



Adapting to Wildfire

**Fire Safe Marin**  
**August Activity Report**  
Delivered to MW on September 13, 2024

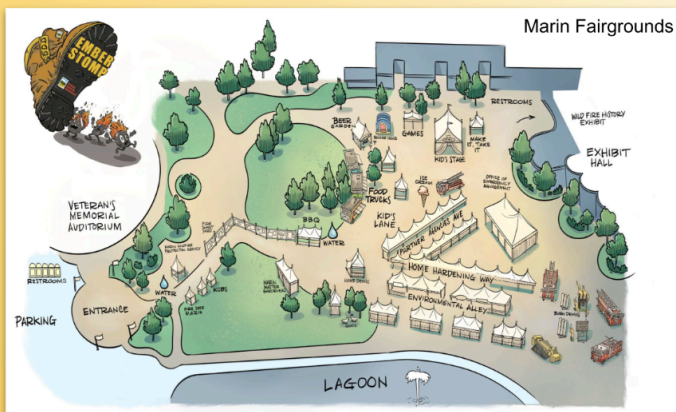
## Public Education & Outreach Activities

August 2024

This monthly report provides work plan updates, analytics, and insights on Fire Safe Marin's activities during August 1 - 31, 2024 in support of Marin Wildfire's education and outreach objectives.

## Highlights from August

- ✓ Ready for Ember Stomp
- ✓ **New!** *Could It Happen Here?* video
- ✓ NMCS Partnership
- ✓ Insights from Open Your Report campaign
- ✓ Progress on Marin Wildfire social media
- ✓ **Ahead!** Landscaper training



## **COMMUNITY AMBASSADOR PROGRAM**

**10 events / 1,248 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.

💡 In August, our Ambassadors participated in 10 events, engaging with 1,248 community members at locations such as the WMCS Food Pantry, Civic Center Farmers Market, Inverness Fair, Tam Creekside, National Night Out in Mill Valley, San Rafael Food Hub, Strawberry Community Night, and San Anselmo Live on the Avenue. They actively promoted the Home Evaluation Program, preparedness for evacuation, Red Flag Warnings, and encouraged attendance at Ember Stomp on September 7. This month's continuing education session with ambassadors focused on vents and embers, with a presentation by Steve Quarles. Sixteen ambassadors attended the evening meeting.

## **AMBASSADOR SPEAKERS BUREAU**

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.

💡 FSM received 6-8 requests to deliver presentations at Firewise community events, many of which align with planned evacuation drills. These requests are managed in collaboration with our Community Ambassadors Program, where we pair experienced speakers with Ambassadors. Event sizes vary, ranging from 15 to 50 participants.

## **FIREWISE**

**30-40 attending**

There are currently 77 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.

💡 August was an active month for Firewise communities, many of which are in the process of planning evacuation drills and neighborhood preparedness meetings for the fall. Firewise leaders have played an important role by amplifying wildfire safety messages, including promoting Ember Stomp and distributing information through email, lawn signs, posters, and postcards.

During our monthly continuing education meeting for Firewise leaders, we called for volunteers

to support the Firewise tent at Ember Stomp. The response was great, with many FW leaders stepping up to manage the table and engage with the community. The tent featured a map and listing of all Firewise sites in Marin and highlighted the Universal Firewise Activities.

The meeting also included an update from Kathleen Cutter on the home evaluation program, providing a synopsis of the program and plans for re-inspections in the fall. We heard success stories from recent evacuation drills and received an update from Belle Cole on the "Wildfire and Climate" presentation by Daniel Swain and Mark Brown, held in July. We continue to strongly encourage all Firewise communities to conduct evacuation drills to enhance their preparedness.

## **WEBSITE**

**14,500 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 August, we continued to see a high number of visitors to our website, likely driven by ongoing wildfire activity in the state, region, and other parts of the world. To keep our content fresh and relevant, we added several new items, including original news articles from Fire Safe Marin's newsletter, a UC Marin Master Gardener tip on Fire Smart landscaping, and the latest retrofit guide and landscaping brochure.

Additionally, our re-targeting ad campaign, aimed at encouraging website visitors to subscribe to our newsletter, will continue running through September 30th. At that point, we will pause to evaluate its effectiveness and determine the next steps.

## **YOUTUBE**

**1,400 subscribers / 7,400 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.

💡 Viewership on our YouTube channel remained strong in August, with a notable surge of interest in content about exterior sprinklers—a topic that previously hadn't attracted much attention. As anticipated, videos covering soffits and wildfire behavior continued to be the most popular.

Now that Fire Safe Marin has achieved YouTube Partnership status, we have observed an increase in the frequency with which our videos are promoted through YouTube searches and

suggested video recommendations, further expanding our reach and engagement.

**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.

💡 In August, we began translating the Retrofitting brochure to make it accessible to a wider audience. We also produced a Red Flag Warning flyer with English on one side and Spanish on the other. Additionally, the Ember Stomp advertising campaign included Spanish-language, with approximately 10% of the media buy allocated to Spanish-language outlets.

**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.

💡 August’s community message was driving attendance to Ember Stomp. Here is a snapshot of our engagement with strategic partners during August.

Organization	Audience Engagement
California Fire Safe Council	Attended monthly coordinator meeting for CA fire councils and received a communications presentation
CHC Realtors	- Participated in partner appreciation lunch - Shared educational materials - cross-promoted
CSAA	Created video and posters to share their fire smart landscaping design competition with the public
Dominican-Black Canyon	Created flyers to organize community engagement in evacuation readiness
Fire Aside	Met regularly to support the Home Evaluation Program outreach efforts

Marin Builders Association	<ul style="list-style-type: none"> <li>- Attended monthly networking event</li> <li>- Hosting Landscaping training at MBA</li> <li>- Promoted MBA Resource Guide featuring FSM's article on home hardening</li> </ul>
Communication Partners	Shared monthly safety message in Eng/Spn with 96 communication partners to amplify wildfire safety tips within their networks
Marin Master Gardeners	<ul style="list-style-type: none"> <li>- Amplified firesmart landscaping tips digitally through newsletter and social media</li> <li>- Collaborated on Ember Stomp exhibits</li> </ul>
Marin Wildfire	<ul style="list-style-type: none"> <li>- Met regularly with team members to amplify MW's programs + initiatives</li> <li>- Collaborated on social media mgmt</li> <li>- Distributed home evaluation schedules</li> </ul>
Mont Marin-San Rafael Park	Created flyers to organize community engagement in home evaluations competition
Nor Cal Landscapers Association	Planning for professional training
North Marin Community Services	<ul style="list-style-type: none"> <li>- Collaborated on a newcomer packet including co-branded Red Flag Warning educational material</li> <li>- Participated in follow perception survey results and actions in conjunction with Marin Wildfire and Novato Fire</li> <li>- Held a training in Spanish for Promotores staffing Ember Stomp family area</li> </ul>
OEM	<ul style="list-style-type: none"> <li>- Attended monthly local area training</li> <li>- Coordinated on Ember Stomp exhibit</li> </ul>
West Marin Community Services	- Participated in follow-up perception survey results and actions in conjunction with Marin Wildfire
Ecologically Sound Practice Partnership	Attend monthly meetings

## Social Media

**7,900 followers / 103 posts**

Social media is one of our primary outreach avenues for engaging Marin residents. We manage seven feeds employing best practices and standardizing processes and strategies to optimize our efforts.

💡 In August, we updated monthly page banners across our social media platforms to promote Ember Stomp, aligning with the month's theme. We put out content around evacuation readiness, Red Flag Warnings, and hit hard on Ember Stomp activities to drive attendance. The most popular post was about driving tips during a wildfire evacuation.

#### **MWPA SOCIAL MEDIA & PROMOTION**

**2,500 followers / 24 posts**

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

💡 The "Transformation Tuesday" content continues to be highly popular, generating positive sentiment and a noticeable increase in shares. We have also seen a steady rise in followers across all platforms. In August, the reach across Facebook, Instagram, and Twitter was ~ 8,000, and engagement solid. This reach is steadily growing and is expected to continue with consistent posting efforts.

#### **PAID ADVERTISING**

**4-week / 5.6 million impressions**

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.

💡 We launched a comprehensive multimedia ad campaign (8/11 - 9/7) to promote Ember Stomp, featuring a wide range of placements including ads on buses and bus stops, over-street banners, ferry terminal kiosks, 101 jumbotron, posters in storefront windows, and community boards. The campaign also included digital banner ads, e-mail blasts from Marin Center and Marin IJ, print ads in the *Marin Independent Journal*, *Point Reyes Light*, and *Pacific Sun*. In addition, we utilized grassroots outreach through Firewise leaders and community partners who distributed lawn signs and postcards, a robust organic social media campaign, collaborative social media efforts with sponsors, radio spots through our KCBS sponsorship, and pre-event interviews by various media outlets.

#### **ONGOING DIGITAL ADS**

**600 clicks (search ads) / 200 clicks (retarget ads)**

💡 We continued two cost-efficient ad campaigns 1) **Google Search Ads** to expand awareness of *Wildfire Risk Report* and associated keywords in support of the advertising campaign Open Your Report, and 2) **Retargeting Ads** to increase e-newsletter subscribers among website visitors. In August, these ads resulted in increased newsletter sign-ups and increased traffic to [marinwildfire.org/dspace](https://marinwildfire.org/dspace). These ads will run through September 30th when we will pause to

evaluate its effectiveness.

## MONTHLY NEWSLETTER

**6,486 opens / 3.8% 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.

💡 The [August's newsletter](#) focused on enhancing awareness around evacuation readiness, temporary refuge areas, and promoted the upcoming Ember Stomp event. The most popular feature was the *Guide for Homeowners and Landscapers: How to Create a Fire Smart Yard*, which was downloaded 160 times.

## VIDEO PRODUCTION

**New! *Could It Happen Here?***

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.

💡 **COULD IT HAPPEN HERE? PART I** is the latest installment of our wildfire behavior video series with Mark Brown. This 4 minute segment showcased at Ember Stomp as the introduction to our Marin's Wildfire History exhibit. Pointing to the 1923 Marin Fire in comparison to wildfires since, Mark explains the pathways of fire and the reasons why wildfires of today are exponentially more dangerous than those of the past. The full video will be ready to show you next month. It provides a holistic look at the history of wildfire in Marin, the escalating threat of wildfires today, what Marin Wildfire is doing to protect the county, and what we need residents to do to keep themselves and their neighborhoods safe. Stay tuned!

## 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.

💡 With inventory replenished just in time for Ember Stomp, we introduced two new educational pieces. The first, [Retrofitting a Home for Wildfire Resistance](#) highlights the most common features that put a home at risk of ignition during a wildfire and strategies to reduce



that risk. This brochure is based on the new report from Headwaters Economics *Retrofitting a Home for Wildfire Resistance Costs and Considerations*. A Spanish version will be available soon. The second piece, [Be Prepared for a Red Flag Warning](#) flyer produced in English and Spanish. It outlines key actions to take during Red Flag Warnings and encourages residents to look out for those who need help on these critical days. The initial print run of this flyer has been co-branded with North Marin Community Services. FSM plans to offer core print materials for co-branding to interested member agencies and organizations in the future.

## **SIGNAGE**

### **30 Lawn signs**

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.

💡 Firewise communities continue to be interested in lawn signs to display in their neighborhoods. In August we distributed 20 Ember Stomp signs widely, and re-distributed Open Your Wildfire Risk Report lawn signs to locations where inspections were happening. We did this in cooperation with the Home Evaluation Program/The Alliance.

## **RESPONSE TO THE PUBLIC**

### **40 emails + 50 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.

💡 In August we saw an uptick in calls and emails. Questions were about actions being taken from the Wildfire Risk Report, specific vegetation inquiries, resident grant availability, contractor recommendations, and Chipper program.

