

## Public Education & Outreach Activities

November 2024

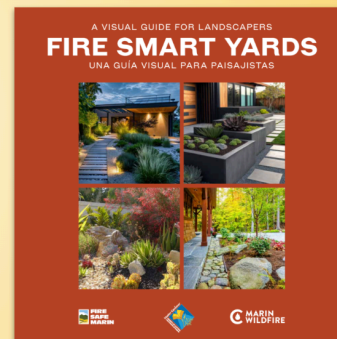
This report provides work plan updates, analytics, and insights on Fire Safe Marin’s activities during the period November 1 - 30, 2024 in support of Marin Wildfire’s education and outreach objectives. Each programmatic area description below is followed by 💡 which indicates activity updates for the month. Here is a snapshot of key November activities.

### November Updates

- ✓ Firewise annual renewals submitted
- ✓ A digital photo book for landscapers
- ✓ Retrofit guide in Spanish

#### What’s ahead

- Partner survey
- Contractor’s workshop



### **COMMUNITY AMBASSADOR PROGRAM (In-person events)      4 events / 496 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.

💡 November was a quieter month for in-person events as opportunities slowed. Ambassadors participated in four events, connecting with residents at the Bolinas Health Fair, Tomales Health Fair, Tam Valley Evacuation Drill, and the Civic Center Farmers Market.

At the CC Farmers Market, we tabled with Marin Master Gardeners to showcase gingerbread houses designed to illustrate effective defensible space. This display was a hit, sparking meaningful conversations about wildfire preparedness.

Additionally, we held our monthly Ambassador training session, which featured a presentation by Steve Quarles on the vulnerabilities of fencing to ember ignition. Ambassadors asked thoughtful questions, demonstrating their commitment to the program.

### **AMBASSADOR SPEAKERS BUREAU**

**1 presentation**

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.

💡 Kelby Jones, part of FSM's Speakers Bureau, gave a presentation to Homestead Valley Firewise community in December focused on insurance. Feedback was overwhelmingly positive. A resident had this to say: *"We have received many compliments about the speakers. I wanted to give a particular shout out to Kelby. He was great. Very knowledgeable and more than capable of answering any insurance-related question that comes up"*. More than 40 people attended in person and by Zoom. We offer this Speakers Bureau resource to Firewise leaders who may be interested in bringing a speaker knowledge about wildfire preparedness to their neighborhood.

### **FIREWISE**

**45 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.

💡 The November Firewise meeting was well-attended at 45 participants. Leaders received updates from Marin Wildfire about their new mapping tool for Measure C-funded vegetation projects, and a lively presentation about prescribed burns in Marin from Battalion Chief Jordan Reeser. FSM talked about the need to connect residents with contractors who can do home hardening projects/small jobs/mitigation and shared an informal poll to gather information from Firewise leaders about their experience. FSM asked leaders to please help share this [survey link](#) with their communities so we can learn more about how residents are finding contractors who do this type of work.

## WEBSITE

**9,018 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 November, Fire Safe Marin's website saw over 9,000 unique users, generating 15,000 page views. While traffic typically declines during this time of year, we are encouraged to see sustained interest and engagement.

Responding to increased demand from residents seeking contractors for wildfire mitigation work, we updated and expanded our online resources to include helpful tips for selecting a contractor and link residents directly to the Marin Builders Association, which offers a robust contractor directory and a Request for Proposal (RFP) tool.

## YOUTUBE

**1,500 subscribers / 17,163 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

💡 November was an outstanding month for the YouTube channel, continuing to draw strong interest from users in wildfire preparedness content. This success is attributed to two key factors:

1. **Targeted Advertising:** We allocated a small budget (\$200) to promote key videos, which proved very effective in expanding our audience, boosting visibility and reaching new viewers interested in wildfire preparedness.
2. **Anniversary of the Camp Fire:** The re-release of *Lessons from the Camp Fire* video around the anniversary of this significant event resonated with viewers.


The YouTube Partnership Program continues to play an important role in elevating our content. Tools such as YT's enhanced search visibility and content recommendations are making our videos easier to find, resulting in a broader reach.

As the metrics show, the channel is solidifying its reputation as a go-to resource for wildfire preparedness information. With an impressive 17,163 views (up 374% YoY), significant increases in likes and engagement, and a growing subscriber base, FSM's YouTube presence is making a meaningful impact.

## 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.

 The *Retrofit Guide* has been translated into Spanish, and the final design nearly complete. It will be available in January. We’ve also started translating the *Landscape Gallery Photobook*, and the community-wide wildfire safety messages distributed to communications teams each month. These efforts aim to deliver a consistent countywide safety message broadly.

In collaboration with Marin Wildfire and the Cross-Border WUI and Wildfire Subregion of the California Fire Science Consortium (UC Merced students), we participated in a second meeting to define the process for translating wildfire safety materials into Spanish. Currently, UC Merced students are reviewing a draft *Spanish translation glossary* and a previously published FSM newsletter article to test 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 November

Organization	FSM Collaborative Activities
California Fire Safe Council	Attended monthly coordinator meeting and received a presentation from Topo Collective, the state’s communication contractor, on outreach.
Communication Partners (member agencies)	Shared monthly safety message in Eng/Spn with 100 communication-type partners to amplify wildfire safety tips within their networks. 62% open rate.
Ecologically Sound Practice Partnership	Attended monthly meeting that featured a recap and discussion of the Red Sky Summit by MWPA, MCF and other leaders who attended.
Fire Aside	FSM was invited to participate in a December presentation hosted by FireAside, where we shared insights about public education and outreach initiatives, particularly focusing on Home Evaluations. The presentation

	highlighted our efforts in collaboration with the direct engagement communication that Fire Aside emphasizes in its work.
FIRE Foundry (MarinTerns)	Participated in follow-up meetings to advance projects with 4 MarinTerns (FF/MCF). 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. MarinTerns delivered one reel that FSM featured on its social media. Two more are expected in Dec.
KCBS Radio	Met with KCBS team to develop our working relationship. FSM shared content that KCBS will use; discussed 2025 content and next steps for identifying a sponsor to do weekly wildfire safety tips. Please let FSM know if you have ideas on projects or work that KCBS might profile e.g. prescribed burns.
Lagunitas Community School	At the request of the Lagunitas School garden coordinator, we met along with FIRE Foundry (MCFD) and Marin Master Gardeners to explore how we might partner and/or support their efforts to create a demonstration garden for community education about fire safety and landscaping. We set a site visit for December.
Marin Builders Association	We continued to work on developing a workshop, titled <i>"Grow Your Business with Home Hardening in Mind,"</i> to equip contractors with strategies to integrate wildfire resilience into their services. We made steps to develop the content, and create marketing pieces to promote. Look for this in late January.
Marin Master Gardeners	Amplified firesmart landscaping tips digitally through newsletter and social media. MMG invited FSM to join them in creating gingerbread houses that would be displayed at an upcoming farmers market. FSM team and MMG fire smart landscaping team made 3 houses showing good defensible space. This was especially fun and collaborative.

Marin Wildfire	Met weekly with the MW team to provide public ed updates and stay aligned with the team. We collaborated on social media mgmt. FSM was invited to participate in the Wildfire + Forest Resilience Task Force planning group to manage the resource fair happening during the regional meeting in Marin on March 26-28. Delivered the annual report to the MW board of directors.
Nor Cal Landscape & Nursery Show	FSM at Garden + Nursery show in February 2025
North Marin Community Services	Finalized the newcomer's packet, a collaboration with Marin Wildfire, Novato Fire, FSM, and North Bay Community Services to share safety information with new families. Materials were developed in Spanish and delivered to NMCS.
OEM	Attended monthly local area trainings, shared wildfire safety messages with OEM, and amplified messages from OEM.

**Social Media**

**8,435 followers / 101 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.

💡 The highlight in November is activity and growth in LinkedIN. LinkedIN is an excellent platform to network and form collaborations with other organizations, agencies, and businesses that share similar goals or values. It's also a valuable space to engage with those who influence and support wildfire prevention and preparedness. We remained consistent with posting and conversation among the regular social media channels. Wildfire preparedness content appeared ~43,000 times in November.

**MWPA SOCIAL MEDIA & PROMOTION**

**2,828 followers / 20 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 delivers the priority needs of the MW.

💡 In November, Marin Wildfire's social media channels collectively reached approximately 9,600 users. LinkedIN was a bright spot with engagement and impressions up significantly, 58% and 193% respectively from October. This is due to improved alignment between Fire Safe Marin and Marin Wildfire posting. Most popular post: *We are working with our member*

*agencies to create defensible space.* Twenty five people tuned online to watch the Board of Directors meeting.

### **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**

**7,189 opens / 4.6% CTR**

The newsletter is delivered to more than 13,000 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 [November](#) newsletter emphasized maintenance. We shared the handy maintenance checklist, advice for choosing a contractor, and a new video that answers the burning question: “*Could a wildfire happen here in Marin County?*” In the section devoted to Marin Wildfire, we promoted the new mapping of vegetation projects funded by Measure C, and a recap of the Novato Shaded Fuel Break field trip.

### **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.

### **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; review of the original “Homeowners Guide to

Wildfire Preparedness in Marin” to ensure it is current; and Fire Smart Yards photobook, a guide for landscapers.

## **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.

## **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 experienced a minor decrease in emails in November from the previous month. Most of the inquiries relate to the Chipper Day program, home hardening details, contractor recommendations, or questions about the upcoming Firewise USA renewal process. Special thanks to the Chipper Day lead, Steven Peters, and his team for their swift response to inquiries that poured in during the last weeks of the chipping season.

