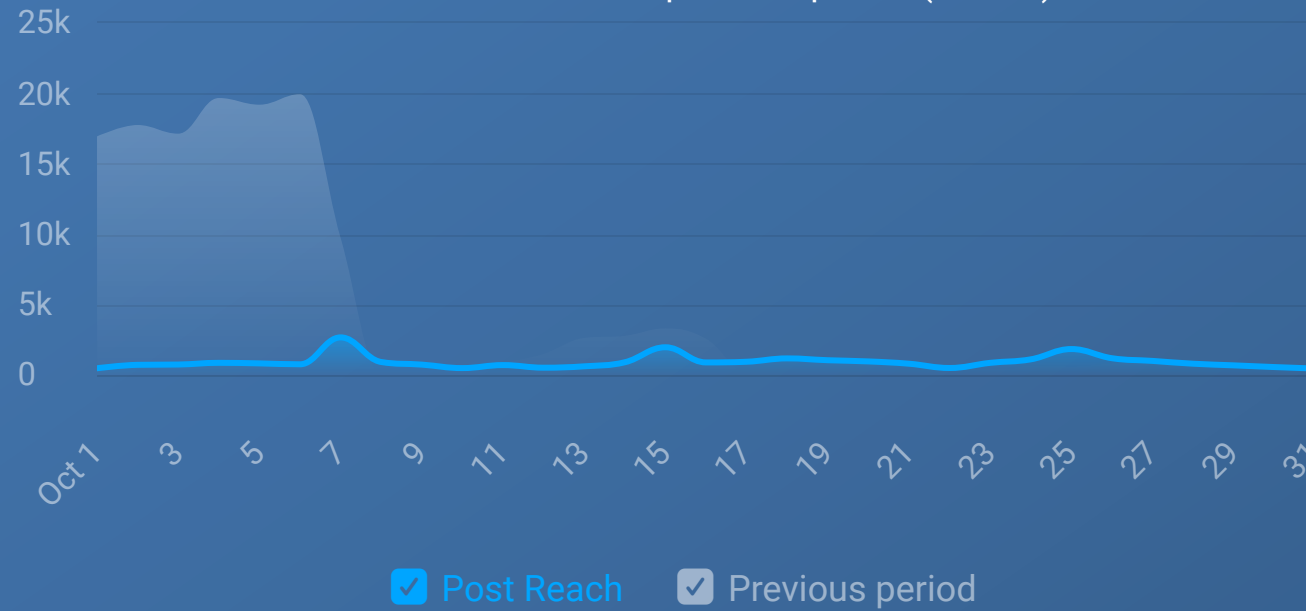
21,251

▼ 84% vs previous period (134.4k)

Last Month (Oct 1 - 31)

Post Reach

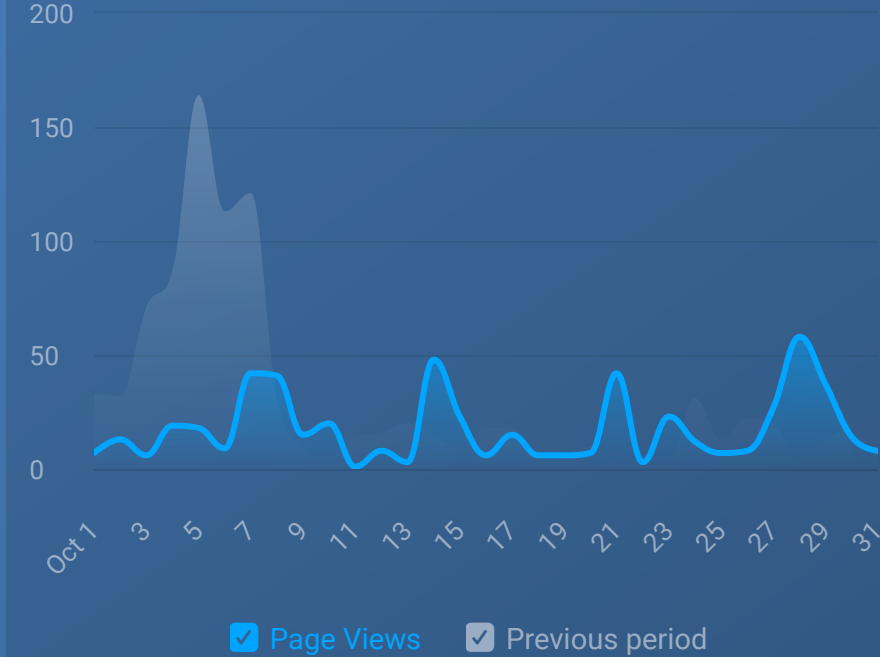
28,761 ▼ 80% vs previous period (140.6k)



Last Month (Oct 1 - 31)

Page Visits

552 ▼ 41% vs previous period (931)



Last Month (Oct 1 - 31)

Post Engagements

2,881

▼ 8% vs previous period (3,137)

Last Month (Oct 1 - 31)

Page Likes/Unlikes Overview

Page Likes

16

▼ 41% vs previous period (27)

Page Unlikes

2

▼ 60% vs previous period (5)

Last Month (Oct 1 - 31)

Posts Published

20

▲ 25% vs previous period (16)

Last Month (Oct 1 - 31)

Most Recent Posts

#	Title	Reach	Clicks
1	Up to 90% of homes that burn during a wildfire are ignited by (2024-10-07)	3,324	37
2	Our firefighters are working hard to protect Marin from wildfire. (2024-10-21)	3,279	169
3	You won't believe this time lapse... Check out a recap of the (2024-10-14)	3,235	89
4	What is Firewise? The NFPA's Wildfire and Firewise USA Programs (2024-10-25)	1,943	245
5	Wildfire preparedness in action ☑ Cascade Canyon Firewise (2024-10-11)	1,707	60



Last Month (Oct 1 - 31)