## **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.

💡 Student groups from Terra Linda MarinSel and Archie Williams wildfire prevention club volunteered at Ember Stomp, supporting activities at the kids stage and arts and crafts area.

## **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.



💡 Working with Nor Cal Landscapers Association we finalized a fire smart landscaping training for foreman and landscapers on Tuesday, September 24 at 9-10:30 am at the Marin Builders community room in San Rafael. Todd Lando, wildfire mitigation specialist and Andrew Johnson of Johnson Tree and Garden will deliver the training. FSM and NCLA are actively marketing the event and are targeting 25-30 participants. The main themes of the training will focus on wildfire science, fire smart landscape design principles, choosing the right plants and mulches, and significance of maintenance to reduce risk. A link to registration is [here](#).

### 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

💡 In August, FSM continued to support the home evaluation program through sharing schedules widely with Firewise Leaders, responding to many phone calls and emails asking about grants, hazardous plants and identifying contractors, and worked to distribute lawn signs as inspectors conduct inspections in neighborhoods.

### 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.

Key highlights included the IBHS Wildfire Prepared Home live side-by-side burn demonstration and a juniper burn demo by Chief Weber. The home hardening demo tent, led by defensible space inspectors and wildfire science experts, was a standout success. Family-friendly activities, such as arts and crafts and the family stage, added to the interactive and engaging atmosphere. Marin Wildfire JPA had a prominent presence at the event, showcasing its accomplishments and initiatives at the front of the venue. The Marin Master Gardeners expanded their area this year, drawing significant interest. Wildfire product and service providers were well-represented as were Marin agencies supporting wildfire preparedness education. A [thank-you video](#) was sent to all participants following the event.

### FY2025 Deliverables

# **FIRE SAFE MARIN**

## **Monthly Report** **August 2024**

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

Last Month (Aug 1 - 31)

ALL followers

7,938

▲1% vs previous period (7,850)

Last Month (Aug 1 - 31)

Facebook Followers

3,128

▲2% vs previous period (3,065)

Last Month (Aug 1 - 31)

Twitter/X Followers

1,642

0% vs previous period (1,641)

Last Month (Aug 1 - 31)

IG Followers

1,643

▲4% vs previous period (1,578)

Last Month (Aug 1 - 31)

YouTube Subscribers

1,400

▲3% vs previous period (1,360)

Last Month (Aug 1 - 31)

LinkedIn Followers

194

▲11% vs previous period (174)

Last Month (Aug 1 - 31)

FB Impressions

428.8k

▲156% vs previous period (167.3k)

Last Month (Aug 1 - 31)

IG Comments

18

▲350% vs previous period (4)

Last Month (Aug 1 - 31)

IG Impressions

140.5k

▲100% vs previous period (70,341)

Last Month (Aug 1 - 31)

YT Shares

171

▼40% vs previous period (285)

Last Month (Aug 1 - 31)

YT Views

7,477

▼10% vs previous period (8,310)

Last Month (Aug 1 - 31)

FB Click To Play Video Views

1,636

▲104% vs previous period (803)

Last Month (Aug 1 - 31)

FB Video View Time

11d 4h 48m 42s

▲146% vs previous period (4d 13h 17m 46s)

Last Month (Aug 1 - 31)

New X tweets

21

▼5% vs previous period (22)

Last Month (Aug 1 - 31)

IG New Posts

12

▼8% vs previous period (13)

Last Month (Aug 1 - 31)

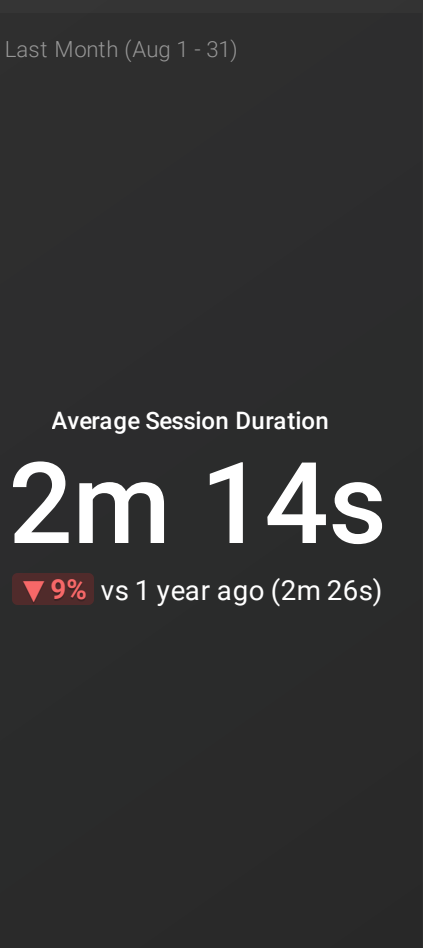
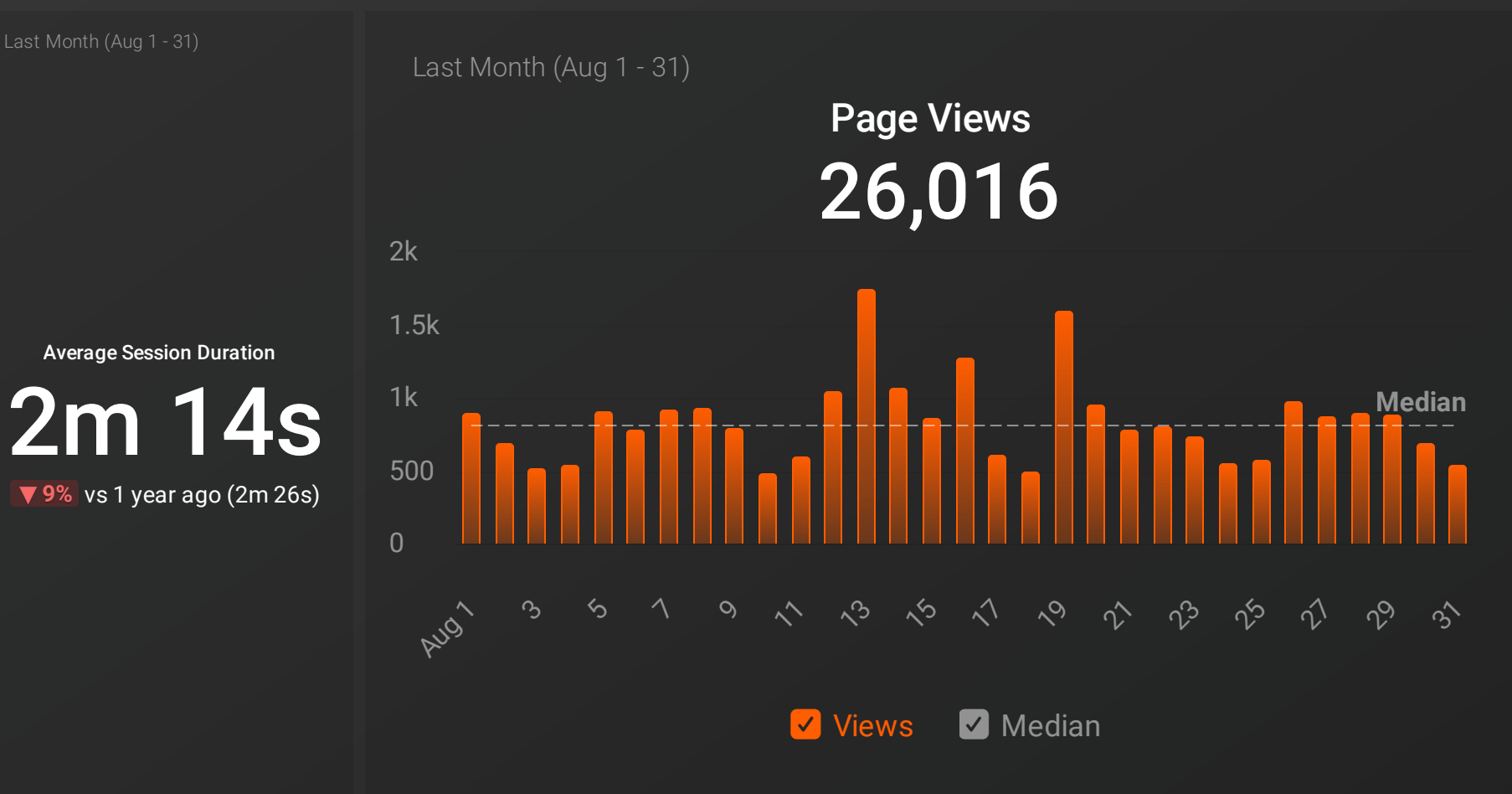
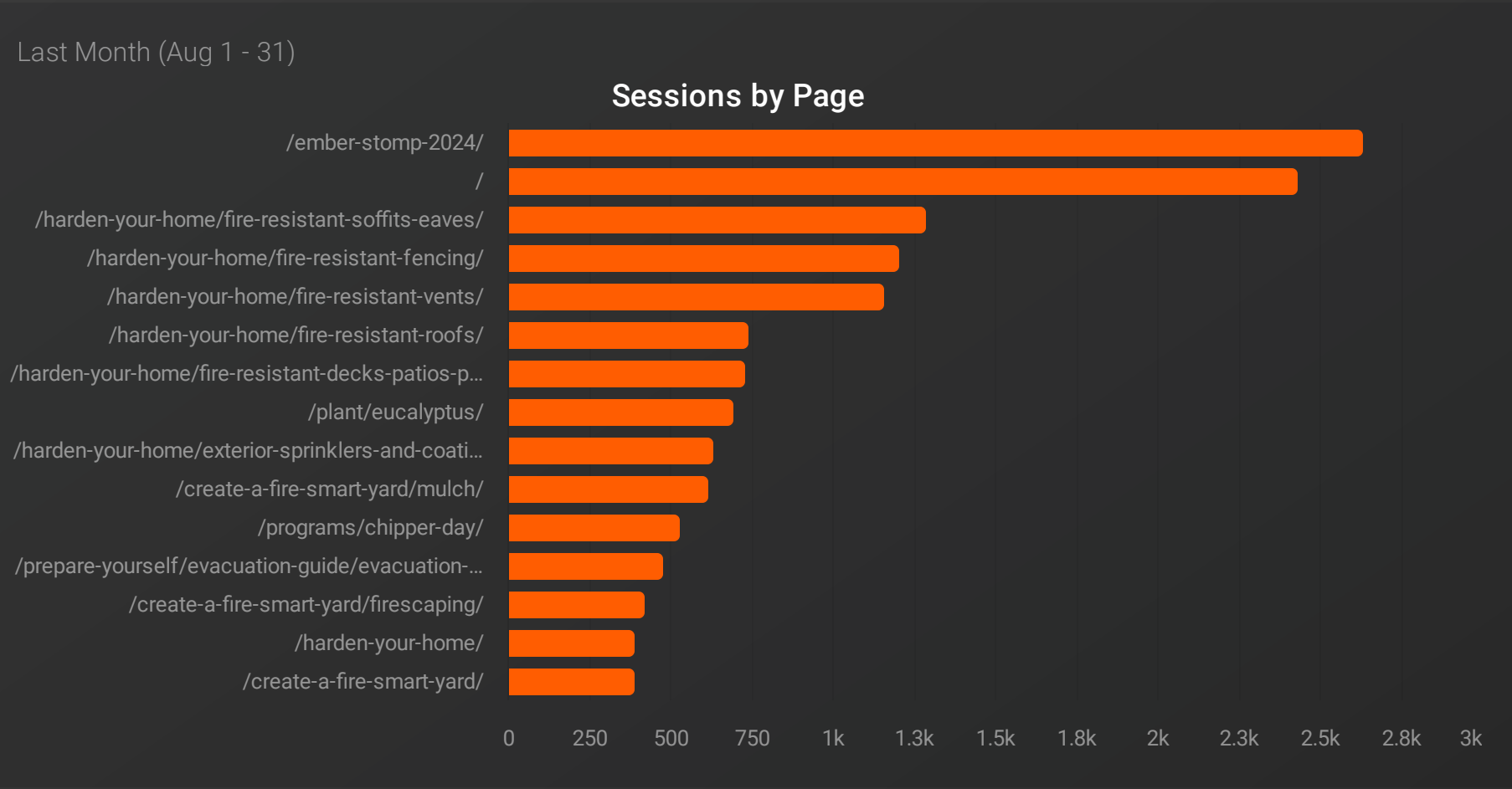
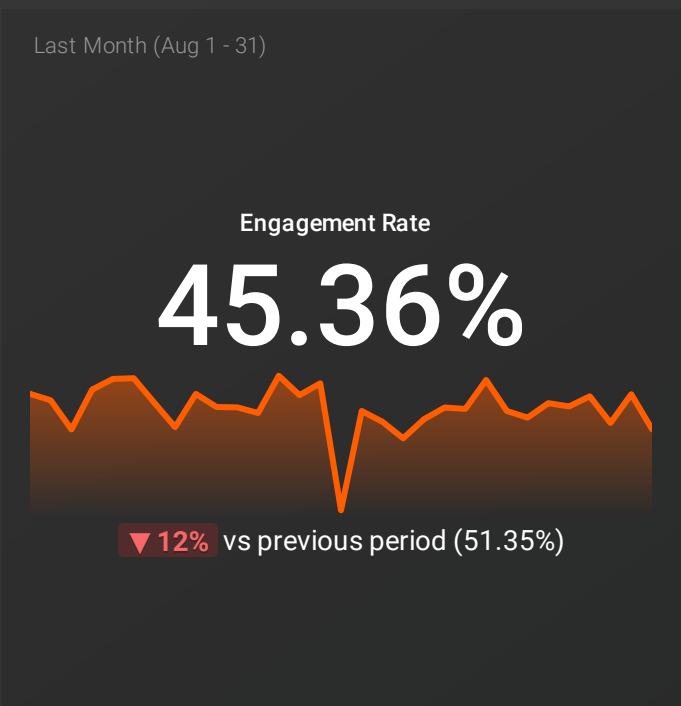
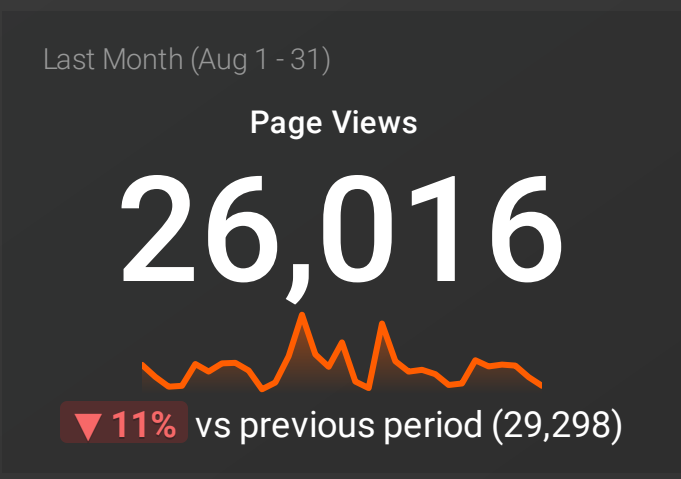
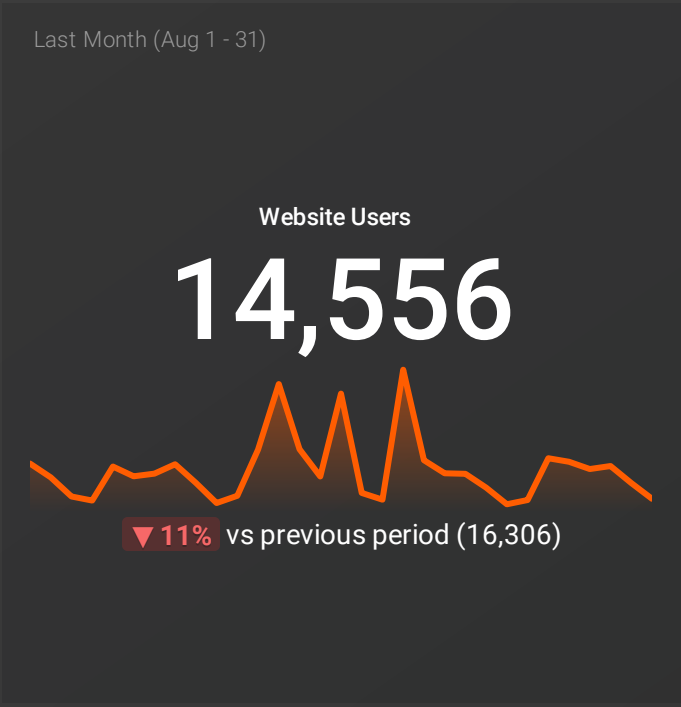
Views by Traffic Source