## **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 students have successfully completed their LEAD projects for the semester and presented their accomplishments to an audience of peers and parents. Over the course of 16 weeks, this group of freshmen engaged in impactful, goal-oriented projects: tabling at a farmer’s market, organizing a community broom pull, submitting an article to a student paper about the wildfire crisis, and creating an evacuation preparedness reel for Instagram. Their presentation reflected on the challenges they encountered in setting and achieving SMART goals, managing their time effectively, and collaborating as a team. Through this process, they demonstrated remarkable personal growth in public speaking, writing, and relationship building as a team.

## **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 a webinar program tailored to builders, contractors, roofers, architects, and handymen to explore how wildfire resilience can expand your services and grow business. The webinar will be filmed at Marin TV and will cover the rising demand for wildfire mitigation work, practical home hardening techniques, and the emerging market opportunities driven by insurance requirements, code changes, and growing homeowner awareness. The initial program hopes to establish a closer rapport with the building community and introduce a photo contest for building professionals to submit examples of wildfire resilient building.

**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.

💡 We initiated pre-planning and fundraising meetings to discuss Ember Stomp 2025, and secured the date of Saturday, September 6, 2025 at the Marin Civic Center Fairgrounds to hold the 4th annual wildfire prevention festival.

**FY2025 Deliverables**

## Deliverables

Increased reach + engagement

<p><b>Ambassador Program</b></p> <ul style="list-style-type: none"> <li>Firewise</li> <li>Website &amp; YouTube</li> <li>Bilingual Content</li> </ul> <p><b>Community Partnerships</b></p> <p><b>Social Media</b></p> <p><b>MWPA Social Media &amp; Promotion</b></p> <ul style="list-style-type: none"> <li>Paid Advertising</li> <li>Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Video Production</li> <li>Wildfire Watch Specials</li> <li>New Educational Materials</li> <li>Print &amp; Outdoor</li> <li>Response to Public</li> <li>School Programs</li> <li>Professional Training</li> </ul> <p><b>Home Evaluation Support</b></p> <ul style="list-style-type: none"> <li>Ember Stomp*</li> </ul>
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Comprehensive Monthly & Annual Reports

# **FIRE SAFE MARIN**

## Monthly Report November 2024

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



Last Month (Nov 1 - 30)

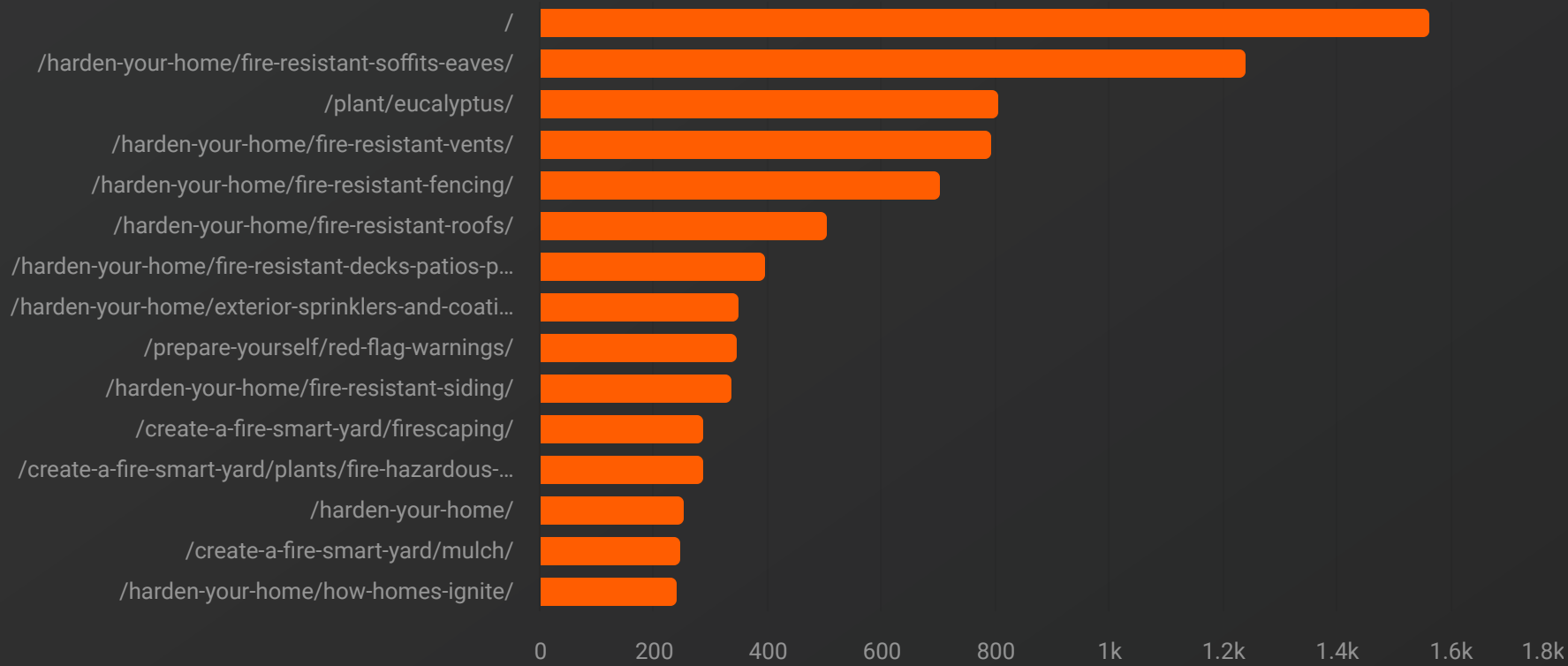
Website Users

# 9,018



Last Month (Nov 1 - 30)

### Sessions by Page



Last Month (Nov 1 - 30)

### Engaged Sessions by Country

Metric	Value	vs prev
United States	4,519	▼ 18%
Canada	206	▲ 16%
Australia	179	▲ 15%
India	118	▲ 62%
United Kingdom	109	▲ 10%
Philippines	55	▲ 57%

Last Month (Nov 1 - 30)

Page Views

# 15,135

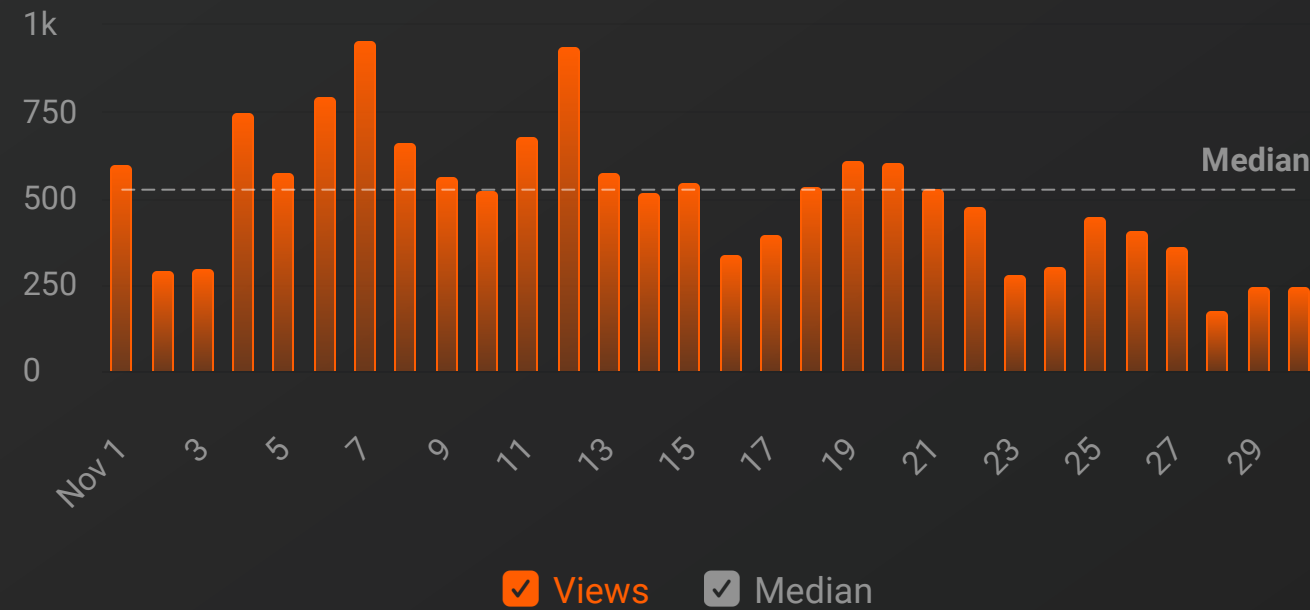


Last Month (Nov 1 - 30)

Last Month (Nov 1 - 30)

Page Views

# 15,135



Last Month (Nov 1 - 30)

