



# 2018 ANALYTICS

Chesapeake Bay Program  
ChesapeakeBay.net | Newsletters | Social Media



**2,900,318**

Page views in 2018

# 2.9M

PAGE  
VIEWS

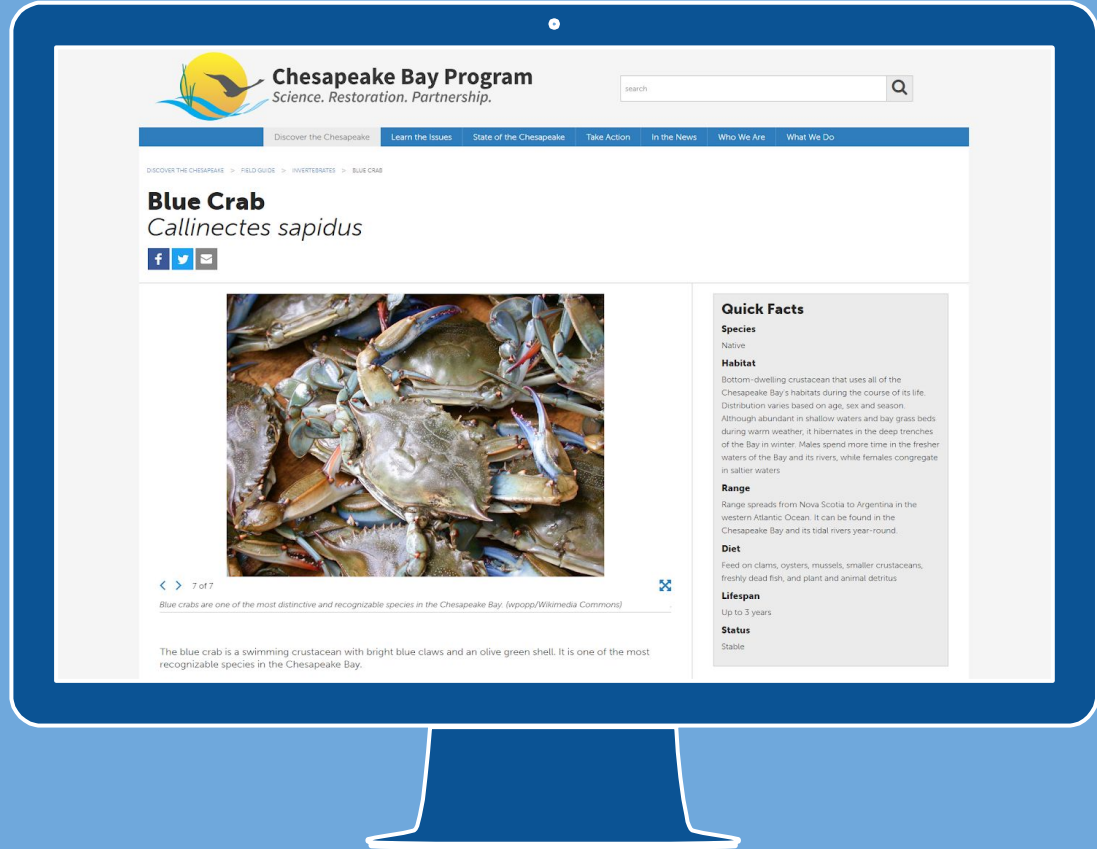
In 2018, our site received more than 2.9 million page views:

- ▶ 21% on the Field Guide
- ▶ 18% on Discover the Chesapeake
- ▶ 16% on Learn the Issues
- ▶ 9% on the blog
- ▶ 3% on State of the Chesapeake