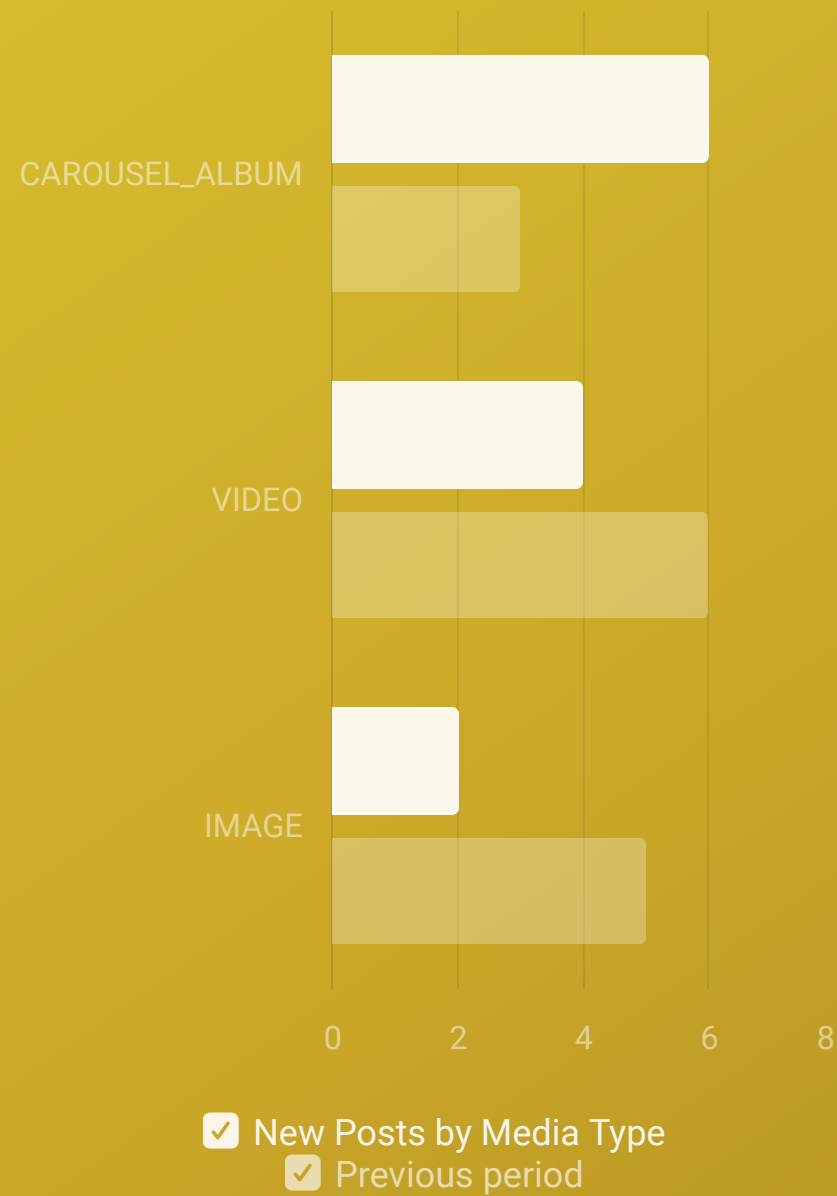
New Posts

12

▼ 14% vs previous period (14)

Last Month (Oct 1 - 31)

New Posts by Media Type



Last Month (Oct 1 - 31)

New Posts by Likes Count

Post	Value	vs prev
Could a major wildfire happen in Marin County. The answer lies in Marin's wildfire history and the factors that	45	
90% of home ignitions are caused by burning embers that travel ahead of wildfire, igniting leaves and things next	43	
What is Firewise? ... (10/25/2024 15:30:54)	38	
Watch this urgent message ☒ ... (10/28/2024 15:02:18)	20	
Up to 90% of homes that burn during a wildfire are ignited by burning embers that land close to the house. You can	19	
Shoutout to our student ambassadors! ... (10/23/2024 14:04:23)	18	
Time lapse from Ember Stomp! Check out the wildfire prepared home program from @ibhs_org. Are you	17	
Wildfire preparedness in action ☒ ... (10/11/2024 15:16:12)	16	

Last Month (Oct 1 - 31)

New Posts by Comments Count

Posts	Value	vs prev
What is Firewise? ... (10/25/2024 15:30:54)	3	
90% of home ignitions are caused by burning embers that travel ahead of wildfire, igniting leaves and things next	2	
Could a major wildfire happen in Marin County. The answer lies in Marin's wildfire history and the factors that	2	
Be prepared for power outages ☒ ... (10/02/2024 14:03:59)	2	
Wildfire preparedness in action ☒ ... (10/11/2024 15:16:12)	0	
☒ URGENT - The U.S. National Weather Service has issued a Red Flag Warning for Marin County and throughout the	0	
Shoutout to our student ambassadors! ... (10/23/2024 14:04:23)	0	
Watch this urgent message ☒ ... (10/28/2024 15:02:18)	0	



Last Month (Oct 1 - 31)

Followers

1,653



0% vs previous period (1,652)

Last Month (Oct 1 - 31)

Tweets

22

▲ 47% vs previous period (15)

Last Month (Oct 1 - 31)

Total Followers

54

Last Month (Oct 1 - 31)

Likes

6

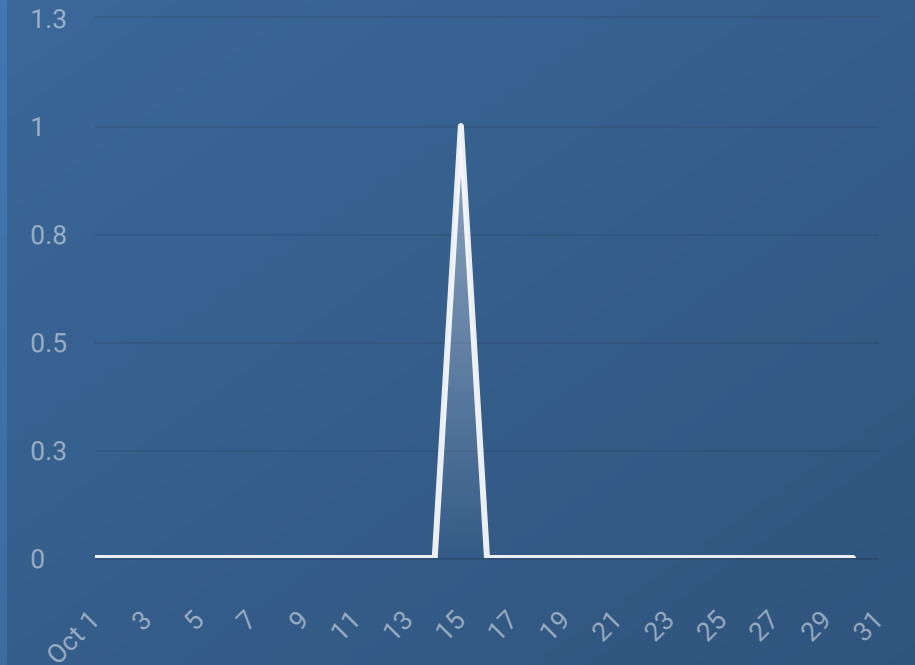
Last Month (Oct 1 - 31)

Total Views

30,275

Last Month (Oct 1 - 31)

New Followers



New Followers

Last Month (Oct 1 - 31)

Reactions

Metric	Value
Reactions	38



Last Month (Oct 1 - 31)

Performance

Metrics	Value	vs 1Y ago
Views	11,573	▲ 91%
Likes	97	▼ 28%
Dislikes	4	▲ 33%
Comments	6	▼ 74%
Shares	144	▼ 22%
Average View Duration	2m 2s	▼ 38%
Average Percentage Viewed	40.03%	▲ 26%
Subscribers Gained	36	▼ 22%
Subscribers Lost	5	0%

Last Month (Oct 1 - 31)

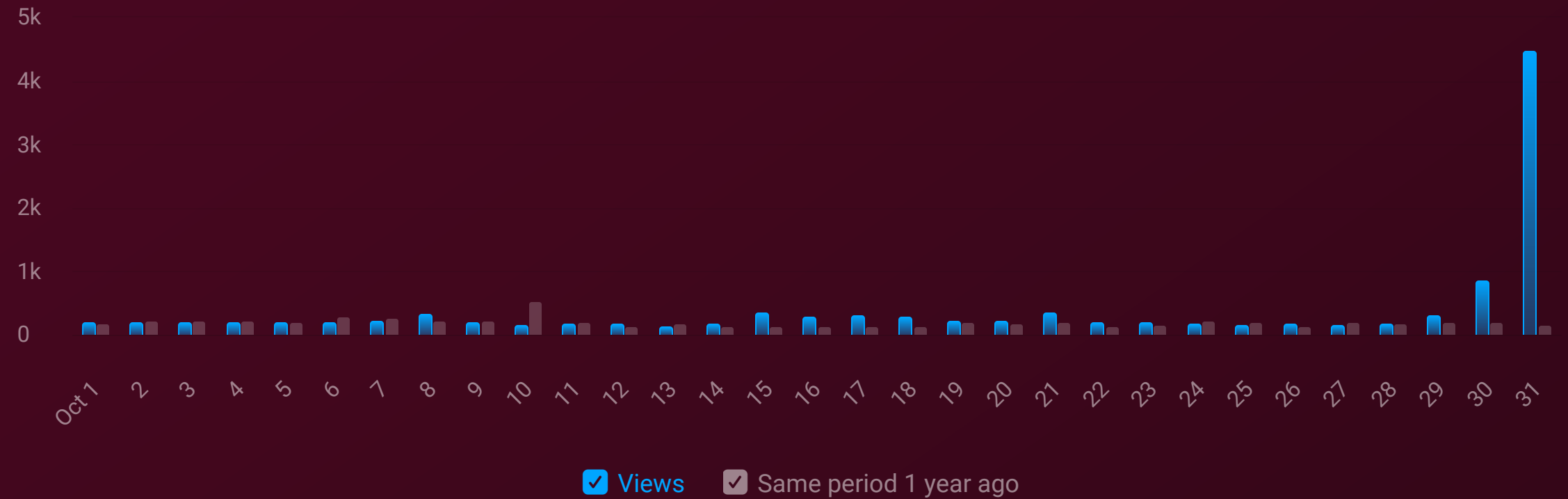
Views
11,573
 ▲ 67% vs previous period (6,939)