Engagement Rate

# 49.13%



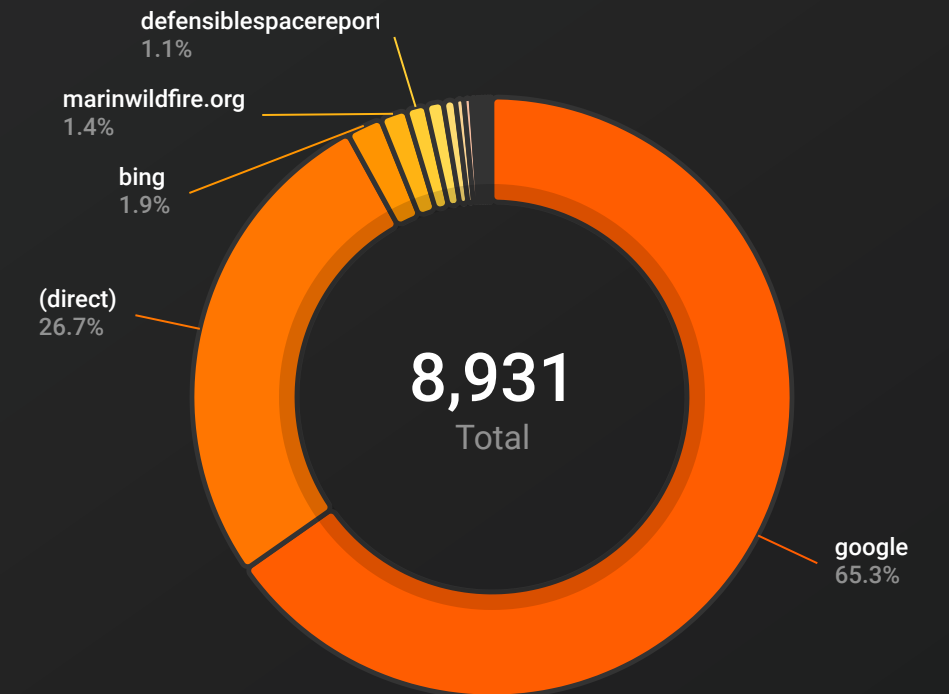
Average Session Duration

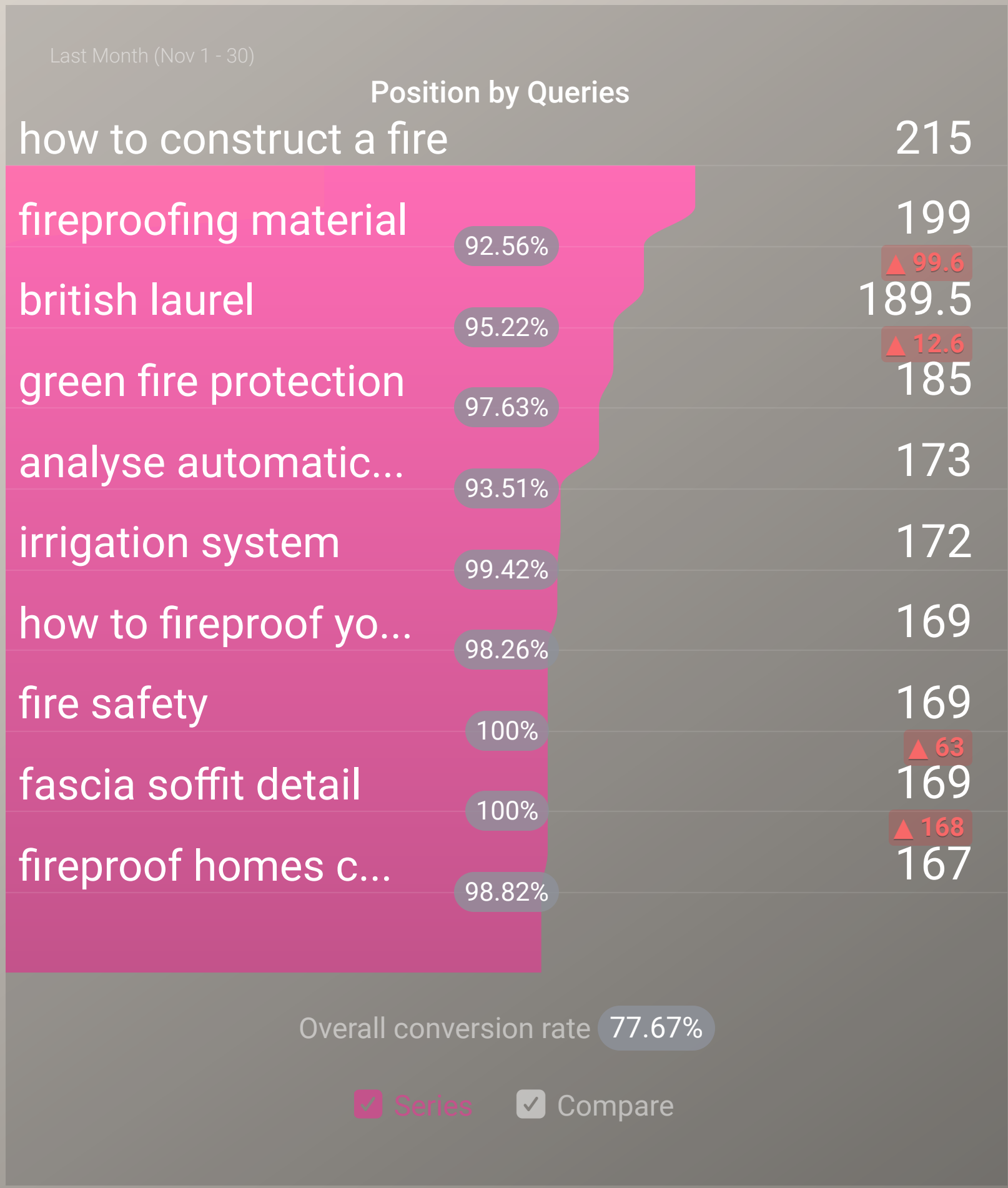
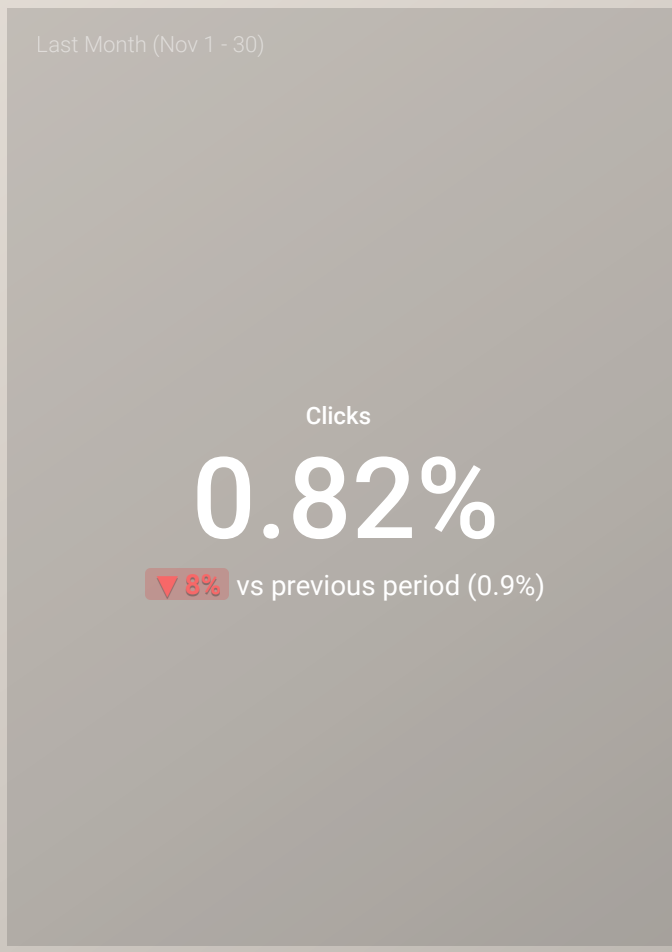
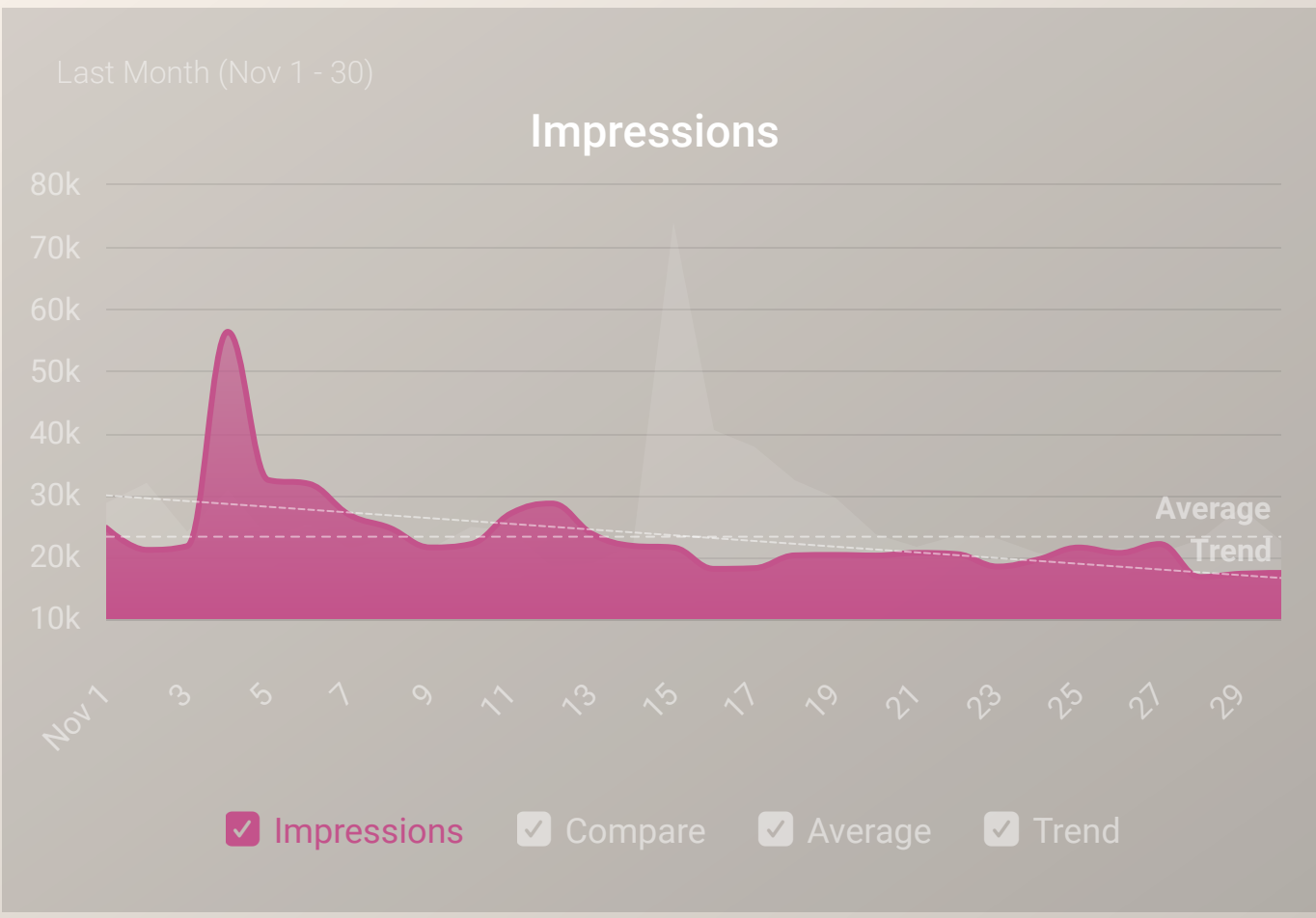
# 2m 18s