# 21%

## FIELD GUIDE

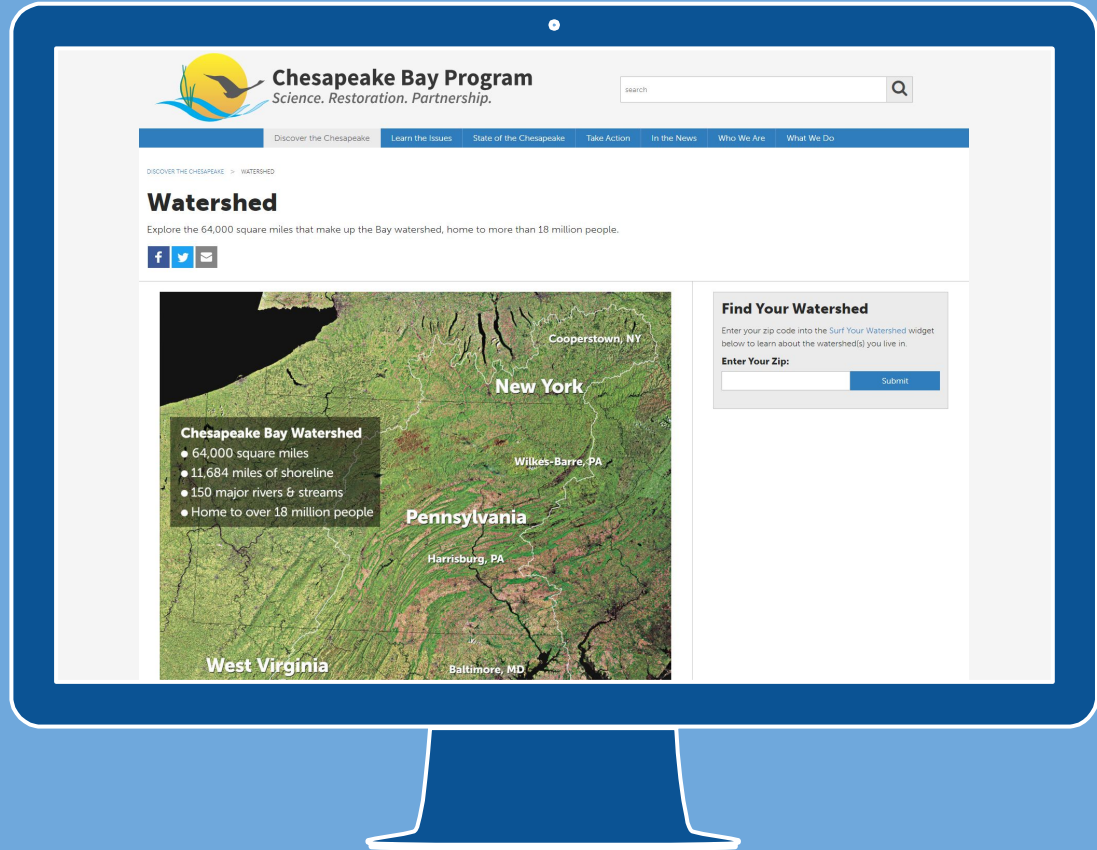
Blue crab: 8,979 page views



# 18%

## DISCOVER THE CHESAPEAKE

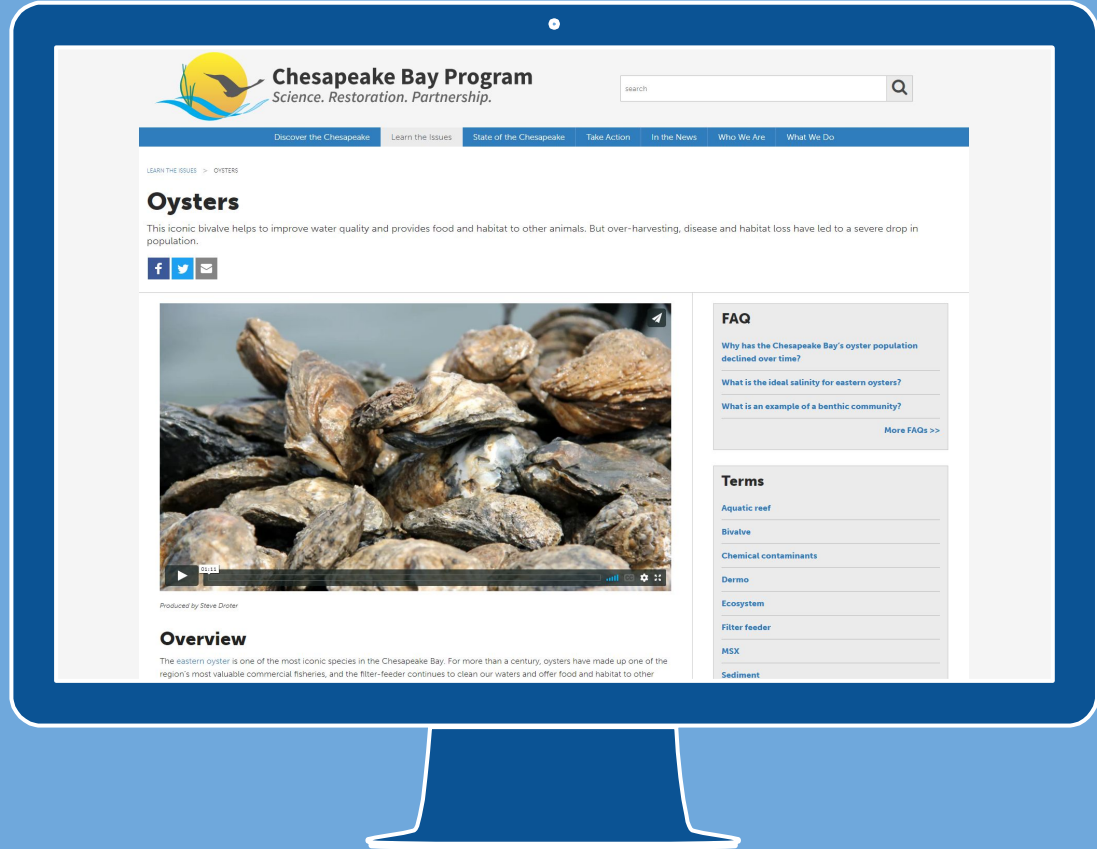
Watershed: 52,019 page views



# 16%

## LEARN THE ISSUES

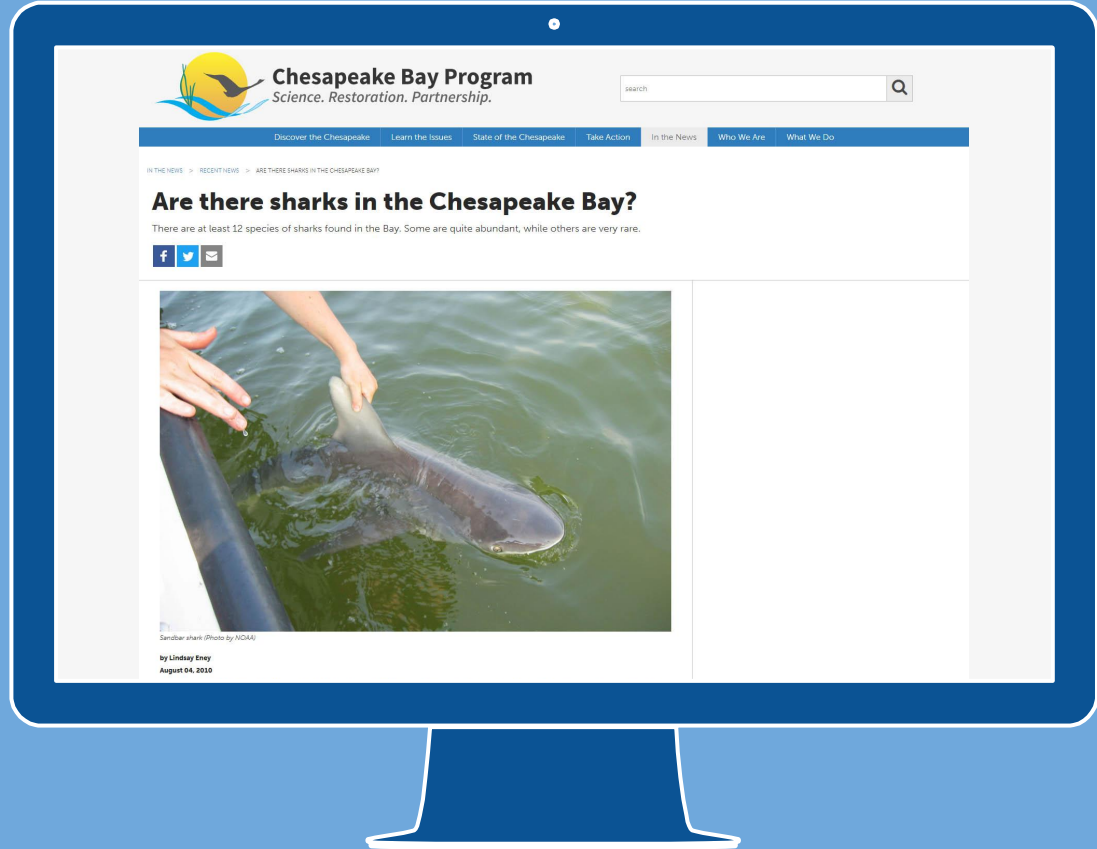
Oysters: 33,127 page views



# 9%

## BLOG

Are there sharks in the  