Metric	Value	vs prev
External sources	2,278	▼19%
Suggested videos	1,574	▲27%
YouTube search	1,437	0%
Subscribers	852	▲3%
Direct or unknown	755	▼41%
YouTube channels	206	▼32%
Other YouTube features	124	▲38%

Last Month (Aug 1 - 31)

LinkedIn Overview

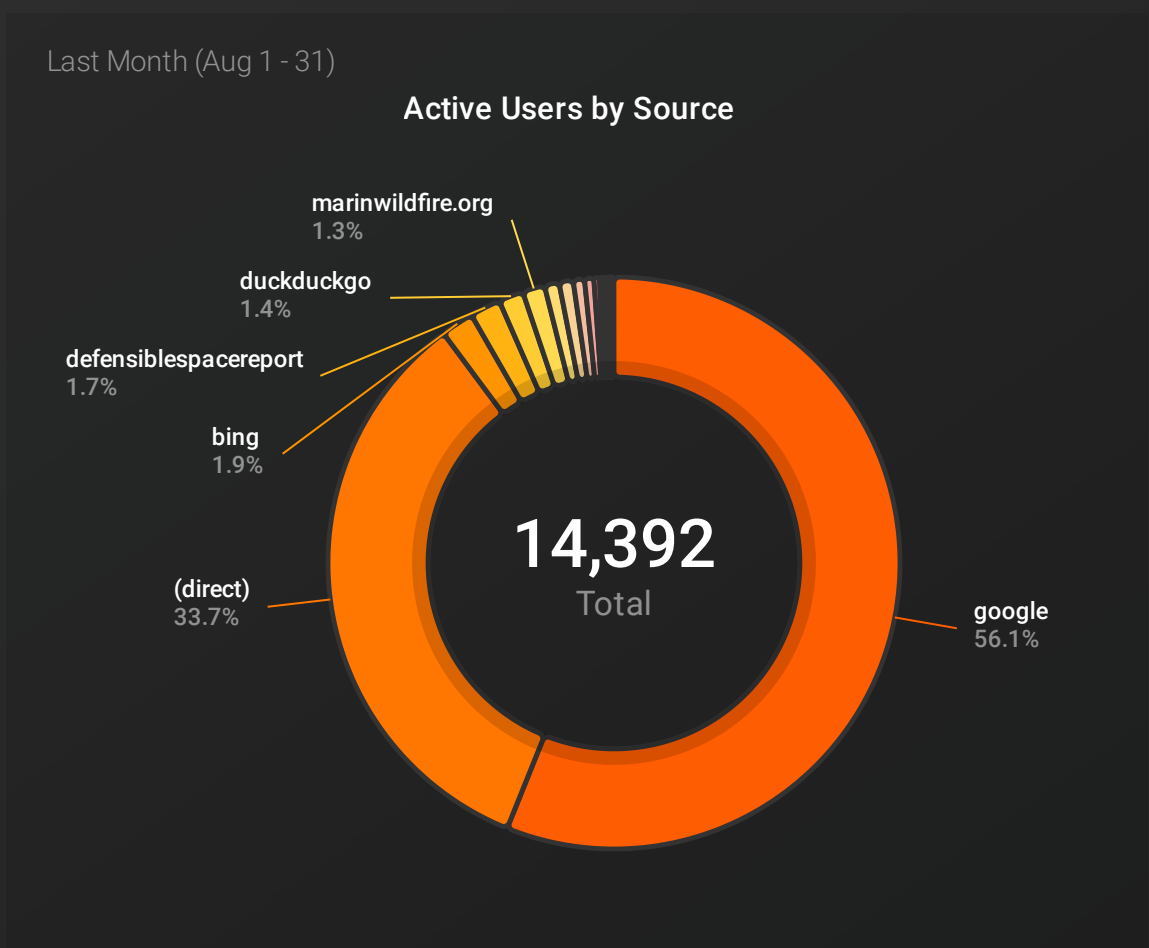
Page Activities	Value
Reactions	34
New Followers	22
Comments	2
Company Home Page Views	88
Shares	2
Clicks	43