▼ 8% vs 1 year ago (2m 31s)

Last Month (Nov 1 - 30)

### Active Users by Source





Last Month (Nov 1 - 30)

### Queries Overview

Query	Impressions	vs prev	Clicks	vs prev	CTR by Queries	vs prev
fire safe marin	159	▼ 17%	89	▼ 20%	55.97%	▼ 3%
eucalyptus tree	60,083	▲ 193%	88	▲ 105%	0.15%	▼ 30%
eaves	38,813	▼ 7%	77	▲ 221%	0.2%	▲ 244%
firesafe marin	83	▼ 30%	45	▼ 33%	54.22%	▼ 4%
eucalyptus	73,644	▲ 32%	36	▲ 89%	0.05%	▲ 43%
fire resistant roofing	114	▲ 3%	21	▲ 40%	18.42%	▲ 36%
chipper day marin	27	▼ 70%	18	▼ 66%	66.67%	▲ 12%

Last Month (Nov 1 - 30)

### FSM News Subscribers

# 13,246



Last Month (Nov 1 - 30)

Firewise

## 417

Last Month (Nov 1 - 30)

Communication Partners

## 100

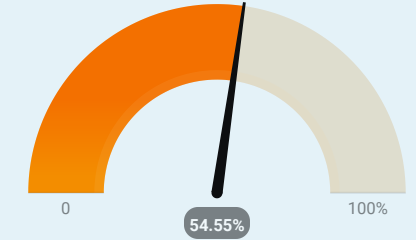
Last Month (Nov 1 - 30)

FY24-25 Opens

## 33,368

Last Month (Nov 1 - 30)

Open Rate -  
**54.55%**



Last Month (Nov 1 - 30)

New Subscribers

## 8

▼ 96% vs previous period (196)

Last Month (Nov 1 - 30)

### Open Rate by Campaign

#	Metric	Value	vs 1Y ago
1	February 2024 (02/13/2024 15:15:00)	62.64%	
2	November 2024 (11/12/2024 17:30:00)	54.55%	
3	January 2024 (01/17/2024 15:30:00)	54.4%	
4	September 2024 (09/11/2024 14:45:00)	53.94%	
5	March 2024 (03/12/2024 15:15:00)	52.73%	
6	April 2024 (04/16/2024 15:00:00)	52.66%	
7	May 2024 (05/14/2024 14:30:00)	52.15%	
8	August 2024 (08/13/2024 15:15:00)	51.3%	
	October 2024 (10/08/2024 ...)		

Last Month (Nov 1 - 30)

### Open Rate vs Industry Avg.

November 2024 (11/12/20...)

## 7,189

▲ 2,802,629% vs Recent Campaigns Industry Avg. Open Rate (0.26)

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

## 6,530

▲ 2,545,709% vs Recent Campaigns Industry Avg. Open Rate (0.26)

September 2024 (09/11/20...)

## 6,907

▲ 2,692,688% vs Recent Campaigns Industry Avg. Open Rate (0.26)

July 2024 (07/16/2024 22:...

## 6,090

▲ 2,374,169% vs Recent Campaigns Industry Avg. Open Rate (0.26)

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

## 6,652

▲ 2,593,272% vs Recent Campaigns Industry Avg. Open Rate (0.26)

Last Month (Nov 1 - 30)

Newsletters Opens

## 7,189

Last Month (Nov 1 - 30)

Click Rate by Campaigns

## 4.59%

Last Month (Nov 1 - 30)

### CTR vs Industry Avg.

Metric	Value	vs undefined
Click Rate by Campaigns	4.42%	▲ 122%

Last Month (Nov 1 - 30)

ALL followers

# 8,435

▲ 1% vs previous period (8,357)

Last Month (Nov 1 - 30)

Facebook Followers

# 3,179

0% vs previous period (3,171)

Last Month (Nov 1 - 30)

Twitter/X Followers

# 1,613

▼ 2% vs previous period (1,653)

Last Month (Nov 1 - 30)

IG Followers

# 1,753

▲ 1% vs previous period (1,733)

Last Month (Nov 1 - 30)

YouTube Subscribers

# 1,500

▲ 1% vs previous period (1,480)

Last Month (Nov 1 - 30)

LinkedIn Followers

# 345

▲ 35% vs previous period (255)

Last Month (Nov 1 - 30)

FB Impressions

# 27,202

▼ 16% vs previous period (32,276)

Last Month (Nov 1 - 30)

IG Comments

# 3

▼ 67% vs previous period (9)

Last Month (Nov 1 - 30)

IG Impressions

# 15,978

▼ 6% vs previous period (17,053)

Last Month (Nov 1 - 30)

YT Shares

# 106

▼ 26% vs previous period (144)

Last Month (Nov 1 - 30)

YT Views

# 17,163

▲ 48% vs previous period (11,573)

Last Month (Nov 1 - 30)

### LinkedIn Overview

Page Activities Value

Reactions 139

New Followers 88

Comments 14

Company Home Page Views 58

Shares 5

Clicks 226

Last Month (Nov 1 - 30)

FB Click To Play Video Views

# 1,302

▲ 5,108% vs previous period (25)

Last Month (Nov 1 - 30)

FB Video View Time

# 1d 18h 16m 9s

▲ 222% vs previous period (13h 7m 59s)

Last Month (Nov 1 - 30)

New X tweets

# 22

0% vs previous period (22)

Last Month (Nov 1 - 30)

IG New Posts

# 13

▲ 8% vs previous period (12)

Last Month (Nov 1 - 30)

### Views by Traffic Source

Metric	Value	vs prev
YouTube advertising	12,281	▲ 146%
External sources	1,855	▼ 27%
YouTube search	1,165	▼ 12%
Direct or unknown	743	▲ 6%
Suggested videos	720	▼ 22%
Subscribers	211	▼ 59%
Other YouTube features	58	▼ 15%



Last Month (Nov 1 - 30)

Post Reach

25,004

▼ 13% vs previous period (28,761)

Last Month (Nov 1 - 30)

Post Reach - Paid

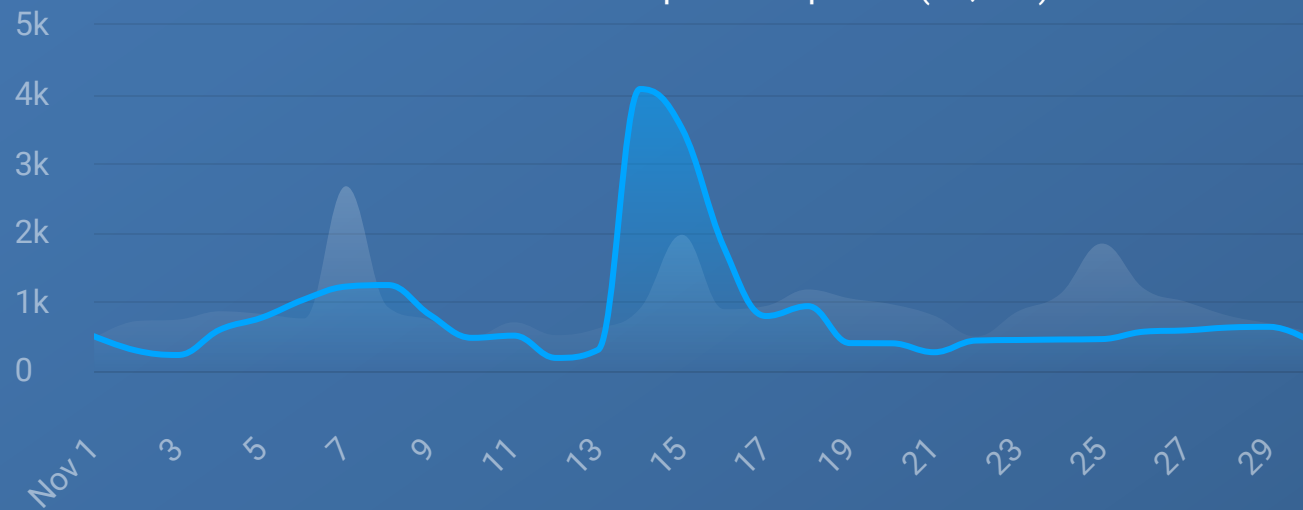
14,446

▼ 32% vs previous period (21,251)

Last Month (Nov 1 - 30)

### Post Reach

25,004 ▼ 13% vs previous period (28,761)