Last Month (Oct 1 - 31)

Youtube Subscribers
1,480
 ▲ 2% vs previous period (1,450)

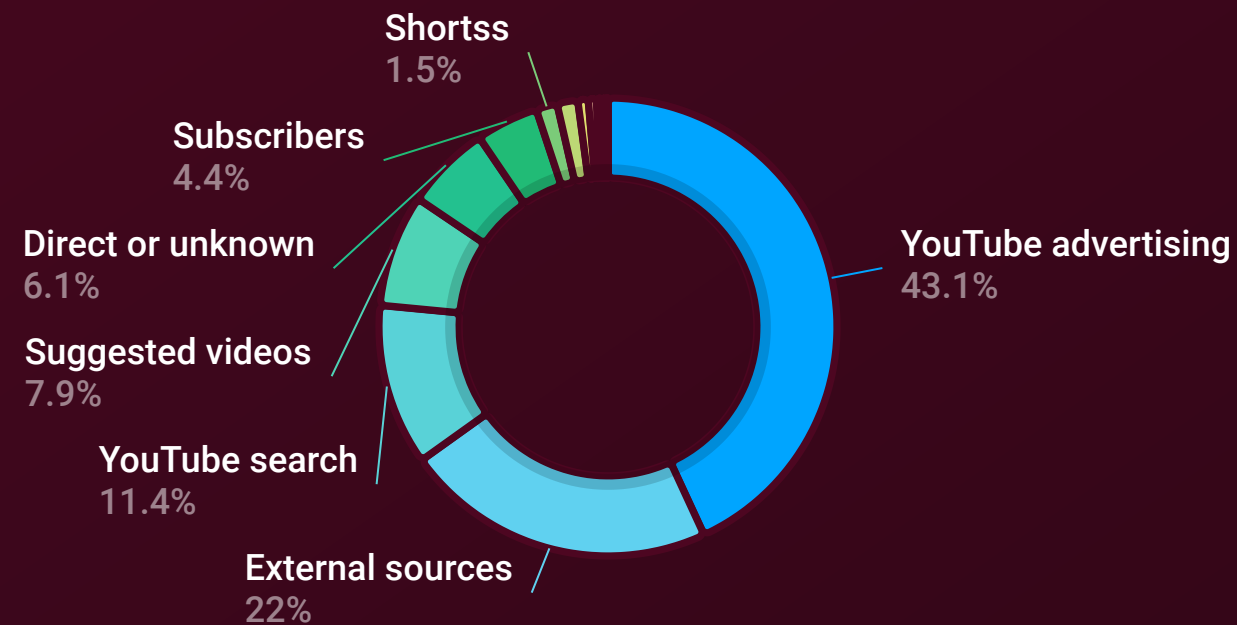
Last Month (Oct 1 - 31)

Views



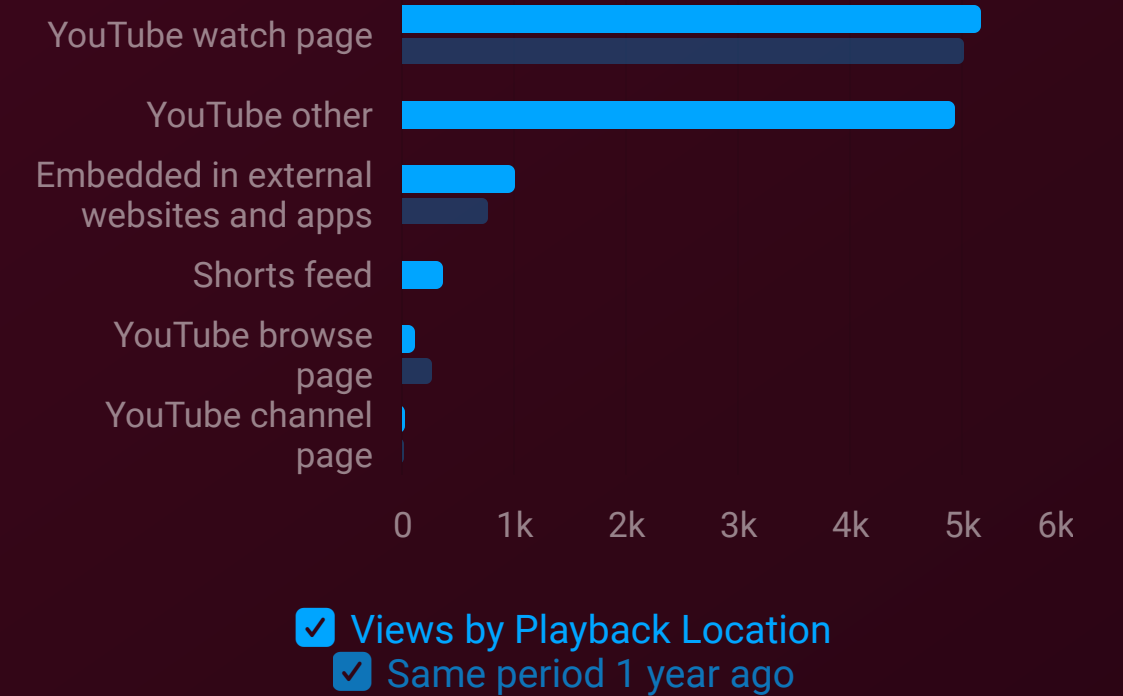
Last Month (Oct 1 - 31)

Views by Traffic Source



Last Month (Oct 1 - 31)

Views by Playback Location



Last Month (Oct 1 - 31)