Chesapeake Bay?: 18,864  
page views

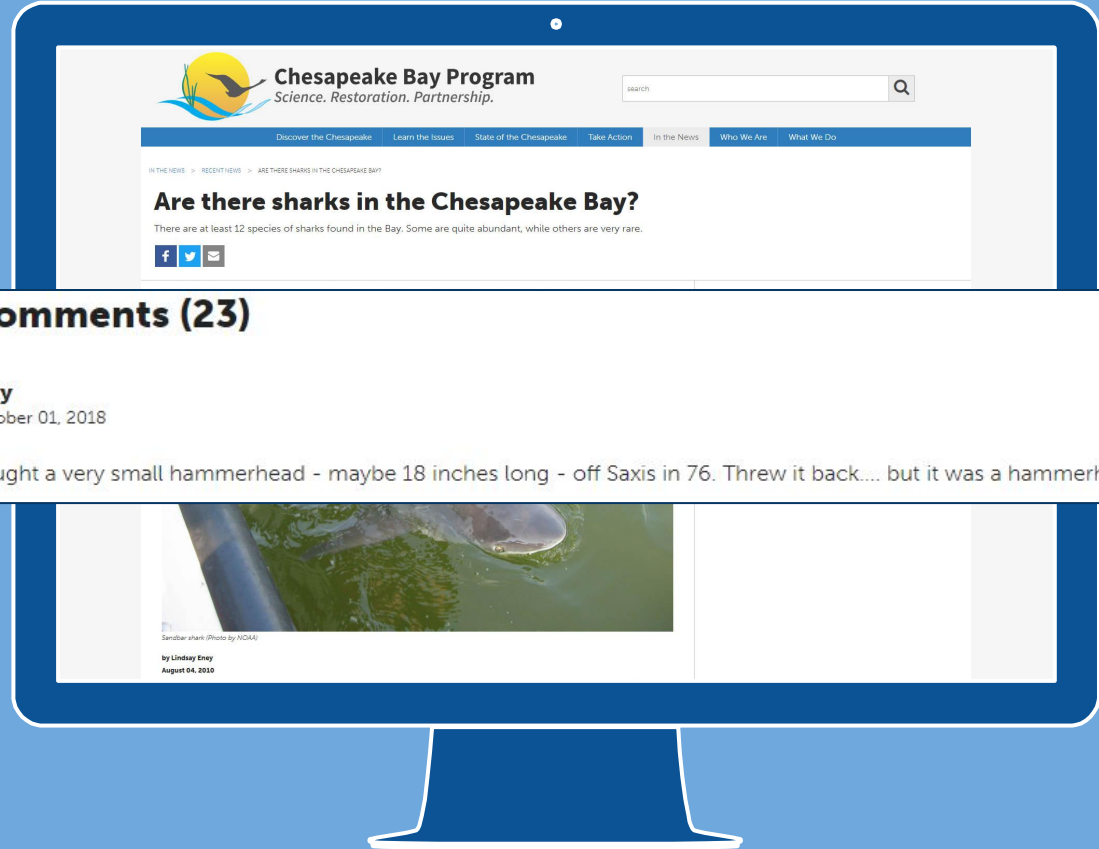


# 9%

## BLOG

Are there sharks in the  
Chesapeake Bay?: 18,864  
page views

... Going strong  
since 2010





# 3%

## STATE OF THE CHESAPEAKE

Pollution: 14,684 page views





# BLOG

2018 articles

# 148

BLOG POSTS

In 2018, we posted 148 articles on our blog:

- ▶ 41 news posts
- ▶ 38 feature stories
- ▶ 46 photos of the week
- ▶ 12 list posts
- ▶ 8 photo essays
- ▶ 3 by the numbers

**VIEWS**

**+**

**ENGAGEMENT**

**=**

**CONTENT SUCCESS**





[IN THE NEWS](#) > [RECENT NEWS](#) > [A GLIMPSE INTO A RESTORED CHESAPEAKE OYSTER REEF](#)