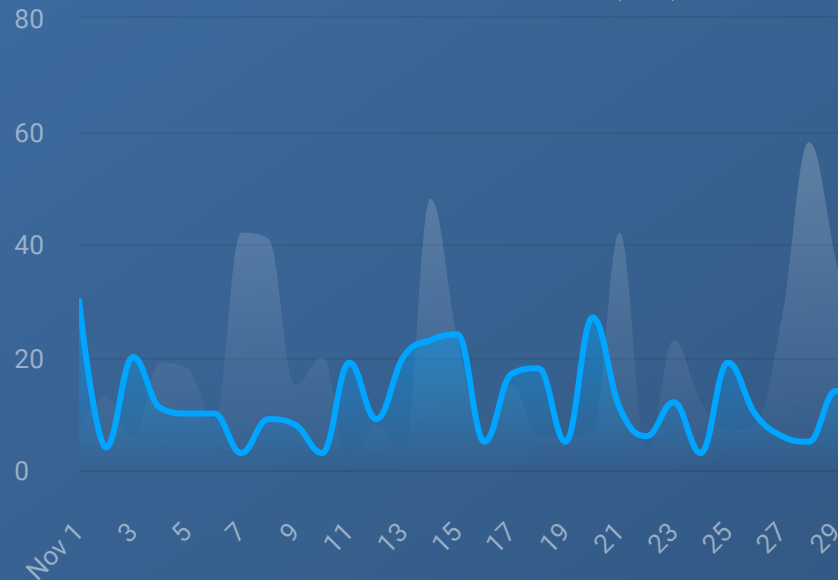


Post Reach  Previous period

Last Month (Nov 1 - 30)

### Page Visits

367 ▼ 34% vs previous period (552)



Page Views  Previous period

Last Month (Nov 1 - 30)

Post Engagements

1,648

▼ 43% vs previous period (2,881)

Last Month (Nov 1 - 30)

### Page likes/Unlikes Overview

Page Likes

5

▼ 69% vs previous period (16)

Page Unlikes

1

▼ 50% vs previous period (2)

Last Month (Nov 1 - 30)

### Posts Published

16

▼ 20% vs previous period (20)

Last Month (Nov 1 - 30)

### Most Recent Posts

#	Title	Reach	Clicks
1	We are so grateful for our Marin community ❤️ To kick off (2024-11-25)	1,108	91
2	Today is the anniversary of the 2018 Camp Fire. We are so grateful (2024-11-08)	1,005	97
3	Are you ready for the storm? Check out this conversation with (2024-11-20)	951	91
4	Stay vigilant 🚒 Basic maintenance can save your home from (2024-11-01)	883	16
5	Grateful for our community partners 🚒 We couldn't reach as (2024-11-26)	873	64



Last Month (Nov 1 - 30)

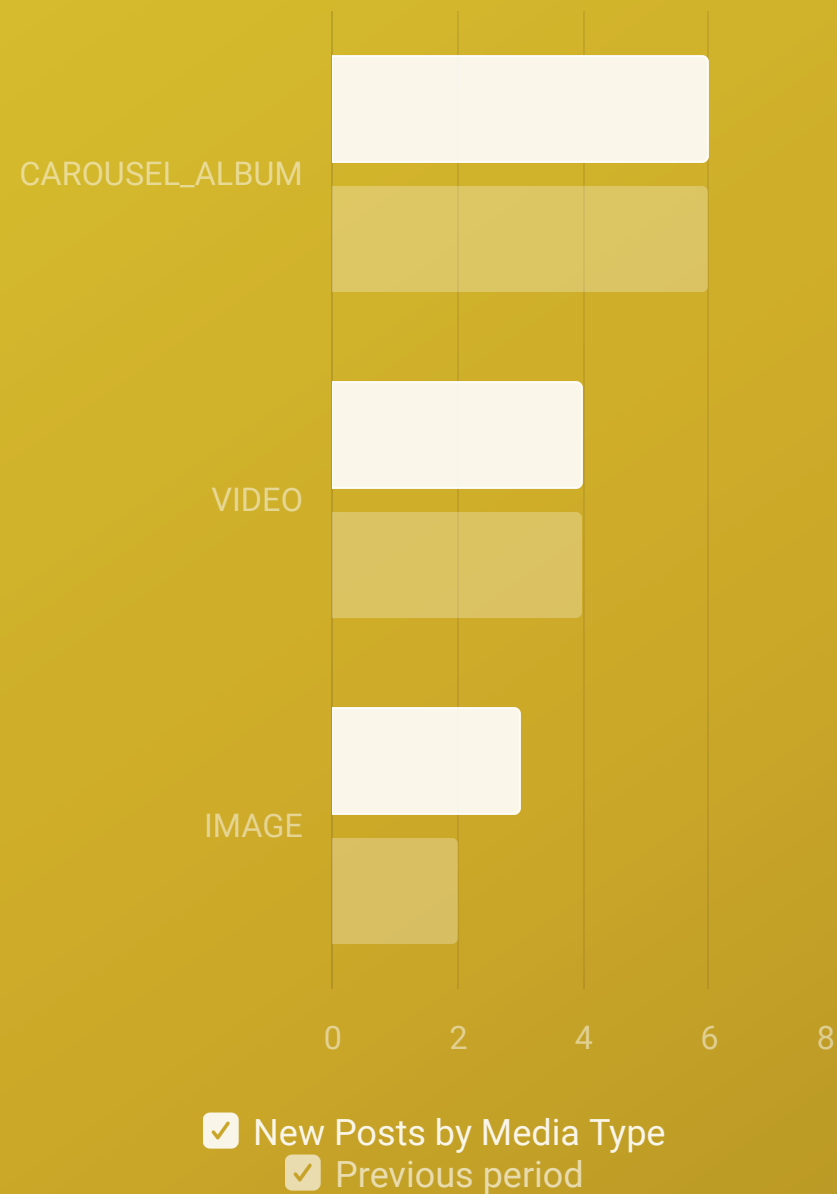
New Posts

# 13

▲ 8% vs previous period (12)

Last Month (Nov 1 - 30)

### New Posts by Media Type



Last Month (Nov 1 - 30)

### New Posts by Likes Count

Post	Value	vs prev
We are grateful for the incredible wildfire community in Marin County ☒ ... (11/28/2024 15:26:12)	46	
Maintenance, maintenance, maintenance!! Let us know what you are doing in your yard. #MarinCounty	38	
We are so grateful for our Marin community ♥ ... (11/25/2024 15:01:45)	30	
Learn the importance of pruning your trees ☒ Have questions about a tree? Email us at info@firesafemarin.org	22	
Share your work! ... (11/27/2024 22:25:36)	18	
Grateful for our community partners ☒ ... (11/26/2024 19:19:06)	17	
Find our community ambassadors in the community! ... (11/22/2024 14:04:25)	17	
Stay vigilant ☒ ... (11/01/2024 14:06:25)	15	

Last Month (Nov 1 - 30)

### New Posts by Comments Count

Posts	Value	vs prev
Grateful for our community partners ☒ ... (11/26/2024 19:19:06)	2	
Maintenance, maintenance, maintenance!! Let us know what you are doing in your yard. #MarinCounty	2	
Be prepared! ... (11/20/2024 19:56:48)	1	
Download your maintenance checklist ☒ ... (11/12/2024 20:07:01)	0	
Learn the importance of pruning your trees ☒ Have questions about a tree? Email us at info@firesafemarin.org	0	
Prepare your pets ♥ ... (11/16/2024 16:35:16)	0	
Find our community ambassadors in the community! ... (11/22/2024 14:04:25)	0	
We are so grateful for our Marin community ♥ ... (11/25/2024 15:01:45)	0	





Last Month (Nov 1 - 30)

Followers

1,613



▼ 2% vs previous period (1,653)

Last Month (Nov 1 - 30)

Tweets

22

0% vs previous period (22)

Last Month (Nov 1 - 30)

Total Followers

54

Last Month (Nov 1 - 30)

Likes

2

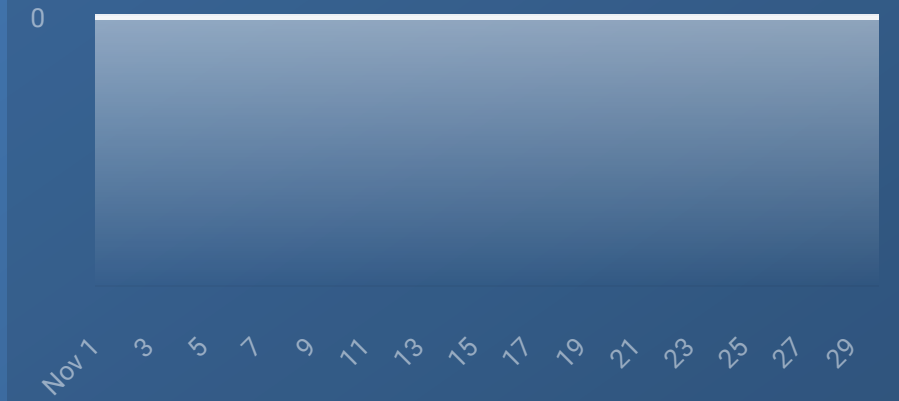
Last Month (Nov 1 - 30)

Total Views

30,459

Last Month (Nov 1 - 30)

New Followers



New Followers

Last Month (Nov 1 - 30)

Reactions

Metric	Value
Reactions	110



Last Month (Nov 1 - 30)

### Performance

Metrics	Value	vs 1Y ago
Views	17,163	▲ 374%
Likes	95	▲ 206%
Dislikes	2	0%
Comments	9	▲ 200%
Shares	106	▼ 17%
Average View Duration	1m 27s	▼ 50%
Average Percentage Viewed	48.68%	▲ 69%
Subscribers Gained	28	▲ 40%
Subscribers Lost	7	▲ 250%