Total Events - Oct. 2024

7

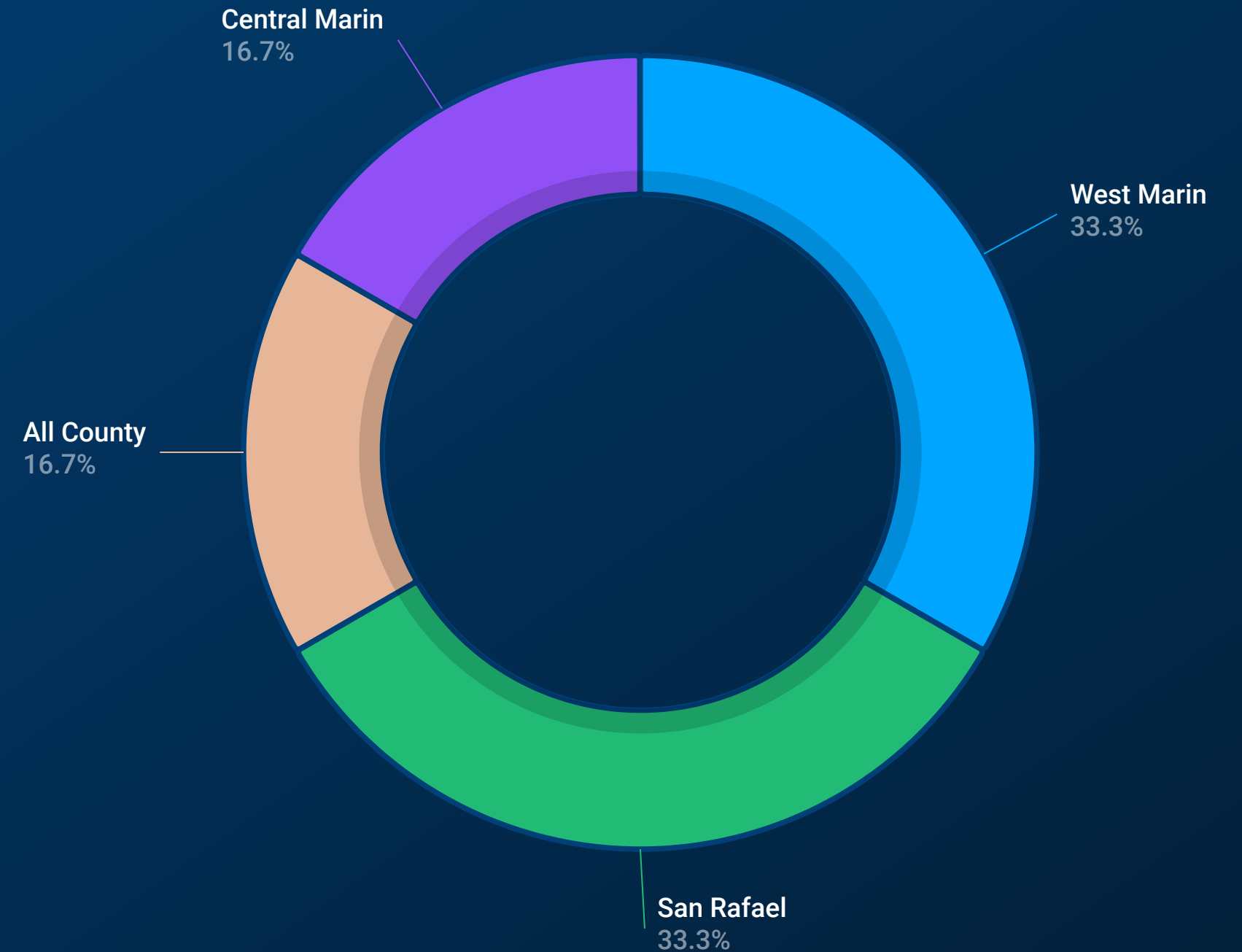
Last Month (Oct 1 - 31)

October Engagements

Metric	Value
Civic Center Farmers Market	110
Mont Marin/San Rafael Park Neighborhood Assn	100
Station 62 Open House Pancake Breakfast	100
Pt Reyes Station Health & Wellness Fair	50
Central Marin Fire Open House	50
San Geronimo Health and Wellness Fair	35
Latino Heritage Celebration	30

Last Month (Oct 1 - 31)

Events by Zone - Oct. 2024



Last Month (Oct 1 - 31)

Total Engagements - Oct. 2024

475





Marin Wildfire Social Media Metrics

Promoting the projects, initiatives, and work of Marin Wildfire
October 2024

Last Month (Oct 1 - 31)

IG Impressions
3,437
▲ 5% vs previous period (3,262)

Last Month (Oct 1 - 31)

IG Posts
5
▼ 29% vs previous period (7)

Last Month (Oct 1 - 31)

IG Followers
1,227
▲ 1% vs previous period (1,211)

Last Month (Oct 1 - 31)

YT Views
199
▲ 180% vs previous period (71)

Last Month (Oct 1 - 31)

YT Watch Time
22h 46m 0s
▲ 287% vs previous period (5h 53m 0s)

Last Month (Oct 1 - 31)

LI Impressions
1,345
▼ 31% vs previous period (1,947)

Last Month (Oct 1 - 31)

LI Updates
4
0% vs previous period (4)

Last Month (Oct 1 - 31)

LI Engagements
19
▼ 5% vs previous period (20)

Last Month (Oct 1 - 31)

Followers
161
▲ 9% vs previous period (148)

Last Month (Oct 1 - 31)

YT Comments
0
0% vs previous period (0)

Last Month (Oct 1 - 31)

FB Impressions
9,171
▼ 25% vs previous period (12,258)

Last Month (Oct 1 - 31)

FB Posts
13
▲ 30% vs previous period (10)

Last Month (Oct 1 - 31)

FB Followers
585
0% vs previous period (583)

Last Month (Oct 1 - 31)

FB Comments
No data to display

Last Month (Oct 1 - 31)

Views by Video

Metric	Value	vs prev
Views	199	▲ 180%
How to Apply for a Marin Wildfire Grant	130	▲ 6,400%
Marin Wildfire Board of Directors Meeting - September 19,	17	▼ 19%
Get Ready Marin County: Know Your Zone	12	▲ 50%
Marin County Zonehaven Training Video	6	▲ 100%
Marin Wildfire Board of Directors Meeting - May 16, 2024	6	▲ 500%
ESP: Wildfires and Climate Change - July 10, 2024	2	▼ 50%
Marin Wildfire Board of Directors Meeting	2	

Last Month (Oct 1 - 31)

Posts Published

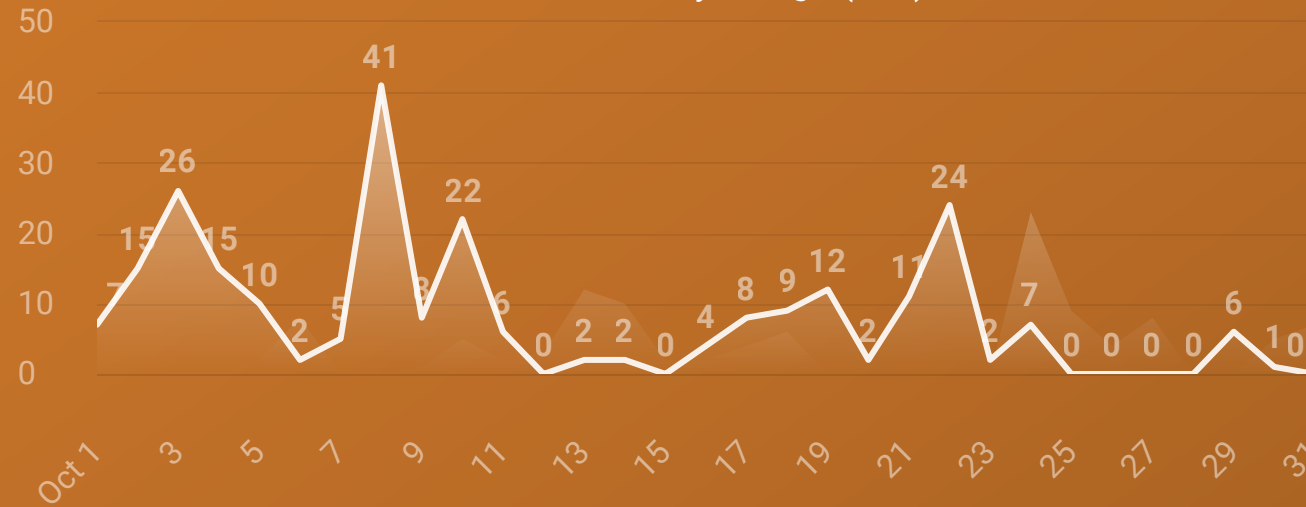
13

▲ 550% vs 1 year ago (2)