## A glimpse into a restored Chesapeake oyster reef

Researchers take a dive on Harris Creek three years after the last oysters settled



**MOST VIEWS**

by Will Parson

April 03, 2018

# 10

## HIGHEST VIEWS

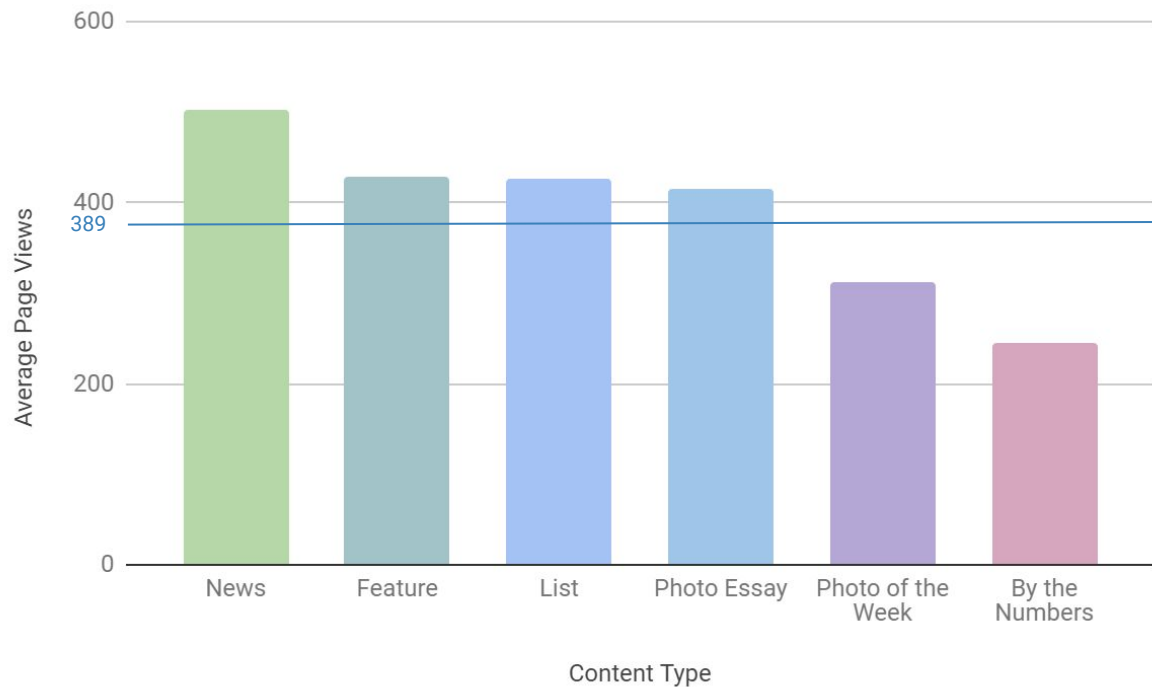
1. A glimpse into a restored Chesapeake oyster reef (*Feature: 1,645*)
2. Chesapeake Bay restoration efforts showing positive trends (*News: 1,560*)
3. What this summer's rainfall could mean for the Bay (*Feature, 1,369*)
4. Portrait of an Island Part I: What used to be home (*Feature: 1,261*)
5. Who is responsible for the Conowingo Dam? (*Feature: 1,097*)
6. A piece of WWI history on the shores of the Bay (*Photo of the Week: 1,085*)
7. Nature's body snatchers (*List: 1,018*)
8. Water quality in the Chesapeake approaches record high (*News: 1,011*)
9. Unseen danger leads to eagle deaths (*Feature: 903*)
10. Life on the Bay, through ebony eyes (*Feature: 850*)

# 11

## LOWEST VIEWS

1. Enjoy the water at a public access site in New York (79)
2. Get outside this summer at a public access site in Pennsylvania (86)
3. The northern shoveler's 'spoonbill' sets it apart (93)
4. Finding the pleasure in boating (102)
5. Conserving land in Lancaster County (102)
6. Groundhog Day comes out of the shadows (103)
7. Glimpsing Great Falls (120)
8. Remembering Civil War battles on a summer day (120)
9. The Chesapeake Bay Program provides the foundation to accelerate Bay restoration (128)
10. New United Nations report states significant efforts needed to limit warming (News: 135)
11. Championing on-the-ground restoration work over the years (135)