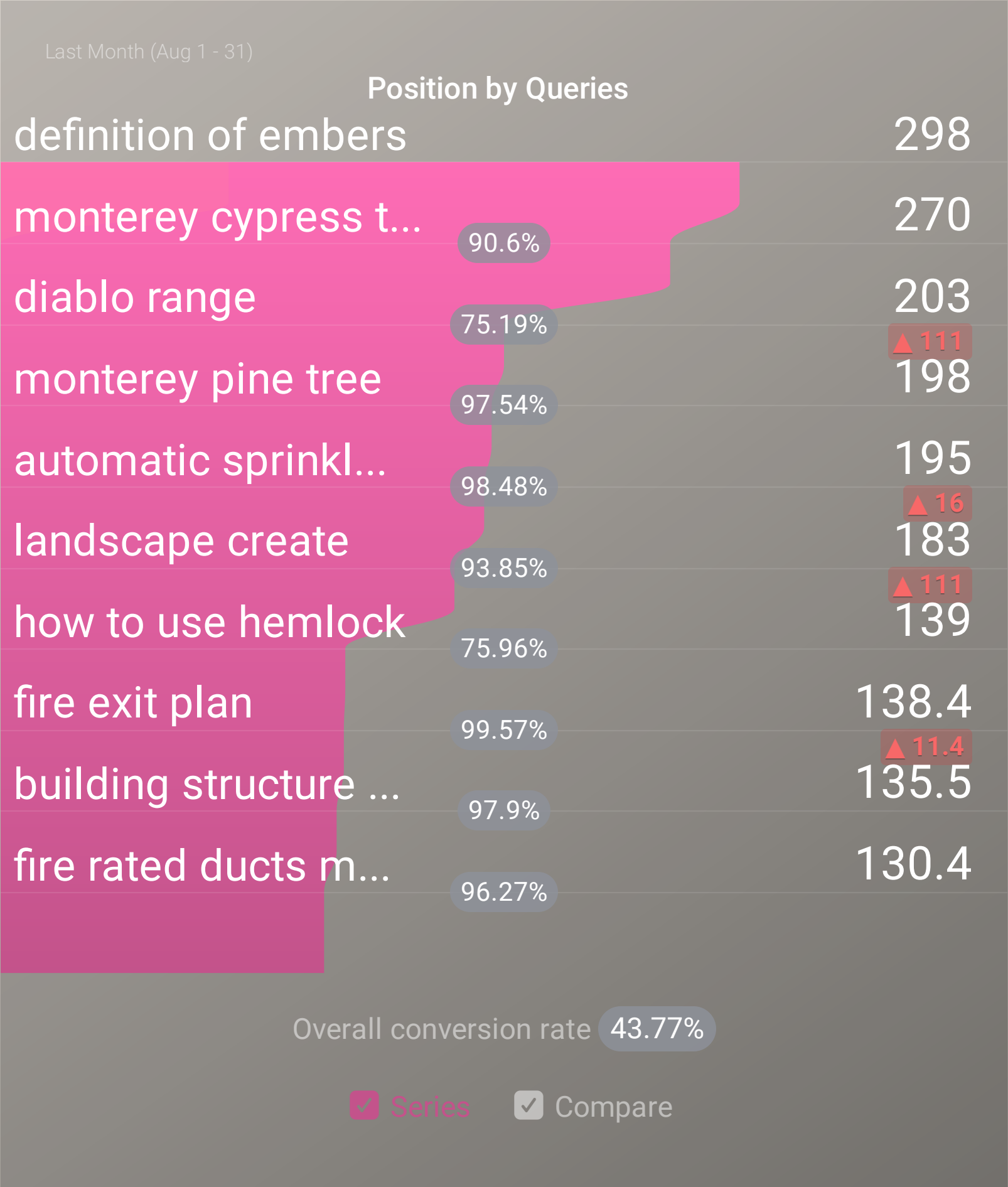
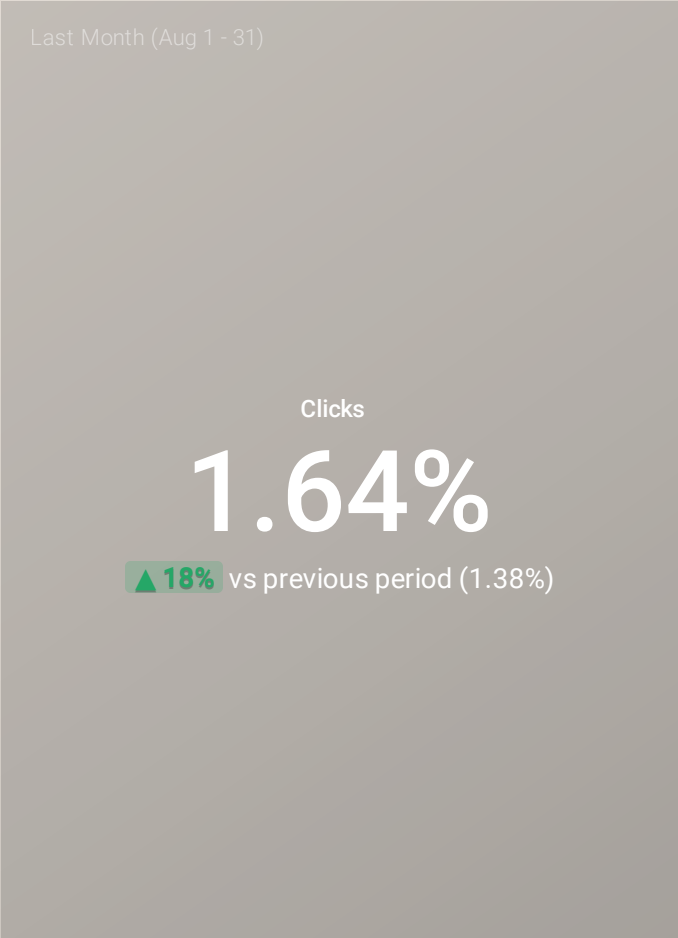
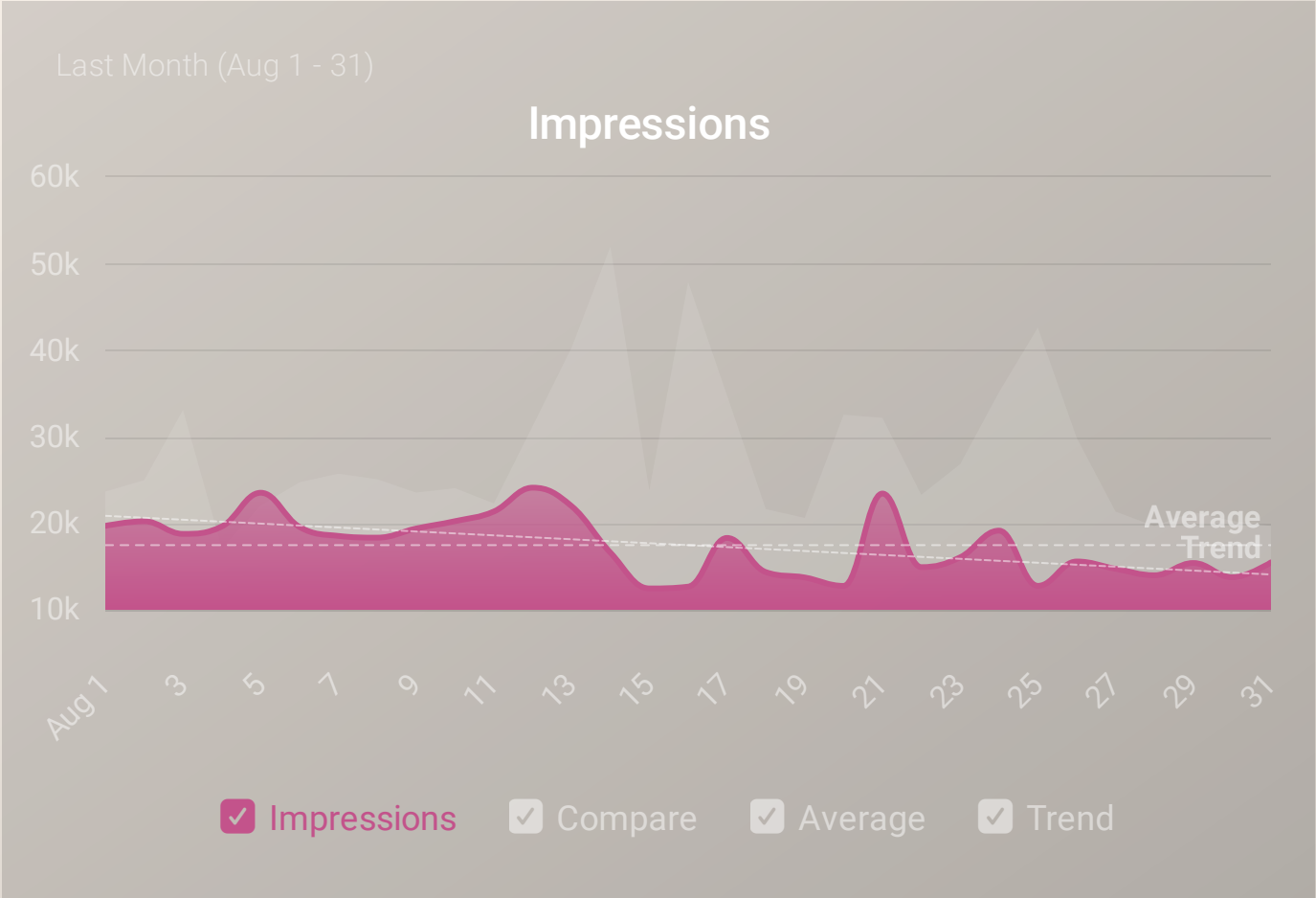
Last Month (Aug 1 - 31)

Engaged Sessions by Country

Metric	Value	vs prev
United States	7,874	▼ 18%
Canada	309	▼ 38%
Australia	119	▼ 6%
United Kingdom	102	▼ 23%
India	52	▼ 30%
Greece	46	▲ 156%







Last Month (Aug 1 - 31)

Queries Overview						
Query	Impressions	vs prev	Clicks	vs prev	CTR by Queries	vs prev
ember stomp	253	▲ 387%	178	▲ 381%	70.36%	▼ 1%
fire safe marin	211	▼ 8%	111	▼ 18%	52.61%	▼ 10%
ember stomp 2024	167	▲ 82%	105	▲ 54%	62.87%	▼ 15%
chipper day marin	120	▲ 79%	84	▲ 163%	70%	▲ 47%
firesafe marin	149	▼ 6%	83	▼ 10%	55.7%	▼ 4%
ember stomp marin county	64		52		81.25%	
marin chipper days	39	▲ 77%	32	▲ 88%	82.05%	▲ 6%

Last Month (Aug 1 - 31)

FSM News Subscribers

12,802

Last Month (Aug 1 - 31)

Newsletters Opens

6,440

Last Month (Aug 1 - 31)

Click Rate by Campaigns

3.79%

Last Month (Aug 1 - 31)

CTR vs Industry Avg.

3.79%

▲ 91% vs Recent Campaigns Industry Avg. Click Rate (1.98%)

Last Month (Aug 1 - 31)

Firewise

422

Last Month (Aug 1 - 31)

Communication Partners

98

Last Month (Aug 1 - 31)

FY24-25 Opens

12,503

Last Month (Aug 1 - 31)

Open Rate - July 2024

50.62%

Last Month (Aug 1 - 31)

New Subscribers

235

▲ 130% vs previous period (102)

Last Month (Aug 1 - 31)

Open Rate by Campaign

#	Metric	Value	vs 1Y ago
1	August 2023 (08/08/2023 16:45:00)	64.66%	
2	February 2024 (02/13/2024 15:15:00)	62.59%	
3	September 2023 (09/12/2023 17:00:00)	62.51%	
4	July 2023 (07/11/2023 18:00:00)	62.26%	
5	October 2023 (10/10/2023 13:45:00)	61.6%	
6	December 2023 (12/15/2023 15:45:00)	54.78%	
7	January 2024 (01/17/2024 15:30:00)	54.39%	
8	November 2023 (11/14/2023 15:45:00)	53.18%	
	March 2024 (03/12/2024 15:45:00)	50.62%	

Last Month (Aug 1 - 31)

Open Rate vs Industry Avg.

August 2023 (08/08/2023 16:45:00)

7,914

▲ 3,115,648% vs Recent Campaigns Industry Avg. Open Rate (0.25)

February 2024 (02/13/2024 15:15:00)

7,745

▲ 3,049,113% vs Recent Campaigns Industry Avg. Open Rate (0.25)

FSM-enews\_Jan 2023 (01/18/2023 15:45:00)

7,814

▲ 3,076,278% vs Recent Campaigns Industry Avg. Open Rate (0.25)

September 2023 (09/12/2023 17:00:00)

7,629

▲ 3,003,443% vs Recent Campaigns Industry Avg. Open Rate (0.25)

Flooding Webinar Reminder (01/17/2024 15:30:00)