Last Month (Oct 1 - 31)

Page Views

247 ▲ 115% vs 1 year ago (115)



☑ Page Views ☑ Same period 1 year ago

Last Month (Oct 1 - 31)

Post Reach

Metric

Value

△

Post Reach

6,691 ▲ 2,406%

There is still time to reserve your spot for Chipper Day in Marin! (2024-10-03)

139

#TransformationTuesday! The Greater Novato Shaded Fuel Break (2024-10-01)

126

Marin Wildfire Prevention, Novato Fire Protection District, Marin (2024-10-17)

41

We are at the height of treatment season and crews are making (2024-10-08)

16

Read the Marin Independent Journal article about the new "dynamic (2024-10-10)

12

Goal: Vegetation Management. Through programs and funding,

11

COULD IT HAPPEN HERE 📺 This video collaboration

0

Last Month (Oct 1 - 31)

Page Impressions

9,171

▼ 25% vs previous period (12,258)

Last Month (Oct 1 - 31)

Post Impressions

7,712

▲ 2,013% vs 1 year ago (365)

Last Month (Oct 1 - 31)

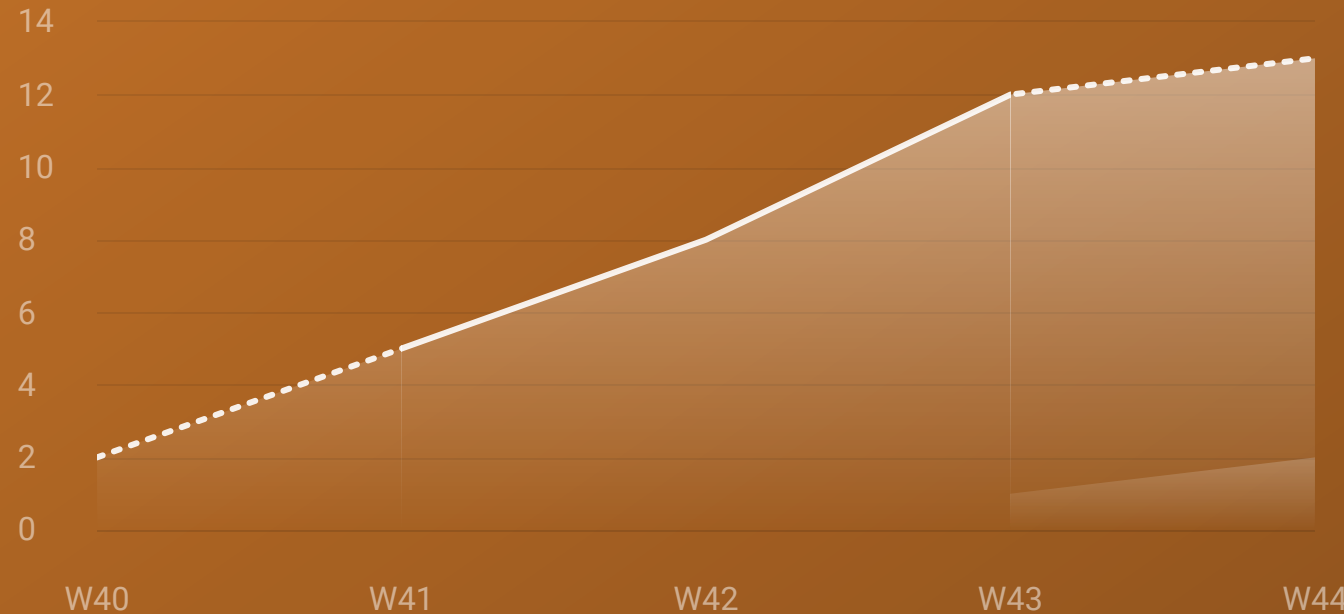
Post Engagements

826

▲ 3,204% vs 1 year ago (25)

Last Month (W40 - W44)

Posts Published



☑ Posts Published ☑ Same period 1 year ago

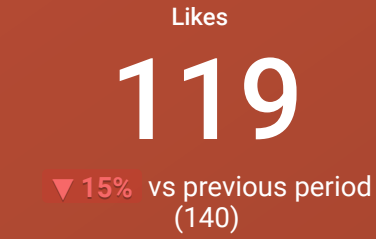
Last Month (Oct 1 - 31)



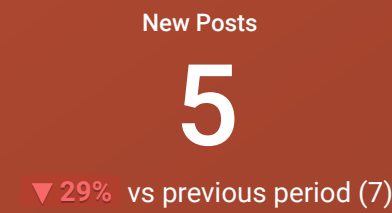
Last Month (Oct 1 - 31)



Last Month (Oct 1 - 31)



Last Month (Oct 1 - 31)



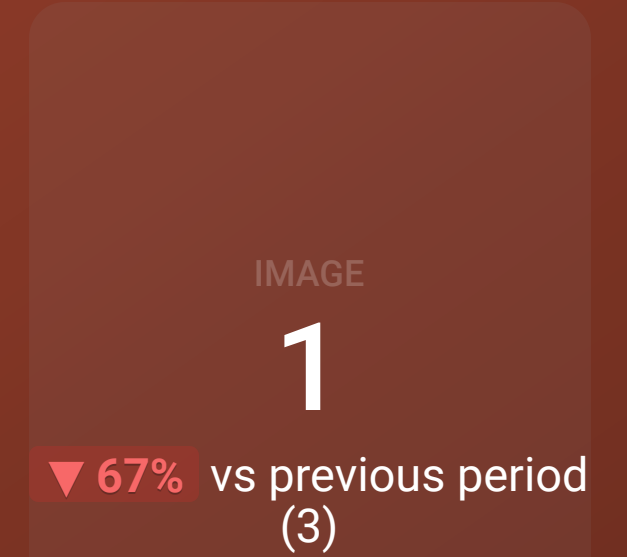
Last Month (Oct 1 - 31)

New Posts by Likes Count

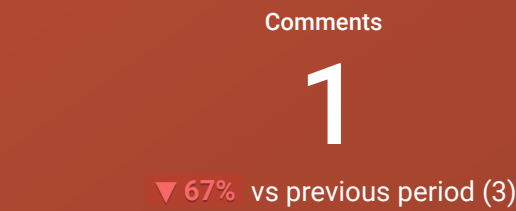
#	Metric	Value	vs prev
1	We are at the height of treatment season and crews are making great progress in @townoffairfax on the	26	
2	Marin Wildfire, @novato_fire_district , @marincountyparks , and the Ecologically Sound Practices	20	
3	There is still time to reserve your spot for Chipper Day in Marin! Help protect your home by removing dead	17	
4	#TransformationTuesday! ... (10/01/2024 14:30:54)	16	
5	The South San Pedro Mountain Fuel Reduction Project is a collaboration between with State Parks, and	15	
6	We are constantly working toward our goal of vegetation management in Marin County with the help of our	11	
	Total	105	

Last Month (Oct 1 - 31)

New Posts by Media Type



Last Month (Oct 1 - 31)



Last Month (Oct 1 - 31)



Last Month (Oct 1 - 31)



Last Month (Oct 1 - 31)



Last Month (Oct 1 - 31)

Main Metrics

Followers
608

▲ 1% vs previous period (604)

Following
187

0% vs previous period (187)