Last Month (Nov 1 - 30)

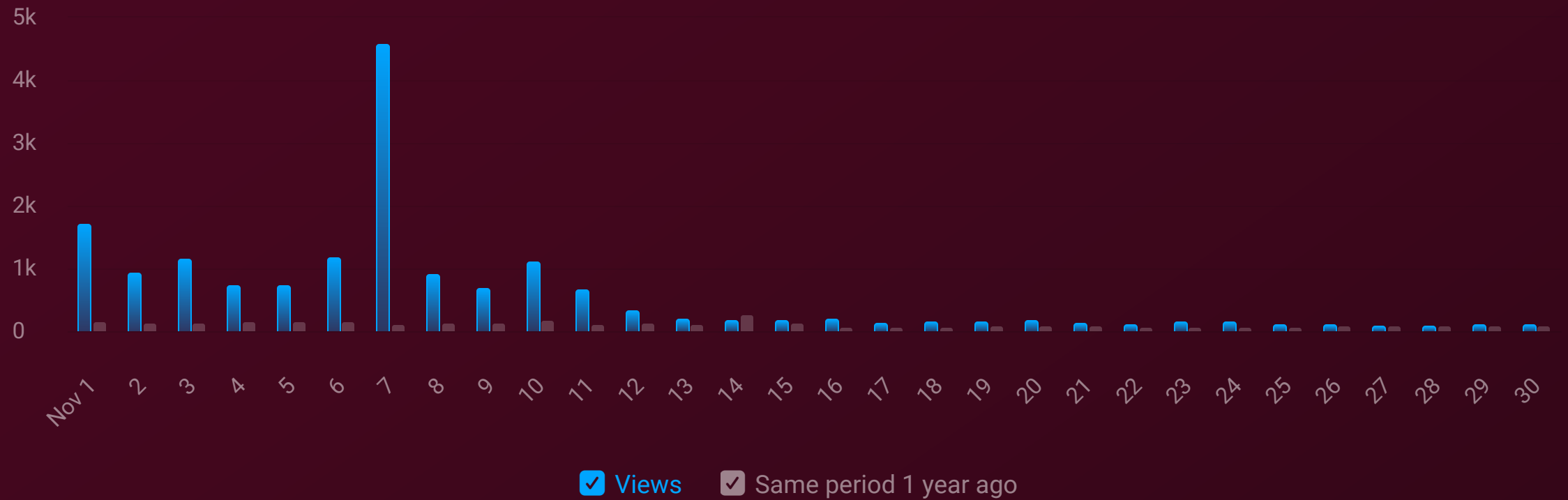
Views  
**17,163**  
 ▲ 48% vs previous period (11,573)

Last Month (Nov 1 - 30)

Youtube Subscribers  
**1,500**  
 ▲ 1% vs previous period (1,480)

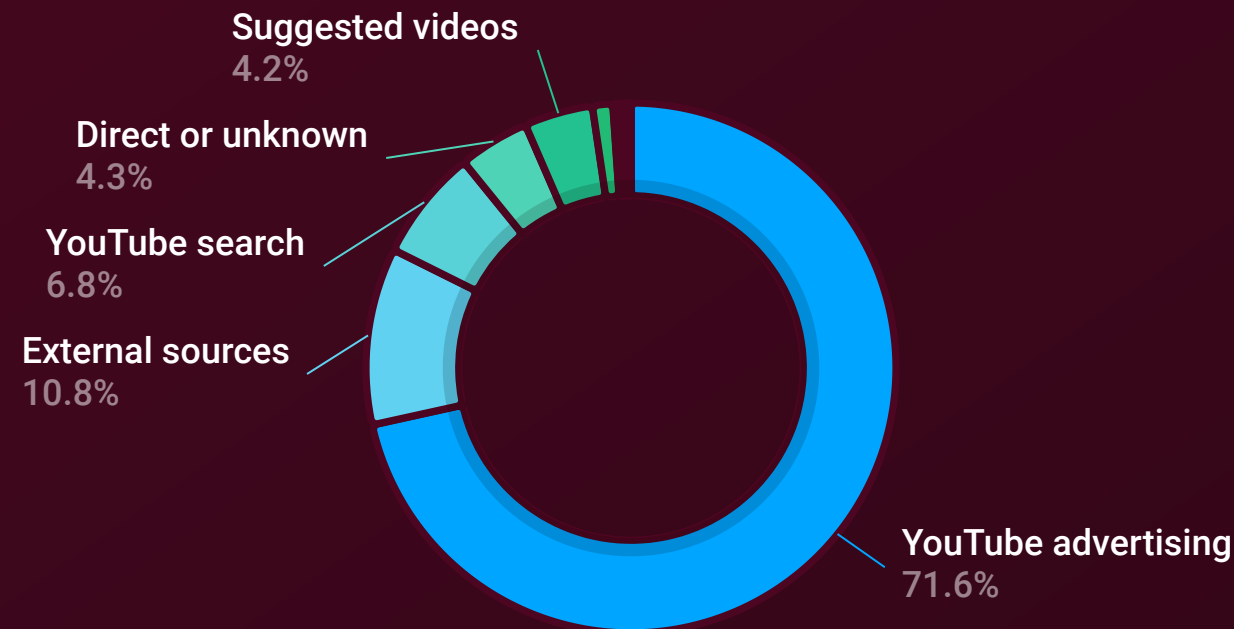
Last Month (Nov 1 - 30)

### Views



Last Month (Nov 1 - 30)

### Views by Traffic Source



Last Month (Nov 1 - 30)

### Views by Playback Location



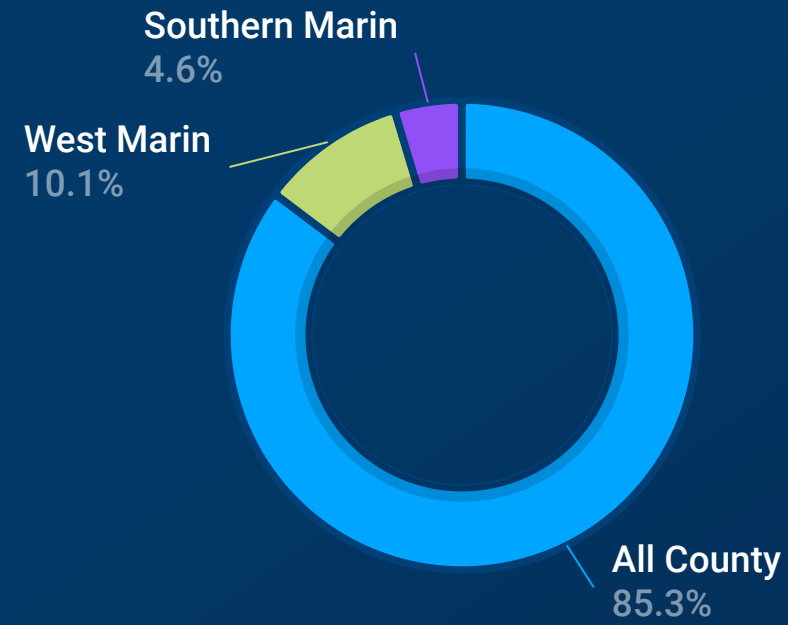
Last Month (Nov 1 - 30)

Total Events - Oct. 2024

4

Last Month (Nov 1 - 30)

### November Engagements



Last Month (Nov 1 - 30)

### Events by Zone - Nov. 2024

#	Metric	Value
1	Civic Center Farmers Market	423
2	Bolinas Health & Wellness Fair	28
3	Tam Valley, Evacuation Drill	23
4	Tomales Health & Wellness Fair	22

Last Month (Nov 1 - 30)

Total Engagements - Nov. 2024

496





# Marin Wildfire Social Media Metrics

Promoting the projects, initiatives, and work of The Marin Wildfire  
November 2024

Last Month (Nov 1 - 30)

MW Social Media - Total Followers

2,828

▲ 1% vs previous period (2,796)

Last Month (Nov 1 - 30)

IG Followers

1,233

▲ 0% vs previous period (1,227)

Last Month (Nov 1 - 30)

FB Followers

709

▲ 0% vs previous period (710)

Last Month (Nov 1 - 30)

YouTube Watch Time

13h 9m 0s

▼ 42% vs previous period (22h 46m 0s)

Last Month (Nov 1 - 30)

IG Posts

6

▲ 20% vs previous period (5)

Last Month (Nov 1 - 30)

IG Impressions

3,509

▲ 2% vs previous period (3,437)

Last Month (Nov 1 - 30)

FB Posts

7

▼ 46% vs previous period (13)

Last Month (Nov 1 - 30)

FB Impressions

2,149

▼ 77% vs previous period (9,171)

Last Month (Nov 1 - 30)

FB Engagement

Metric	Value	vs prev
Post Engagements	190	▼ 77%

Last Month (Nov 1 - 30)

MW Youtube Views by Video

Metric	Value	vs prev
Views	75	▼ 62%
Marin Wildfire Board of Directors Meeting - November 21, 2024	25	
Marin Wildfire Executive Committee Meeting - November 7, 2024	9	
How to Apply for a Marin Wildfire Grant	8	▼ 94%
Marin Wildfire Finance Committee Meeting - November 13, 2024	6	
ESP: Wildfires and Climate Change - July 10, 2024	5	▲ 150%
Marin Wildfire Prevention Authority - November 13, 2024 Finance Committee	5	
Marin Wildfire Board of Directors Meeting - September 19, 2024	4	▼ 76%
Marin Wildfire Citizens' Oversight Committee - August 28, 2024	4	▼ 20%
SRSFRZ Phase 2 Field Trip	3	0%
Marin Wildfire Board of Directors Meeting - June 20, 2024	2	0%