# Average views by type of post 2018



**AVERAGE  
VIEWS**





[IN THE NEWS](#) > [RECENT NEWS](#) > [CHESAPEAKE BAY PROGRAM RESPONSE TO CHESAPEAKE BAY FOUNDATION MIDPOINT ASSESSMENT](#)

# Chesapeake Bay Program response to Chesapeake Bay Foundation Midpoint Assessment

EPA milestone evaluations will be available this summer



**ABOVE EXPECTED  
TIME**

# 10

MORE THAN  
EXPECTED  
TIME ON  
PAGE

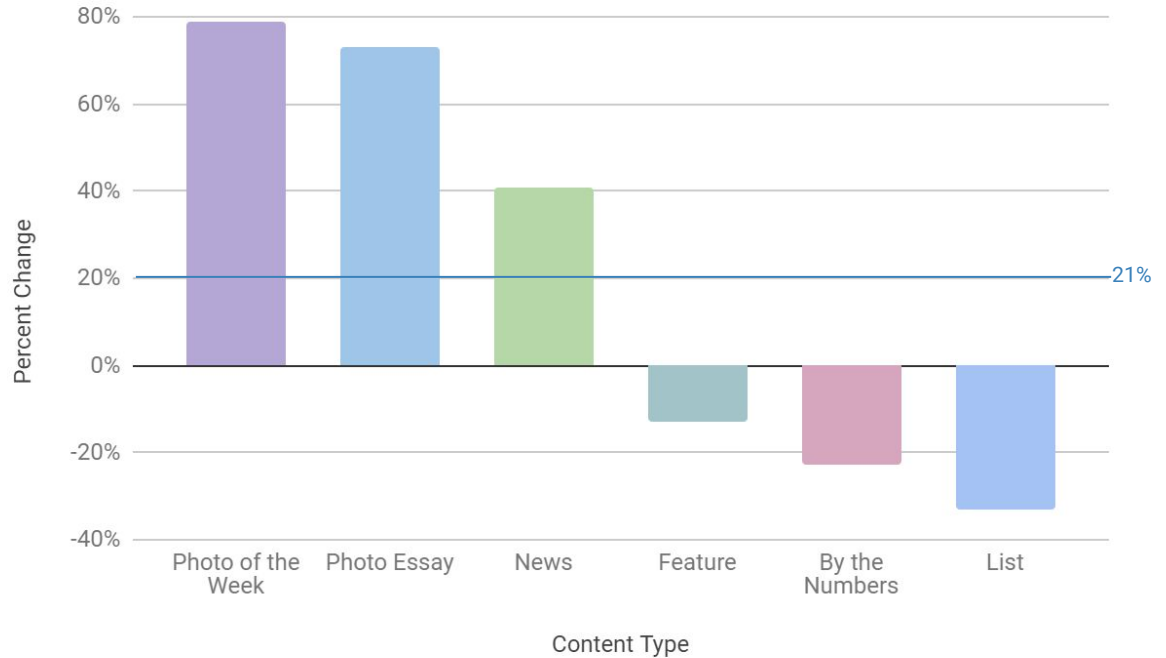
1. Chesapeake Bay Program response to Chesapeake Bay Foundation Midpoint Assessment (*News: 352%*)
2. Groundhog Day comes out of the shadows (*334%*)
3. Year in photos: The Chesapeake watershed in 2017 (*Photo Essay: 310%*)
4. A piece of WWI history on the shores of the Bay (*201%*)
5. Celebrating 35 years of restoration (*187%*)
6. Baltimore is feelin' the churn (*181%*)
7. The northern shoveler's 'spoonbill' sets it apart (*180%*)
8. The woman behind a Thanksgiving tradition (*174%*)
9. Protecting Pennsylvania's prized waters (*169%*)
10. The remains of an impressive legacy (*164%*)

# 10

LESS THAN  
EXPECTED  
TIME ON  
PAGE

1. It takes a partnership to save an estuary (*Feature: -77%*)
2. Portrait of an Island Part III: What the water brings (*Feature: -66%*)
3. Year in photos: The Chesapeake watershed in 2018 (*Photo Essay: -63%*)
4. What this summer's rainfall could mean for the Bay (*Feature: -60%*)
5. By the Numbers: 877,000 (*-57%*)
6. Fairylands and pollinators (*Feature: -56%*)
7. Thirty-five years of environmental progress (*List: -55%*)
8. Haunted by the ghosts of forests past (*Feature: -54%*)
9. Talking trash in D.C. (*Feature: -54%*)
10. The lanternfly effect (*Feature: -53%*)