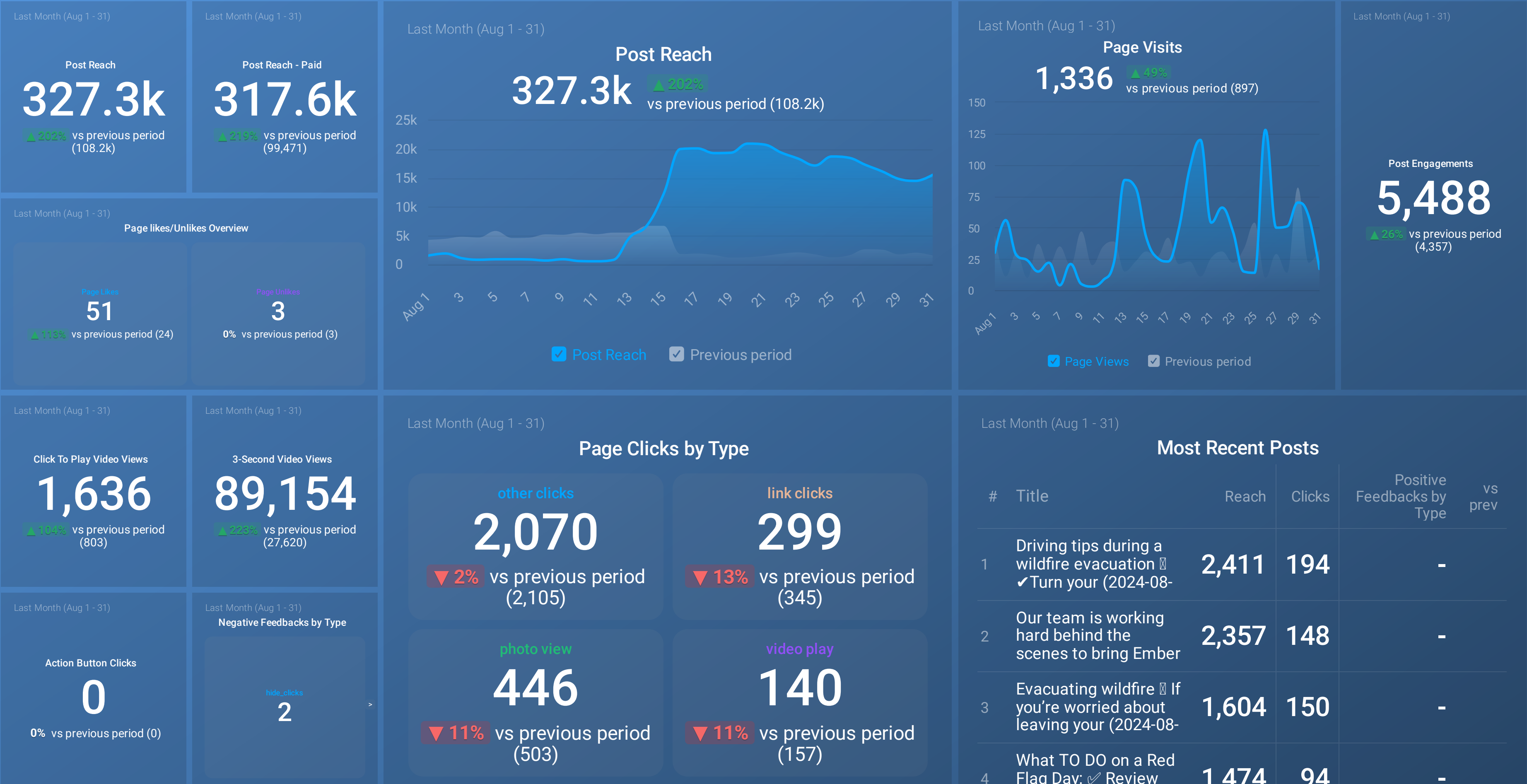
7,764

▲ 3,056,593% vs Recent Campaigns Industry Avg. Open Rate (0.25)

July 2023 (07/11/2023 18:00:00)

7,609

▲ 2,995,569% vs Recent Campaigns Industry Avg. Open Rate (0.25)



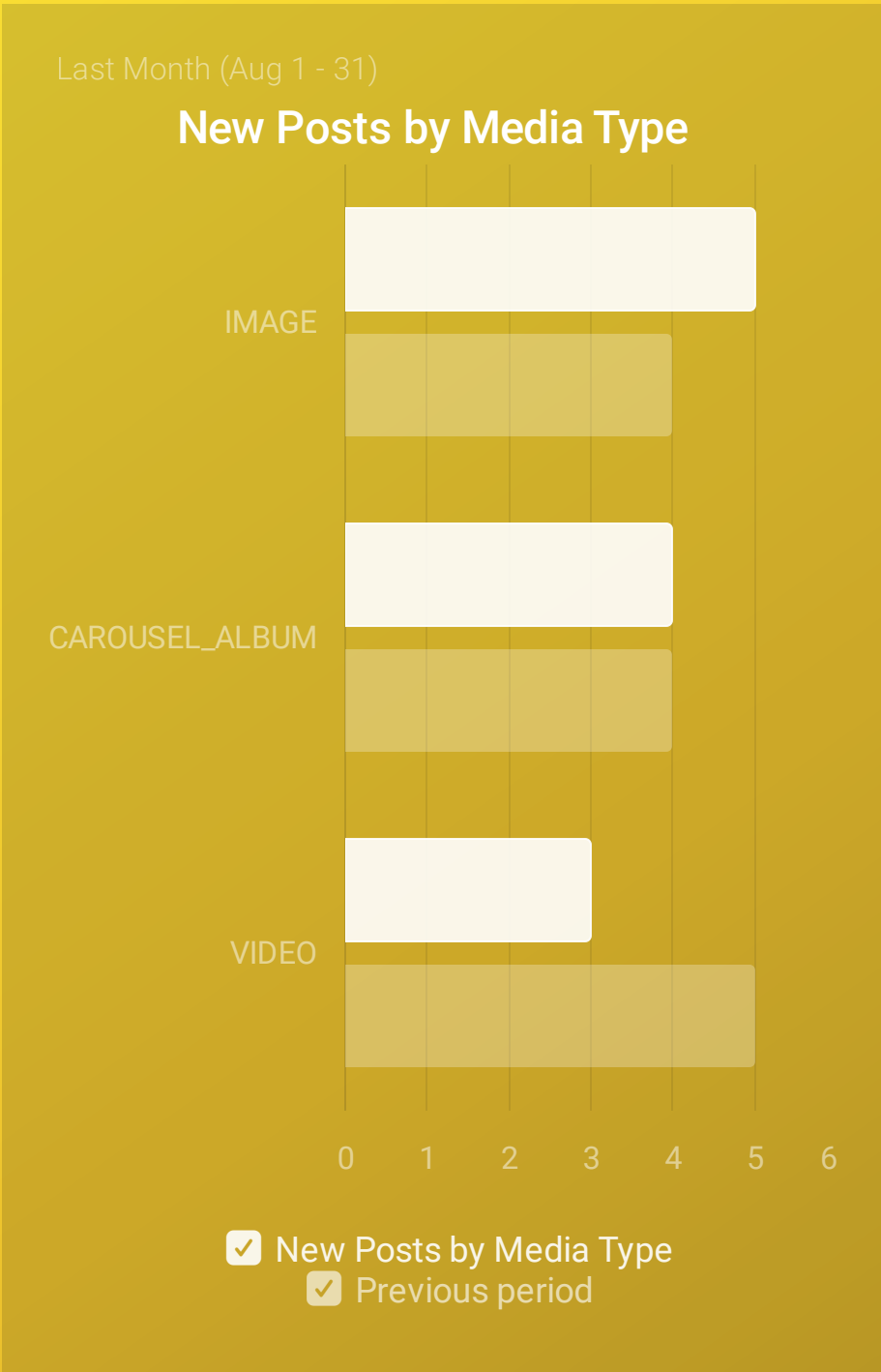


Last Month (Aug 1 - 31)

New Posts

12

▼ 8% vs previous period (13)



Last Month (Aug 1 - 31)

New Posts by Likes Count		
Post	Value	vs prev
Mark your calendars for the 3rd annual Ember Stomp Festival on September 7, 2024. Join us at the Marin County	43	
Make sure you are ready for Red Flag Warnings! Learn more at firesafemarin.org ... (08/16/2024	29	
Join us on September 7th from 11-5 at the Marin County Fairgrounds for Ember Stomp: Marin's Wildfire	24	
Thanks to our Platinum level donors for helping making Ember Stomp possible! Join us on September 7th	22	
Driving tips during a wildfire evacuation ☑ ... (08/26/2024 14:02:51)	22	
What TO DO on a Red Flag Day: ... (08/19/2024 14:02:08)	17	
Have you opened your Wildfire Risk Report? ... (08/02/2024 14:06:10)	14	
Do you have an evacuation plan? ... (08/23/2024 14:00:49)	13	

Last Month (Aug 1 - 31)

New Posts by Comments Count		
Posts	Value	vs prev
Mark your calendars for the 3rd annual Ember Stomp Festival on September 7, 2024. Join us at the Marin County	4	
Join us on September 7th from 11-5 at the Marin County Fairgrounds for Ember Stomp: Marin's Wildfire	2	
Do you have an evacuation plan? ... (08/23/2024 14:00:49)	1	
Driving tips during a wildfire evacuation ☑ ... (08/26/2024 14:02:51)	1	
Know your ALERT ☑ ... (08/12/2024 14:02:57)	0	
Make sure you are ready for Red Flag Warnings! Learn more at firesafemarin.org ... (08/16/2024	0	
What TO DO on a Red Flag Day: ... (08/19/2024 14:02:08)	0	
Have you opened your Wildfire Risk Report? ... (08/02/2024 14:06:10)	0	



Last Month (Aug 1 - 31)

Followers

1,642

0% vs previous period (1,641)

Last Month (Aug 1 - 31)

Following

300

0% vs previous period (300)

Last Month (Aug 1 - 31)

Tweets

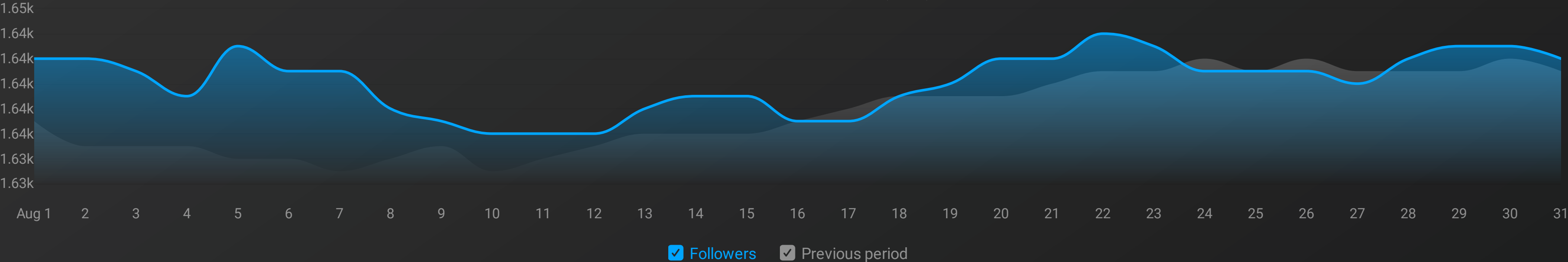
21

▼ 5% vs previous period (22)

Last Month (Aug 1 - 31)

Followers Growth

1,642 0% vs previous period (1,641)



Last Month (Aug 1 - 31)

Total Followers

51

Last Month (Aug 1 - 31)

Posted Videos

1

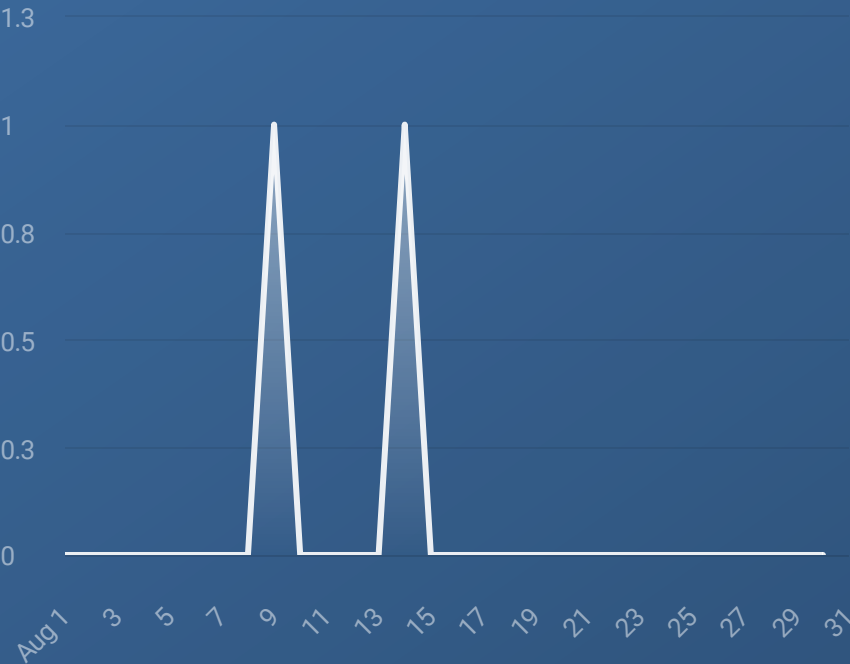
Last Month (Aug 1 - 31)

Total Views

29,473

Last Month (Aug 1 - 31)