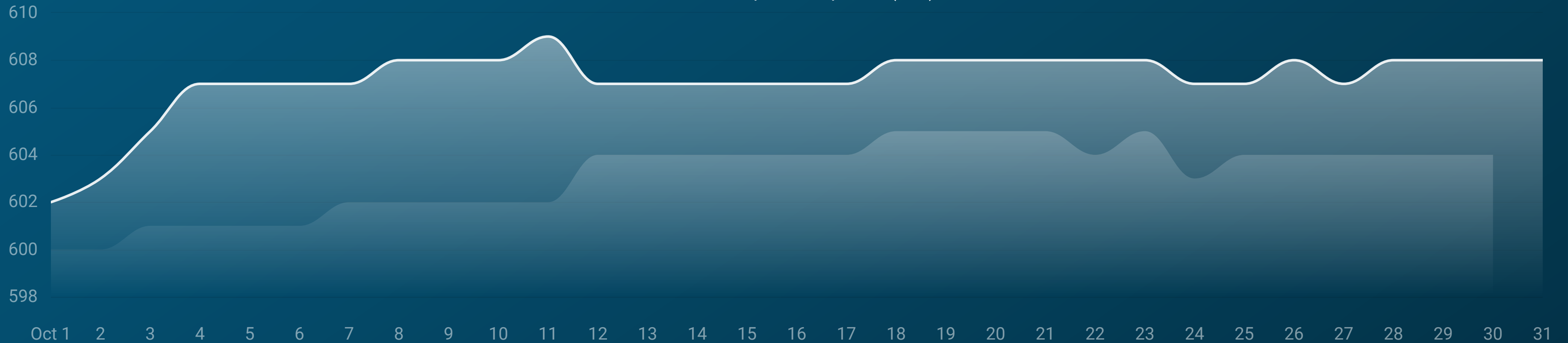
New tweets
6

▼ 25% vs previous period (8)

Last Month (Oct 1 - 31)

Followers Growth

608 ▲ 1% vs previous period (604)



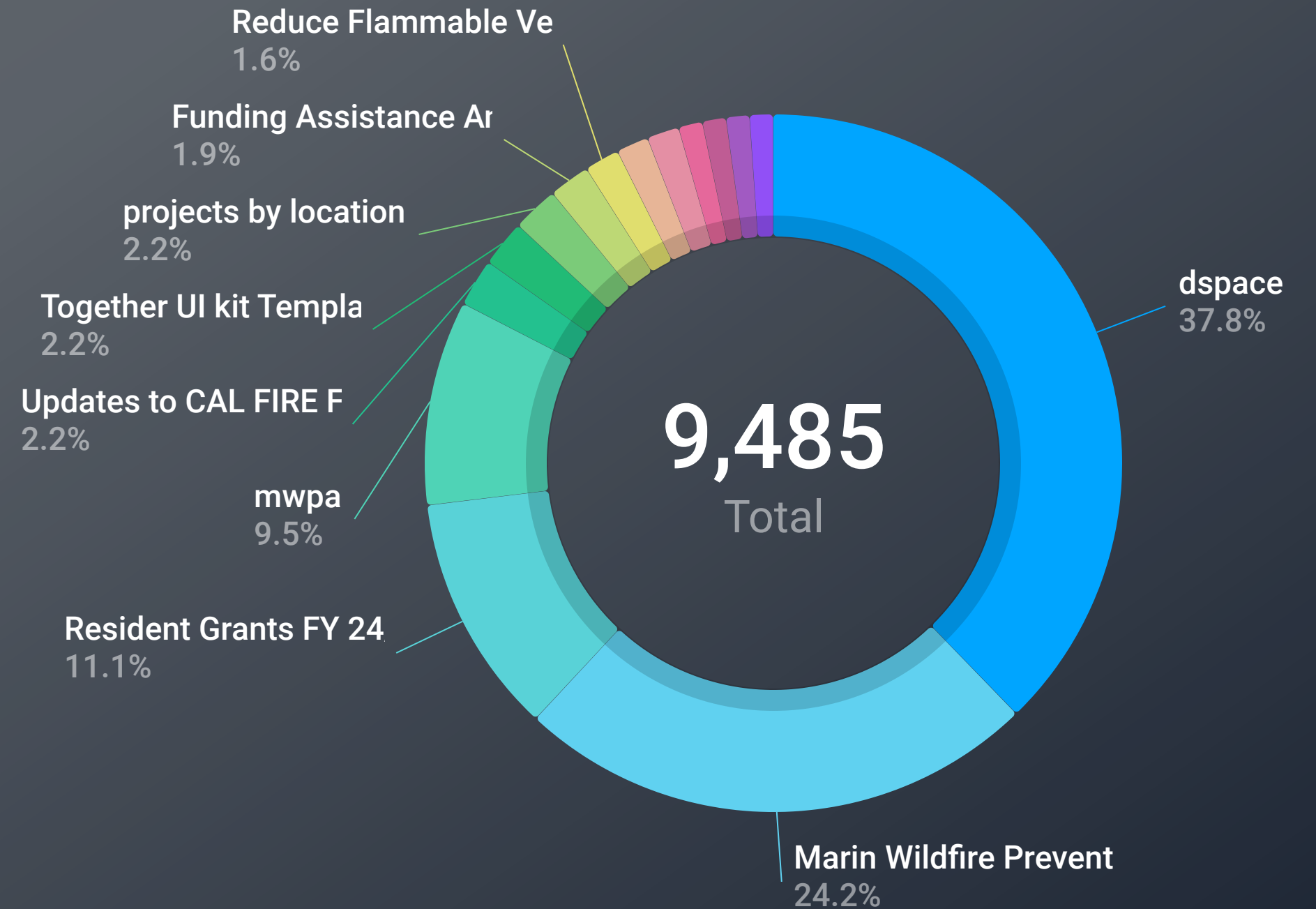
Last Month (Oct 1 - 31)

Views by Page Title

Metric	Value	vs prev
dspace	3,581	▼ 29%
Marin Wildfire Prevention Authority	2,294	▼ 8%
Resident Grants FY 24/25	1,057	▼ 14%
mwp	900	▼ 10%
Updates to CAL FIRE Fire Hazard Severity Zone Map	210	▲ 9%
projects by location	204	▼ 30%
Together UI kit Template for Charity Agencies	204	▲ 4%
Funding Assistance And Partnerships	181	▼ 5%
Reduce Flammable Vegetation	154	▼ 63%

Last Month (Oct 1 - 31)

Views by Page Title



Last Month (Oct 1 - 31)

Posts Published

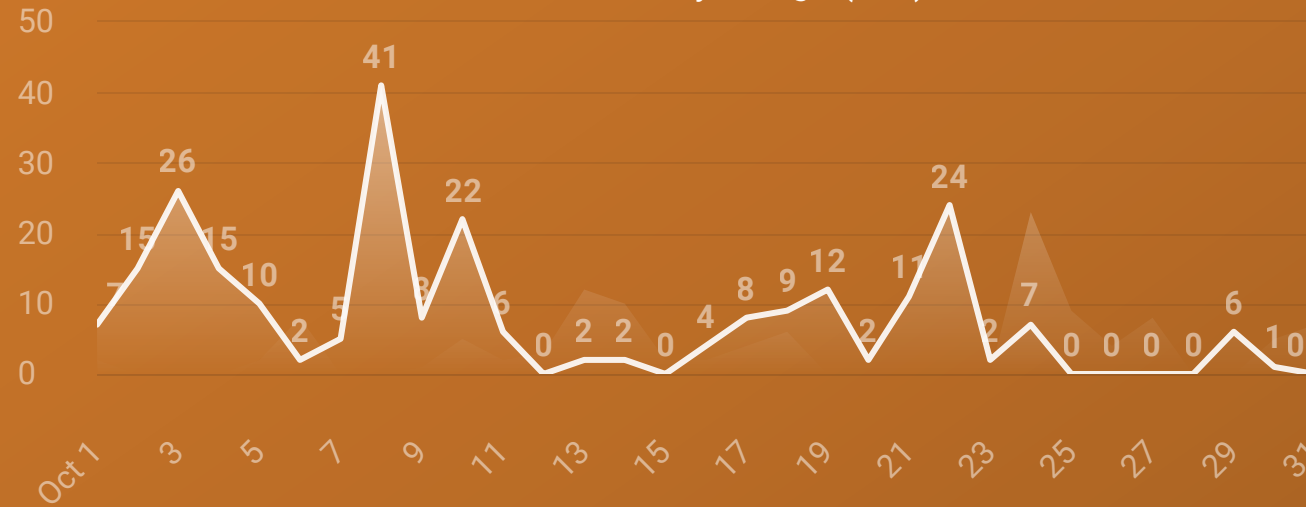
13

▲ 550% vs 1 year ago (2)