Last Month (Nov 1 - 30)

LinkedIn Followers

206

▲ 28% vs previous period (161)

Last Month (Nov 1 - 30)

FB Post Comments by Post

Metric	Value
We are working with our member agencies to create a defensible (2024-11-01)	57
Thank you ☑ Marin is constantly going above and beyond to (2024-11-28)	28
Check out this spot on Toyon Road that is part of the Greater (2024-11-07)	10
The Mill Valley Shaded Fuel Break establishes and maintains 21 (2024-11-22)	5
The recruitment period for the Community (formerly Citizens') (2024-11-14)	4

Last Month (Nov 1 - 30)

LI Impressions

3,946

▲ 193% vs previous period (1,345)

Last Month (Nov 1 - 30)

LI Updates

7

▲ 75% vs previous period (4)

Last Month (Nov 1 - 30)

LI Engagements

30

▲ 58% vs previous period (19)



Last Month (Nov 1 - 30)

Posts Published

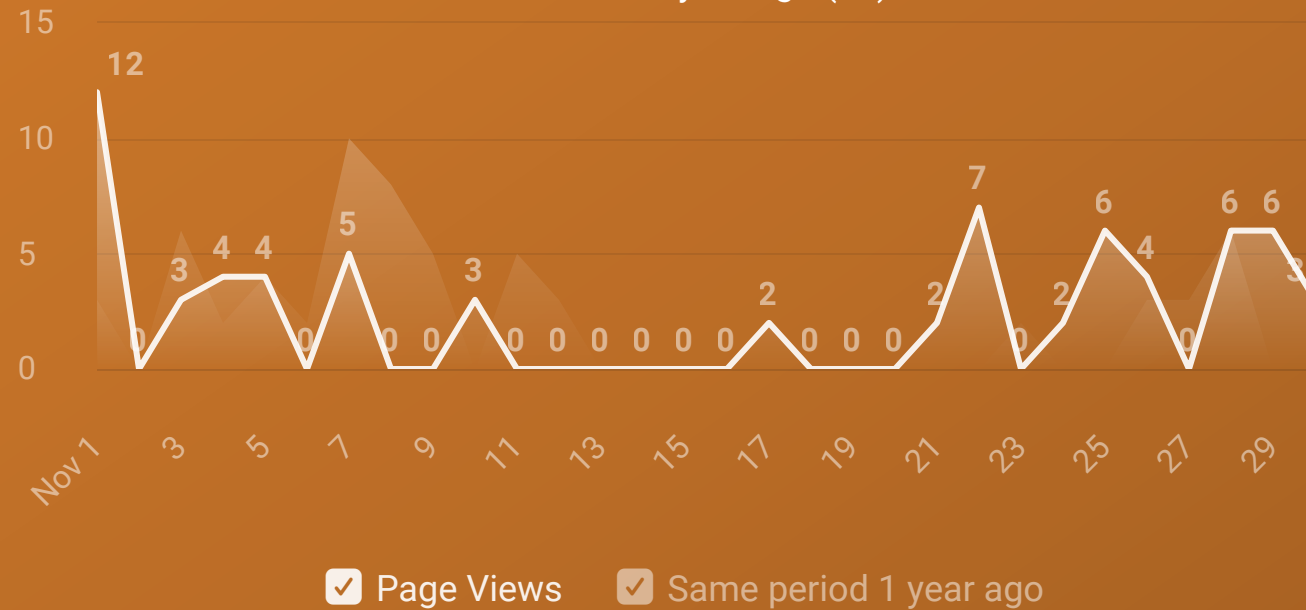
7

▲ 250% vs 1 year ago (2)

Last Month (Nov 1 - 30)

### Page Views

69 ▲ 11% vs 1 year ago (62)



Last Month (Nov 1 - 30)

### Post Reach

Metric

Value

△

Post Reach

1,466 ▲ 118%

We are working with our member agencies to create a defensible (2024-11-01)

57

Thank you ☑ Marin is constantly going above and beyond to (2024-11-28)

28

Check out this spot on Toyon Road that is part of the Greater (2024-11-07)

10

The Mill Valley Shaded Fuel Break establishes and maintains 21 (2024-11-22)

5

The recruitment period for the Community (formerly Citizens') (2024-11-14)

4

Vendors apply! We know home hardening is an important part of (2024-11-)

1

Join our Board of Directors meeting this Thursday at

1

Last Month (Nov 1 - 30)

Page Impressions

2,149

▼ 77% vs previous period (9,171)

Last Month (Nov 1 - 30)

Post Impressions

1,956

▲ 117% vs 1 year ago (901)

Last Month (Nov 1 - 30)

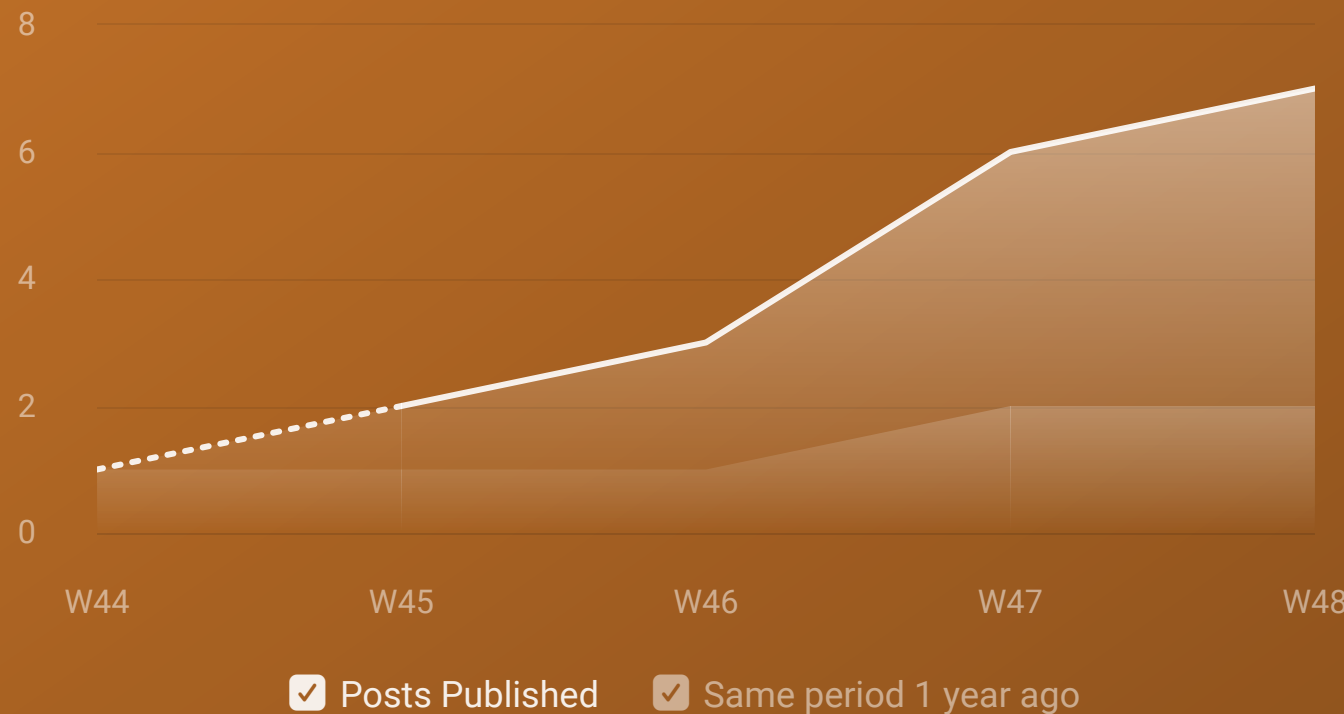
Post Engagements

190

▲ 375% vs 1 year ago (40)

Last Month (W44 - W48)

### Posts Published



Last Month (Nov 1 - 30)



Last Month (Nov 1 - 30)



Last Month (Nov 1 - 30)

Likes

# 104

▼ 13% vs previous period (119)

Last Month (Nov 1 - 30)

New Posts

# 6

▲ 20% vs previous period (5)