New Followers



☒ New Followers

Last Month (Aug 1 - 31)

Reactions

Metric	Value
Reactions	30



Last Month (Aug 1 - 31)

Performance

Metrics	Value	vs 1Y ago
Views	7,477	▼ 19%
Likes	91	▼ 39%
Dislikes	1	▼ 75%
Comments	8	▼ 33%
Shares	171	▼ 30%
Average View Duration	3m 46s	▲ 18%
Average Percentage Viewed	33.4%	▲ 30%
Subscribers Gained	49	▼ 41%
Subscribers Lost	10	▲ 11%

Last Month (Aug 1 - 31)

Views

7,477

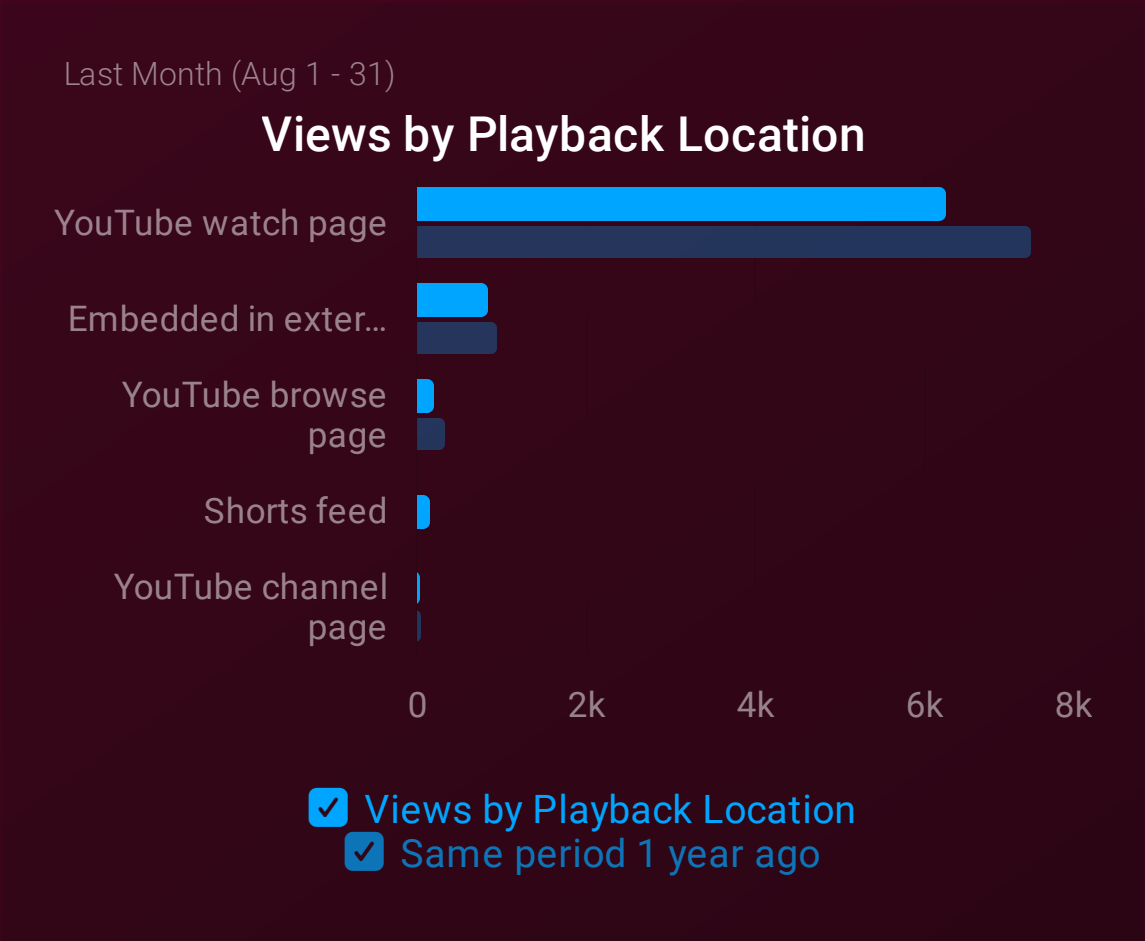
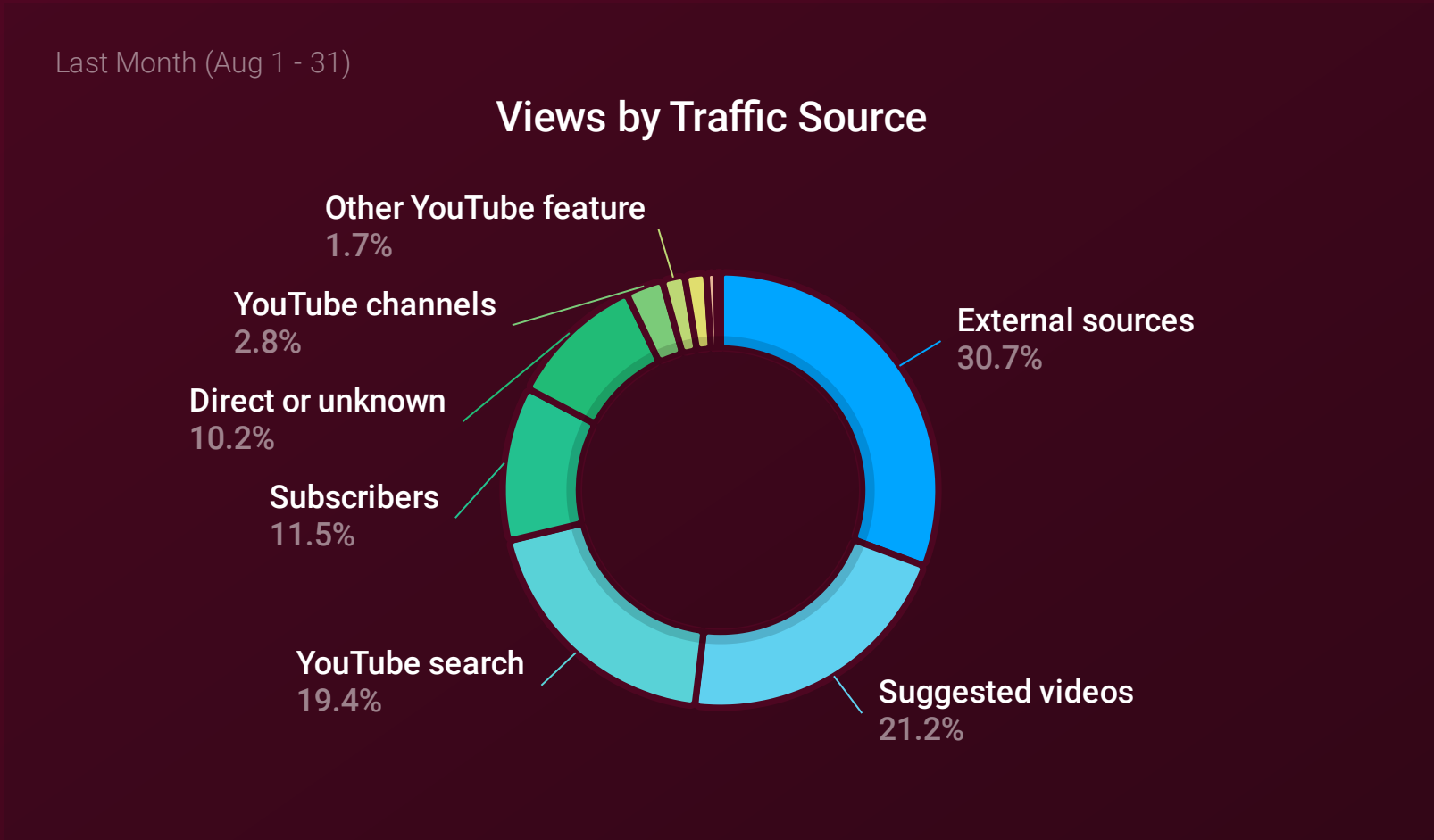
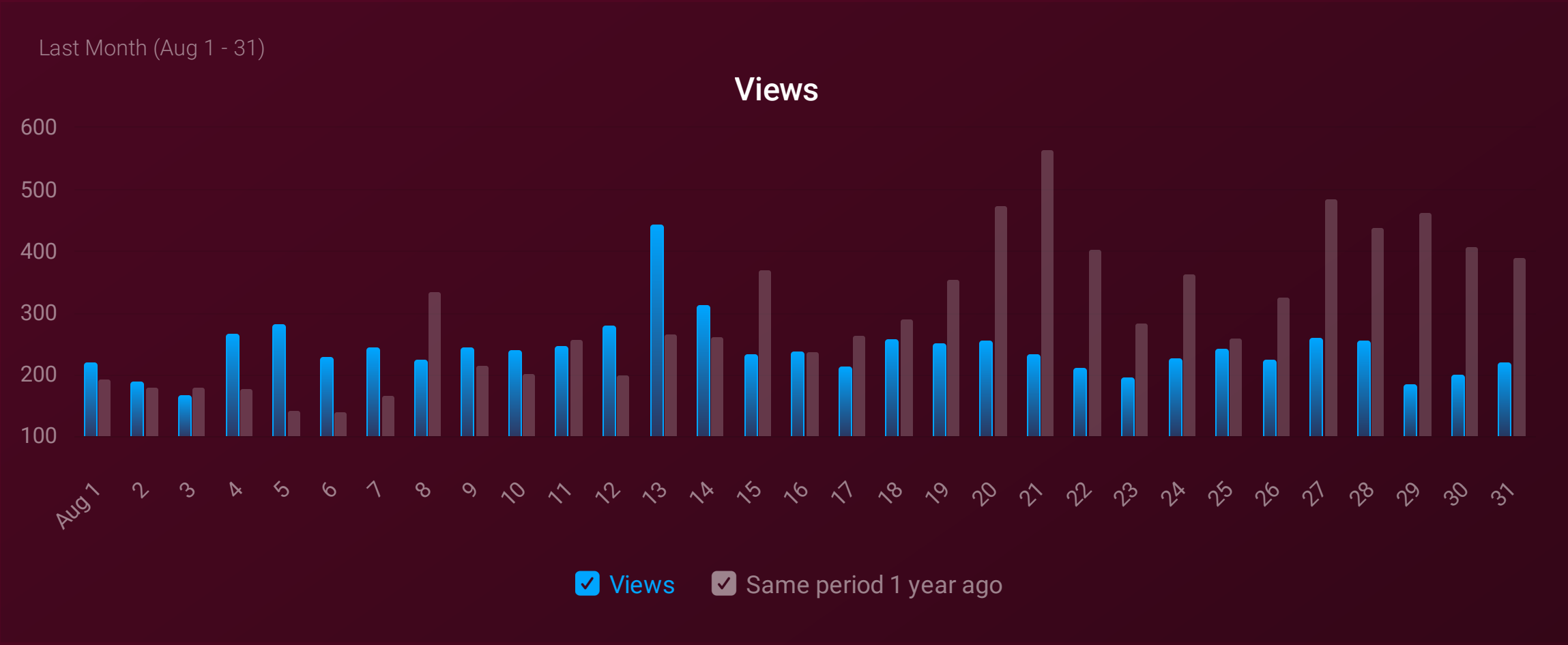
▼ 10% vs previous period (8,310)

Last Month (Aug 1 - 31)

Youtube Subscribers

1,400

▲ 3% vs previous period (1,360)



Last Month (Aug 1 - 31)

August Events

10

Last Month (Aug 1 - 31)