Last Month (Oct 1 - 31)

Page Views

247 ▲ 115% vs 1 year ago (115)



Page Views Same period 1 year ago

Last Month (Oct 1 - 31)

Post Reach

Metric

Value

△

Post Reach

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Goal: Vegetation Management. Through programs and funding,

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COULD IT HAPPEN HERE This video collaboration

0

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9,171

▼ 25% vs previous period (12,258)

Last Month (Oct 1 - 31)

Post Impressions

7,712

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Last Month (Oct 1 - 31)

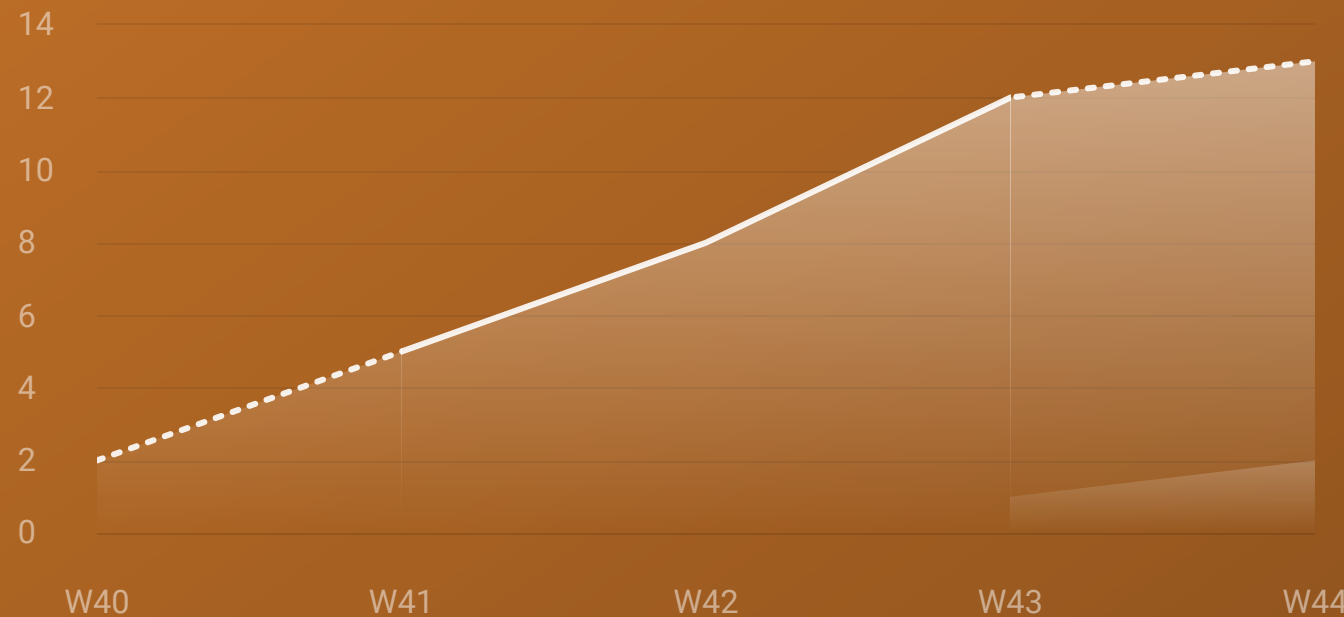
Post Engagements

826

▲ 3,204% vs 1 year ago (25)

Last Month (W40 - W44)

Posts Published



Posts Published Same period 1 year ago

Last Month (Oct 1 - 31)

Main Metrics

Followers
608

▲ 1% vs previous period (604)

Following
187

0% vs previous period (187)

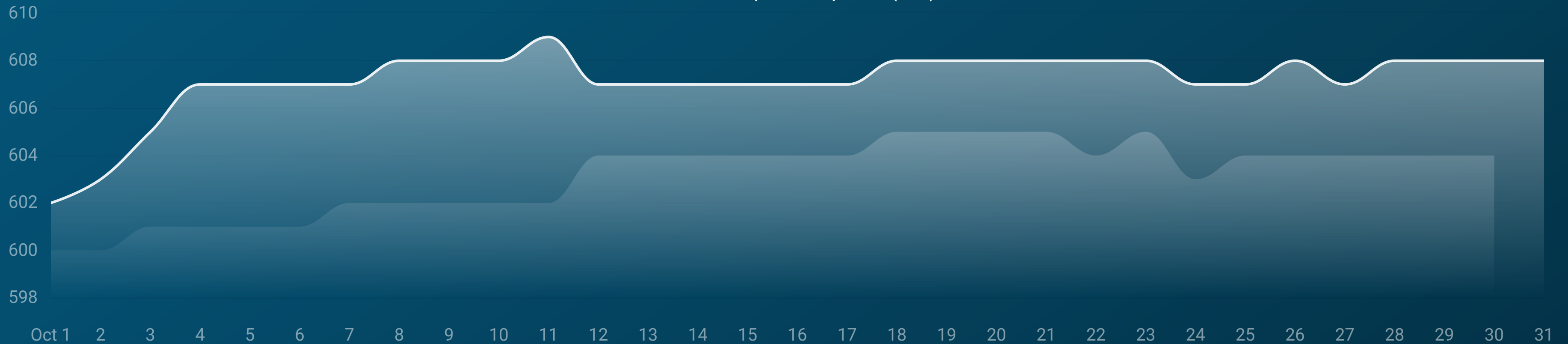
New tweets
6

▼ 25% vs previous period (8)

Last Month (Oct 1 - 31)

Followers Growth

608 ▲ 1% vs previous period (604)



Jul 1, 2023 - Jun 30, 2024

Followers
1,164



Jul 1, 2023 - Jun 30, 2024

Impressions
20,490



Jul 1, 2023 - Jun 30, 2024

Likes
1,162
0% vs previous period (0)

Jul 1, 2023 - Jun 30, 2024

New Posts
58
▲ 61% vs previous period (36)

Jul 1, 2023 - Jun 30, 2024

New Posts by Likes Count

#	Metric	Value	vs prev
1	#TransformationThursday - #BeforeandAfter broom removal on a #MarinWildfire project. This	82	
2	An evacuation plan that involves a fire road is a plan ☒☒designed ☒☒to fail ☒☒ ... (04/11/2024	49	
3	Learn about Shaded Fuel Breaks and their benefit to the natural ecosystem! ... (06/20/2024	49	
4	These redwood and bay trees are much happier and healthier now that they are no longer	37	
5	Fire Foundry recruits work with local fire departments to implement shaded fuel breaks	36	
6	Transformation Thursday- Before and after a broom removal on an MWPA project.	35	
7	"The Chipper Guy" Steven Peters stands in front of a stand of heather at a Muir Beach project	34	
8	Transformation Tuesday! ... (04/16/2024 14:06:18)	32	
9	By the end of 2023, these projects were completed, underway, or ready to	31	