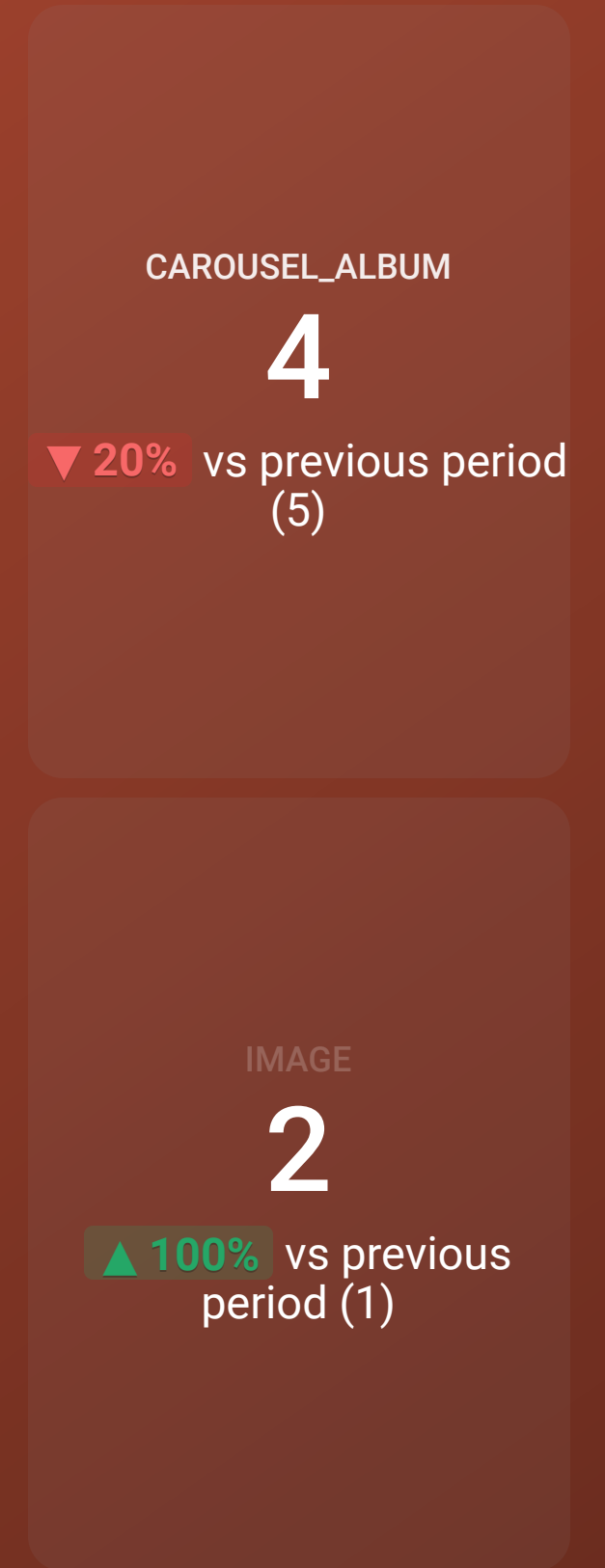
Last Month (Nov 1 - 30)

### New Posts by Likes Count

#	Metric	Value	vs prev
1	We are working with our member agencies to create a defensible space buffer around high risk areas	27	
2	The Mill Valley Shaded Fuel Break establishes and maintains 21 acres of defensible space zones along the	25	
3	Thank you 🙏 ... (11/28/2024 16:05:48)	25	
4	Join our Board of Directors meeting this Thursday at 3pm. ... (11/19/2024 22:34:46)	13	
5	Check out this spot on Toyon Road that is part of the Greater Ross Valley Shaded Fuel Break. ...	12	
6	The recruitment period for the Community (formerly Citizens') Oversight Committee is now open.	5	
	Total	107	

Last Month (Nov 1 - 30)

### New Posts by Media Type



Last Month (Nov 1 - 30)

Comments

# 0

▼ 100% vs previous period (1)

Last Month (Nov 1 - 30)

Shares

# 7

▼ 53% vs previous period (15)

Last Month (Nov 1 - 30)

New Followers

# 6

▼ 63% vs previous period (16)

Last Month (Nov 1 - 30)

New Following

# 1

0% vs previous period (0)



Last Month (Nov 1 - 30)

### Main Metrics

Followers  
**590**

▼3% vs previous period (608)

Following  
**185**

▼1% vs previous period (187)

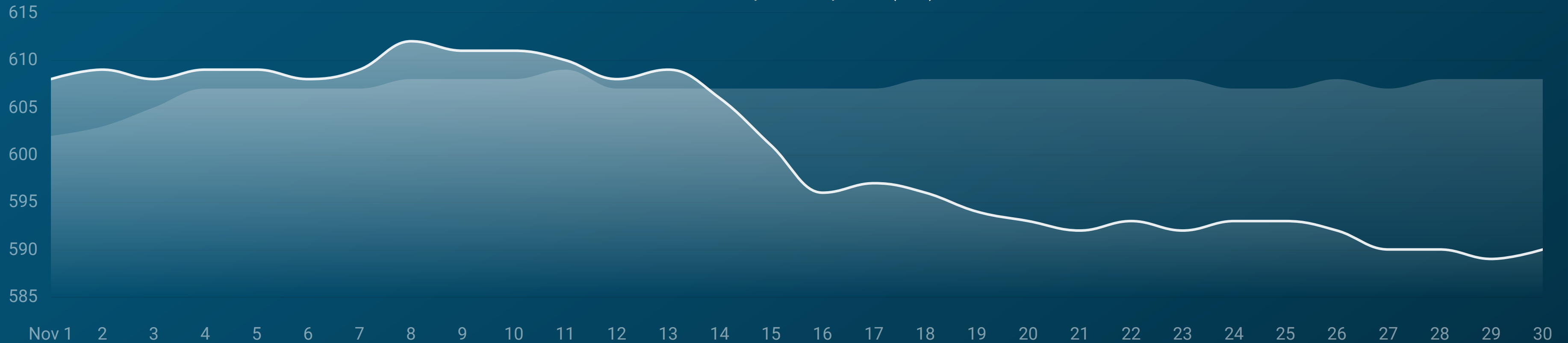
New tweets  
**4**

▼33% vs previous period (6)

Last Month (Nov 1 - 30)

### Followers Growth

**590** ▼3%  
vs previous period (608)



Last Month (Nov 1 - 30)

Total Users  
**3,513**  
▼ 28% vs previous period (4,865)

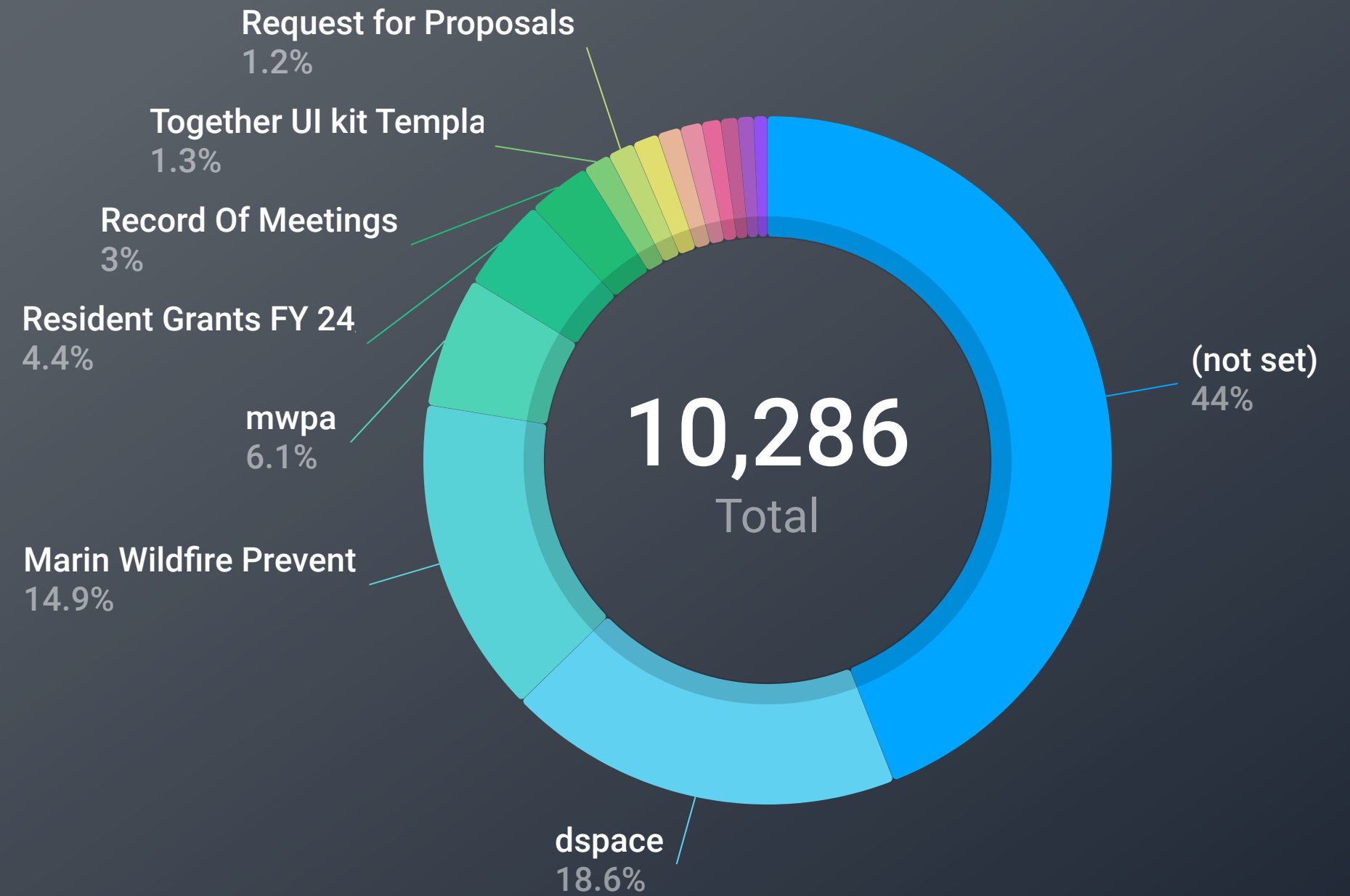
Last Month (Nov 1 - 30)

### Views by Webpage Title

Metric	Value	vs prev
(not set)	4,530	
dspace	1,918	▼ 46%
Marin Wildfire Prevention Authority	1,532	▼ 33%
mwpa	632	▼ 30%
Resident Grants FY 24/25	450	▼ 57%
Record Of Meetings	305	▲ 188%
Together UI kit Template for Charity Agencies	132	▼ 35%
Request for Proposals	128	▲ 36%
Staff	126	▼ 12%
Marin Wildfire Prevention Authority	111	▼ 33%

Last Month (Nov 1 - 30)

### Views by Webpage



# FSM Deliverables to MW

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

Ember Stomp\*



# Measuring Success

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