Total Engagements

1,248

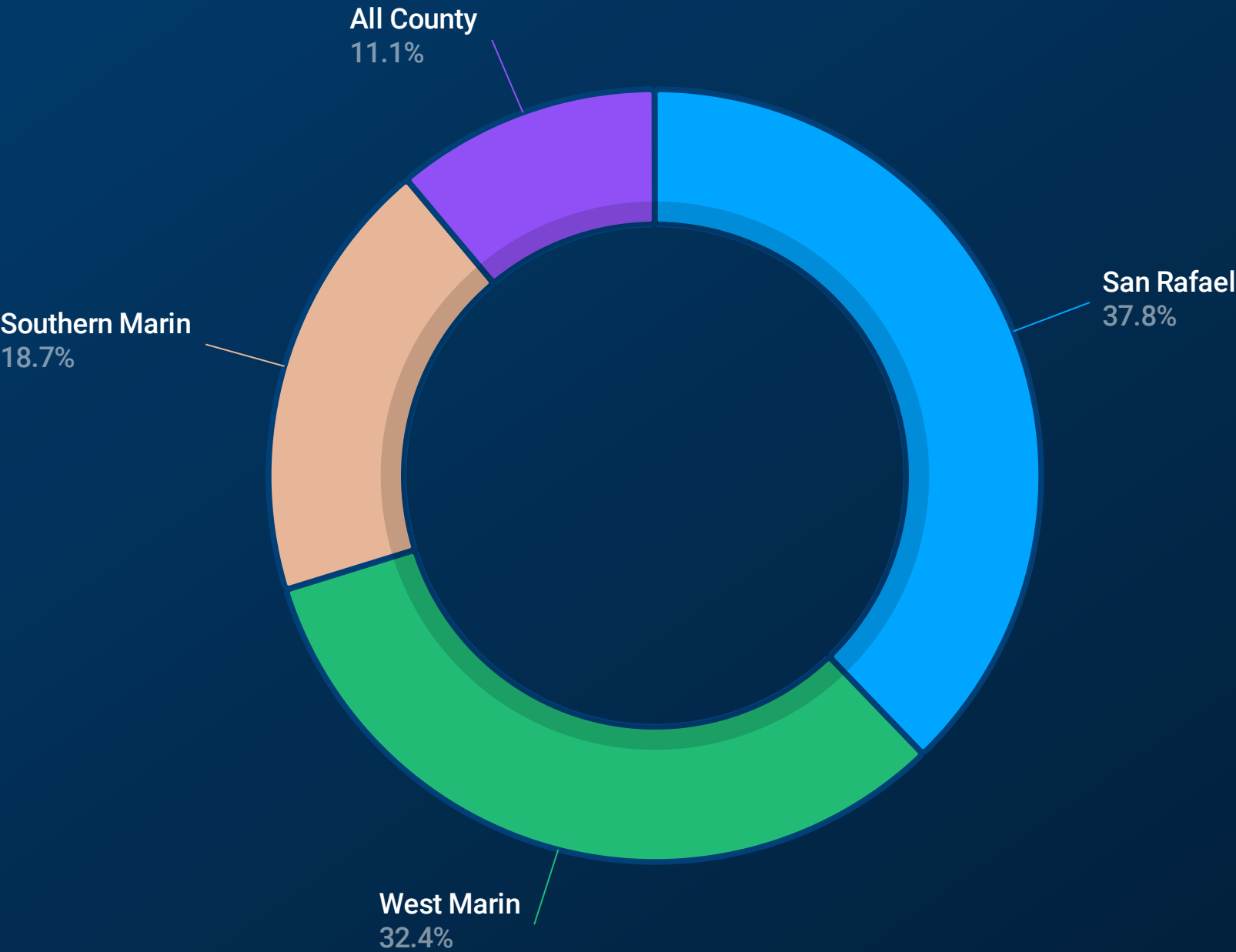
Last Month (Aug 1 - 31)

Engagements by Community Event

Metric	Value
San Rafael, Marin Community Health Hub	385
Inverness fair	180
Mill Valley, National Nite Out	140
Civic Center Farmer's Market	113
WMCS, Food Pantry	75
Tam Valley, Creekside	50

Last Month (Aug 1 - 31)

Total Engagements by MW Zone







# Marin Wildfire Social Media Metrics

August 2024

Last Month (Aug 1 - 31)

Posts Published

10

▲100% vs 1 year ago (5)

Last Month (Aug 1 - 31)

Page Impressions

5,586

▼28% vs previous period (7,714)

Last Month (Aug 1 - 31)

Post Impressions

4,622

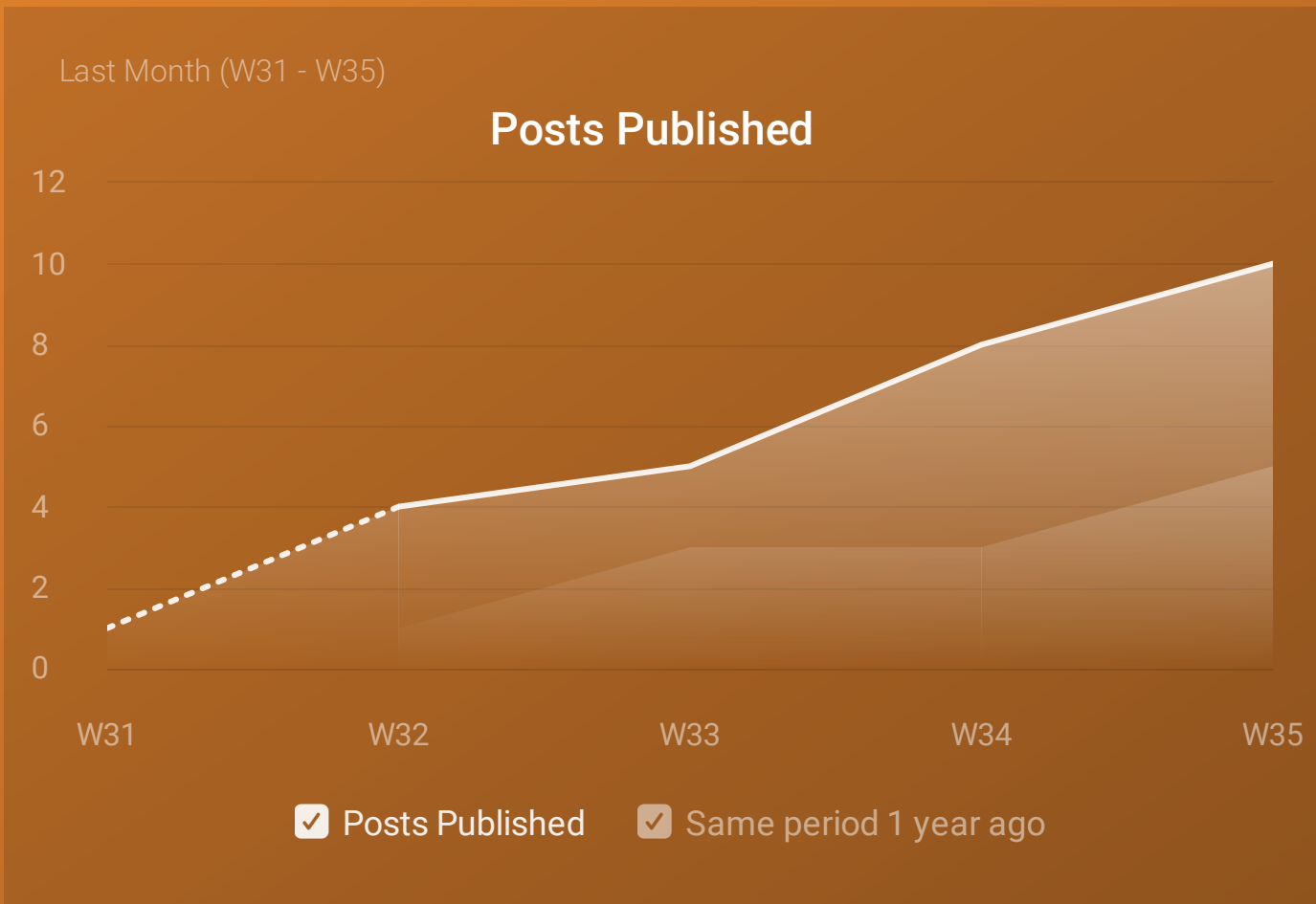
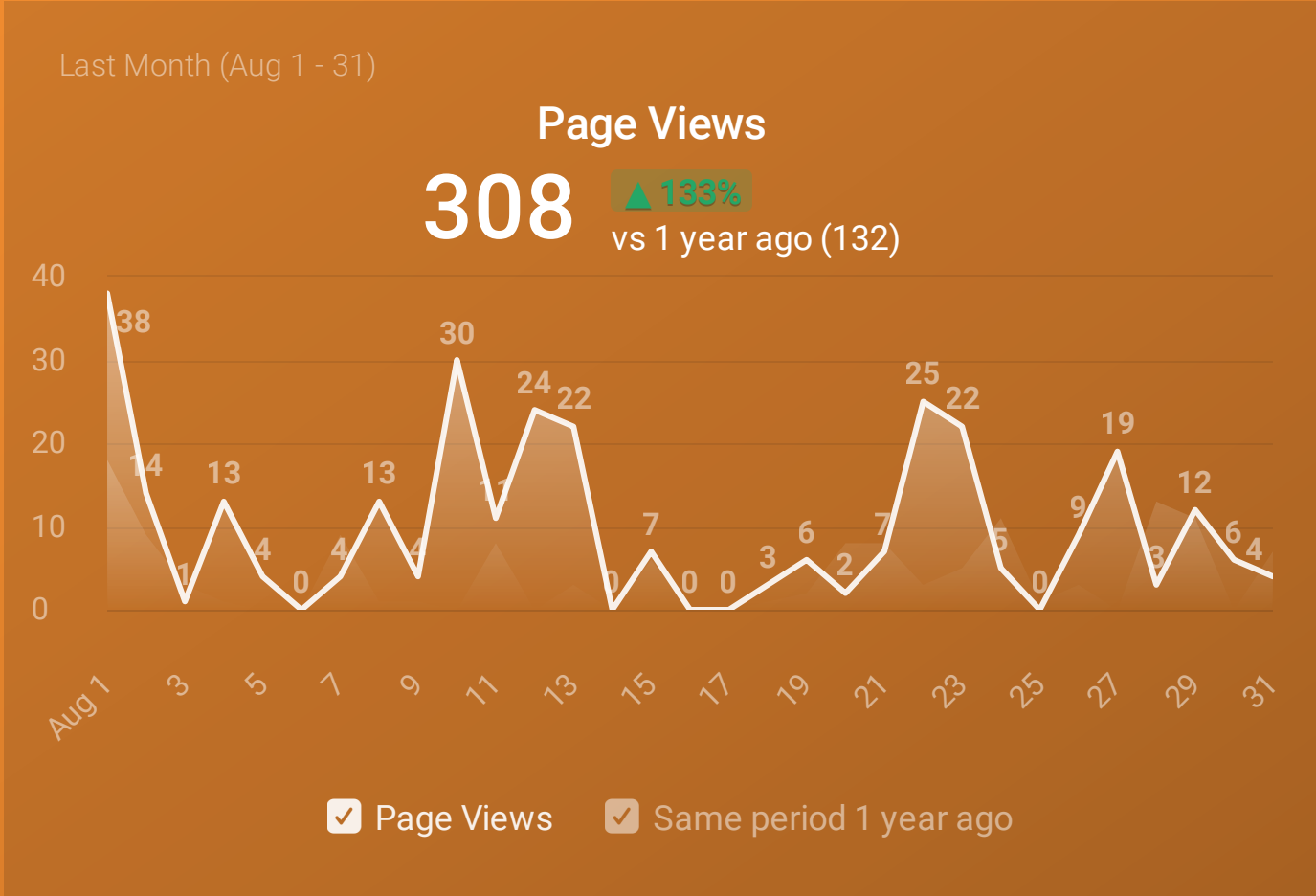
▲195% vs 1 year ago (1,566)

Last Month (Aug 1 - 31)

Post Engagements

443

▲491% vs 1 year ago (75)



Last Month (Aug 1 - 31)