Jul 1, 2023 - Jun 30, 2024

New Posts by Media Type

IMAGE
38
▲ 46% vs previous period (26)

CAROUSEL_ALBUM
14
▲ 56% vs previous period (9)

VIDEO
6
▲ 500% vs previous period (1)

Jul 1, 2023 - Jun 30, 2024

Comments
25
0% vs previous period (0)

Jul 1, 2023 - Jun 30, 2024

Shares
69
0% vs previous period (0)

Jul 1, 2023 - Jun 30, 2024

New Followers
No data to display

Jul 1, 2023 - Jun 30, 2024

New Following
No data to display

Last Month (Oct 1 - 31)

IG Impressions

3,437

▲ 5% vs previous period (3,262)

Last Month (Oct 1 - 31)

IG Posts

5

▼ 29% vs previous period (7)

Last Month (Oct 1 - 31)

IG Followers

1,227

▲ 1% vs previous period (1,211)

Last Month (Oct 1 - 31)

YouTube Views

199

▲ 180% vs previous period (71)

Last Month (Oct 1 - 31)

YT Watch Time

22h 46m 0s

▲ 287% vs previous period (5h 53m 0s)

Last Month (Oct 1 - 31)

LinkedIn Impressions

1,345

▼ 31% vs previous period (1,947)

Last Month (Oct 1 - 31)

LinkedIn Updates

4

0% vs previous period (4)

Last Month (Oct 1 - 31)

LinkedIn Engagements

19

▼ 5% vs previous period (20)

Last Month (Oct 1 - 31)

LinkedIn Followers

161

▲ 9% vs previous period (148)

Last Month (Oct 1 - 31)

YouTube Comments

0

0% vs previous period (0)

Last Month (Oct 1 - 31)

FB Impressions

9,171

▼ 25% vs previous period (12,258)

Last Month (Oct 1 - 31)

FB Posts

13

▲ 30% vs previous period (10)

Last Month (Oct 1 - 31)

FB Followers

710

▲ 1% vs previous period (700)

Last Month (Oct 1 - 31)

FB Engagement

Metric	Value	vs prev
Post Engagements	826	▼ 45%

Last Month (Oct 1 - 31)

MW Youtube Views by Video

Metric	Value	vs prev
Views	199	▲ 180%
How to Apply for a Marin Wildfire Grant	130	▲ 6,400%
Marin Wildfire Board of Directors Meeting - September 19,	17	▼ 19%
Get Ready Marin County: Know Your Zone	12	▲ 50%
Marin County Zonehaven Training Video	6	▲ 100%
Marin Wildfire Board of Directors Meeting - May 16, 2024	6	▲ 500%
ESP: Wildfires and Climate Change - July 10, 2024	2	▼ 50%
Marin Wildfire Board of Directors Meeting	2	

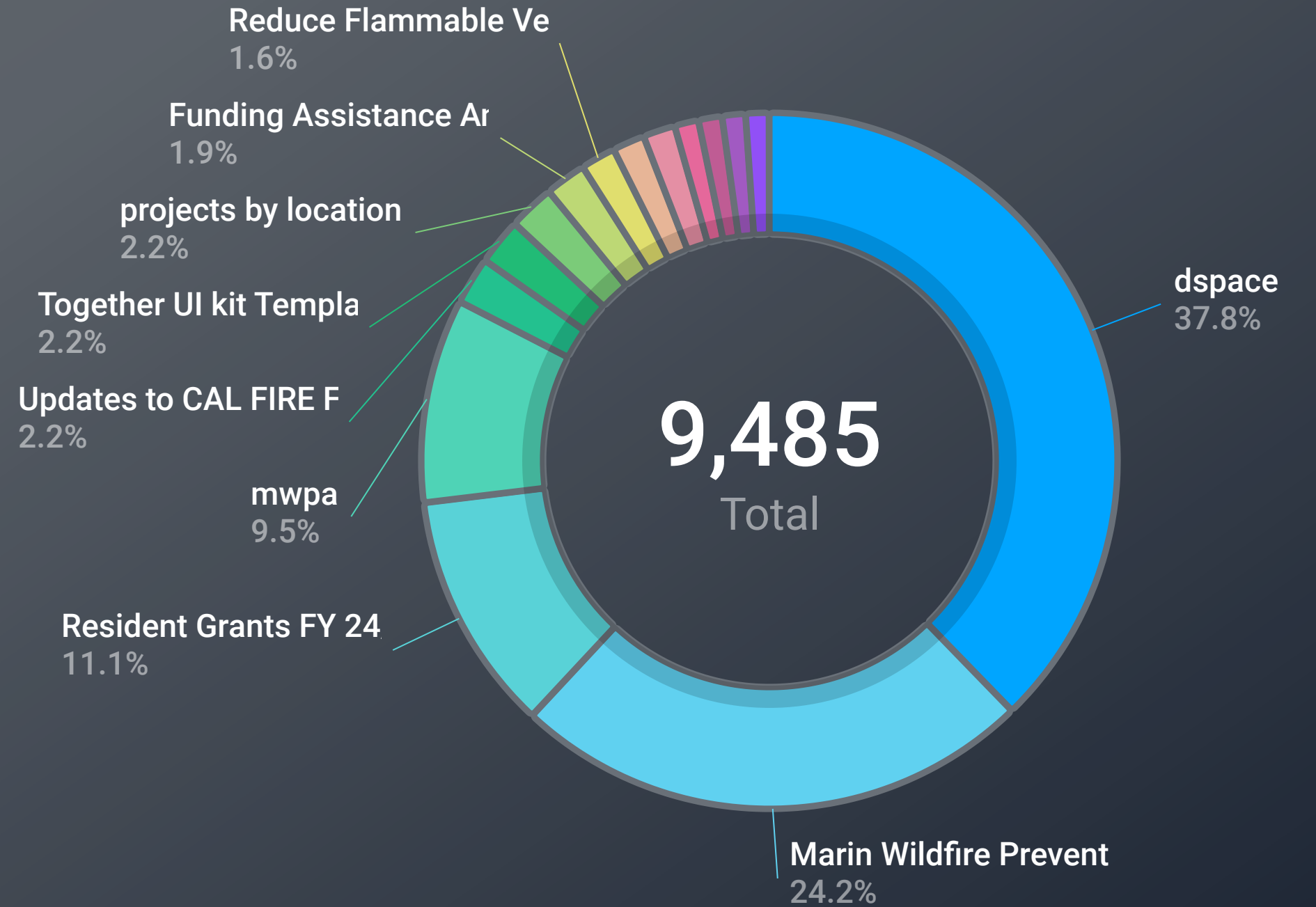
Last Month (Oct 1 - 31)

Views by Webpage Title

Metric	Value	vs prev
dspace	3,581	▼ 29%
Marin Wildfire Prevention Authority	2,294	▼ 8%
Resident Grants FY 24/25	1,057	▼ 14%
mwp	900	▼ 10%
Updates to CAL FIRE Fire Hazard Severity Zone Map	210	▲ 9%
projects by location	204	▼ 30%
Together UI kit Template for Charity Agencies	204	▲ 4%
Funding Assistance And Partnerships	181	▼ 5%
Reduce Flammable Vegetation	154	▼ 63%

Last Month (Oct 1 - 31)

Views by Webpage



Deliverables

Website

Newsletter, social media, videos, PSAs

Print and outdoor materials, new educational materials

Ambassador Program, Firewise, school programs, community partnerships

Wildfire Watch Specials, professional trainings, Home Evaluation support

MWPA social media & promotion

Ember Stomp*

Measuring Success

Reach and Engagement
Growing Awareness and Knowledge
Quality of Programs and Resources