Post Reach		
Metric	Value	Δ
Post Reach	3,923	▲217%
#TransformationTuesday Check out this incredible transformation (2024-08-13)	66	
#TransformationTuesday Check out the work being done in San (2024-08-06)	46	
Marin Wildfire collaborates with partners and organizations to (2024-08-08)	18	
#TransformationTuesday Check out two photo points from the San (2024-08-20)	9	
Sign up for Chipper Days! There is still time to remove vegetation (2024-08-23)	8	
KneeDeep Times recently published this comprehensive review of (2024-08-30)	7	
Join Marin Wildfire, San Rafael Fire Department, Marin County...	4	



Last Month (Aug 1 - 31)

Followers

1,189

▲ 1% vs previous period (1,177)

Last Month (Aug 1 - 31)

Impressions

2,196

Last Month (Aug 1 - 31)

Likes

109

▲ 24% vs previous period (88)

Last Month (Aug 1 - 31)

New Posts

7

▲ 75% vs previous period (4)

Last Month (Aug 1 - 31)

Comments

1

▼ 50% vs previous period (2)

Last Month (Aug 1 - 31)

Shares

4

▲ 33% vs previous period (3)

Last Month (Aug 1 - 31)

New Followers

12

▼ 8% vs previous period (13)

Last Month (Aug 1 - 31)

New Following

0

0% vs previous period (0)

Last Month (Aug 1 - 31)

New Posts by Likes Count

#	Metric	Value	vs prev
1	Goats are probably the cutest vegetation management tools! They also get the work done without	17	
2	#TransformationTuesday ... (08/13/2024 14:06:17)	17	
3	Knee Deep Times recently published this comprehensive review of Marin Wildfire: our origins, our mission, our	16	
4	#TransformationTuesday ... (08/20/2024 14:04:41)	14	
5	#TransformationTuesday ... (08/06/2024 14:01:28)	13	
6	Join Marin Wildfire, @sanrafaelfd, @marincountyparks, the Ecologically Sound Practices Partnership, and	10	
7	Marin Wildfire collaborates with partners and organizations to use the best available science and research to	3	
	Total	90	

Last Month (Aug 1 - 31)

New Posts by Media Type

IMAGE

4

▲ 100% vs previous period (2)

CAROUSEL\_ALBUM

2

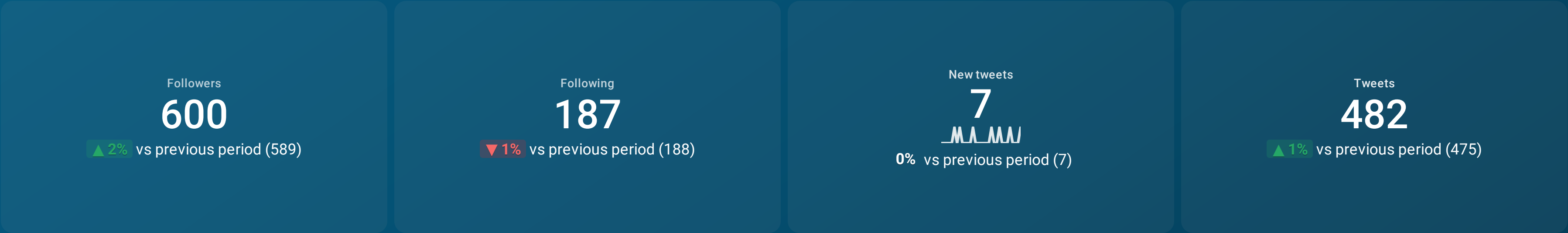
▼ 33% vs previous period (3)

VIDEO

1

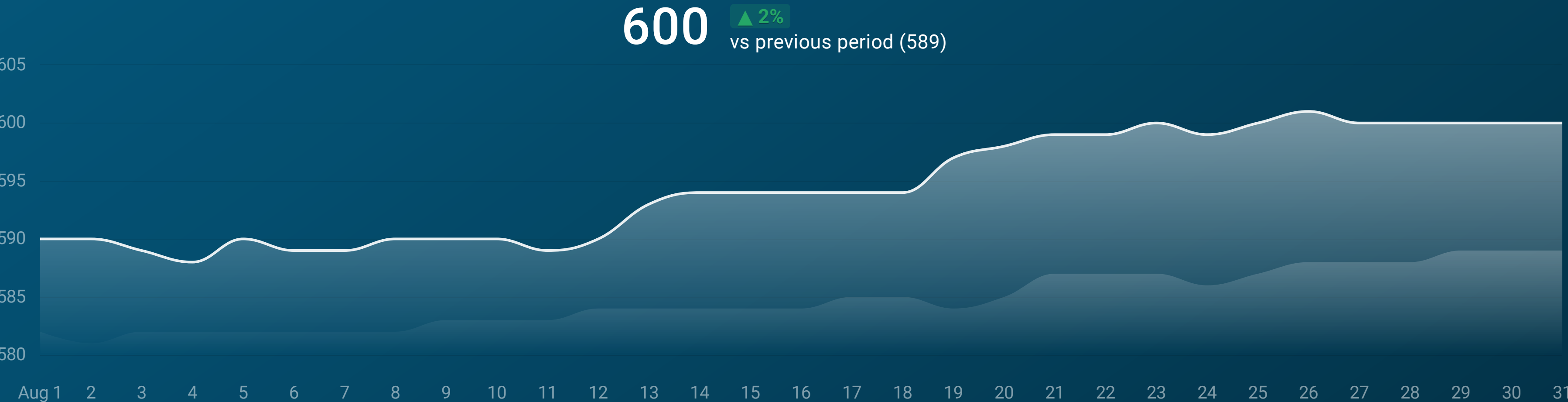
Last Month (Aug 1 - 31)

Main Metrics



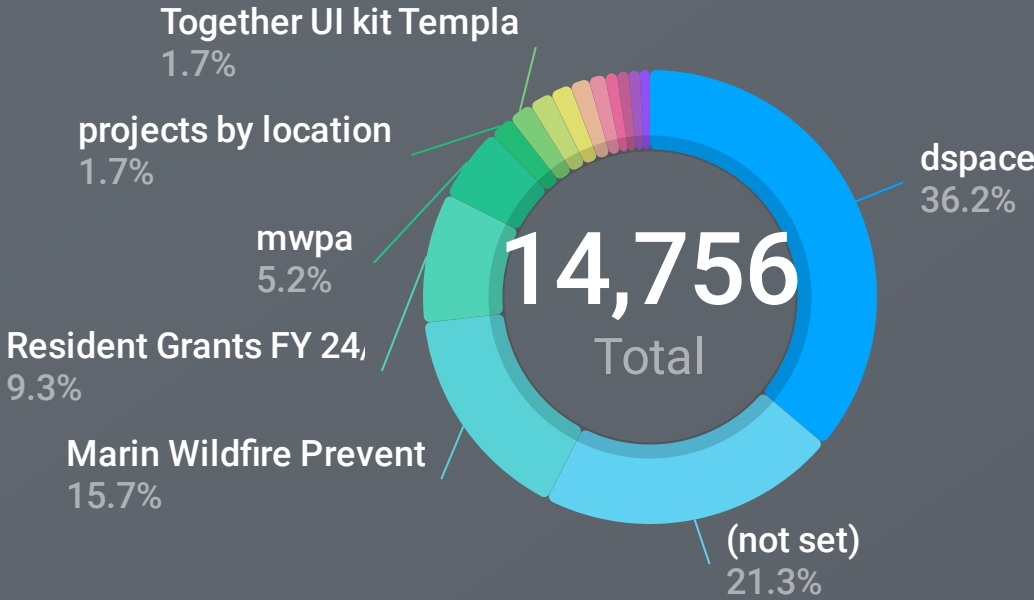
Last Month (Aug 1 - 31)

Followers Growth



Last Month (Aug 1 - 31)

Views by Page Title



Last Month (Aug 1 - 31)

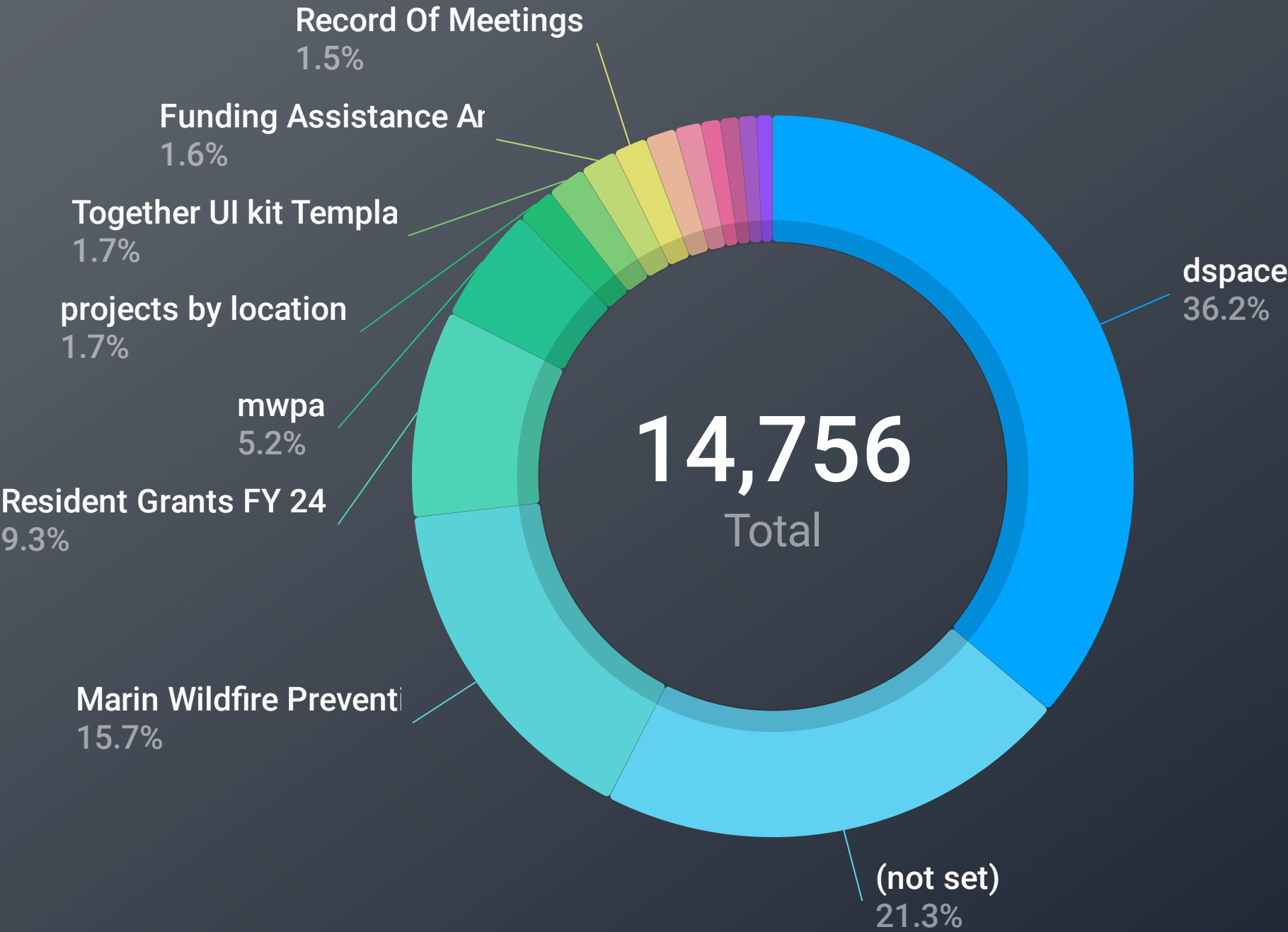
Total Users

6,511

▼ 18% vs previous period (7,907)

Last Month (Aug 1 - 31)

Views by Page Title



# Measuring Success

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



# 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