# Average time on page by type of post 2018



**AVERAGE  
EXPECTED  
TIME ON  
PAGE**

## More successful:

- ▶ Good news
- ▶ Personal connections
- ▶ Approachable science
- ▶ Wildlife

## Less successful:

- ▶ Long posts
- ▶ Complex science



# NEWSLETTERS



## NEWSLETTERS

**BAY NEWS**  
daily

**BAY BRIEF**  
weekly

**CHESAPEAKE  
CURRENTS**  
monthly

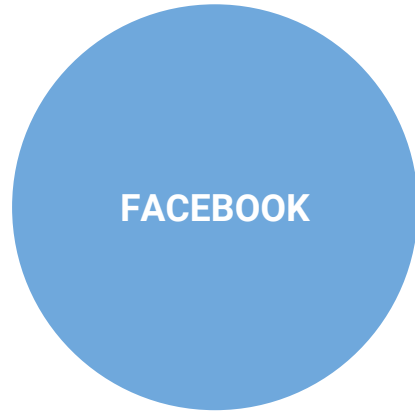
## NEWSLETTER GROWTH

	2018 Followers	2019 Followers	% Growth	Open Rate	Click Rate
Bay News	<b>1,457</b>	<b>1,504</b>	<b>3.2%</b>	<b>32.3%</b>	<b>13.9%</b>
Bay Brief	<b>1,536</b>	<b>1,807</b>	<b>17.6%</b>	<b>25.6%</b>	<b>9.9%</b>
Chesapeake Currents	<b>1,758</b>	<b>1,871</b>	<b>6.4%</b>	<b>28%</b>	<b>7.2%</b>

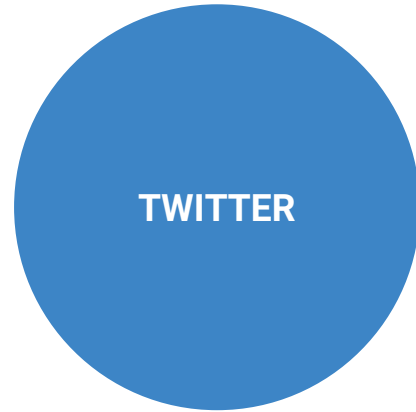




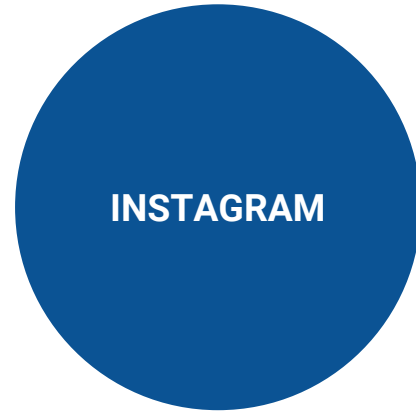
# SOCIAL MEDIA



**FACEBOOK**



**TWITTER**



**INSTAGRAM**

**SOCIAL  
MEDIA**

**SOCIAL  
MEDIA  
GROWTH**

	2018 Followers	2019 Followers	Growth	% Growth	Average Engagement
Facebook	<b>5,156</b>	<b>7,150</b>	<b>1,994</b>	<b>38.7%</b>	<b>1.7%</b>
Twitter	<b>10,099</b>	<b>11,178</b>	<b>1,079</b>	<b>10.7%</b>	<b>0.3%</b>
Instagram	<b>2,774</b>	<b>4,002</b>	<b>1,228</b>	<b>44.3%</b>	<b>2.6%</b>

 **Chesapeake Bay Program** Published by Joan Smedinghoff [?] · October 28, 2018 ·

After Halloween, you can turn your jack-o-lantern into a snack-o-lantern by filling it with birdseed and setting it outside for wildlife! Get more ideas on what to do with your pumpkins from [National Wildlife Federation](#).



[BLOG.NWF.ORG](http://BLOG.NWF.ORG)  
**How to Recycle Halloween Pumpkins for Wildlife • The National Wildlife Federation Blog**

Reactions: 587

Shares: 278

Engagement: 22.93%

TOP  
FACEBOOK  
POST

## TOP FACEBOOK POSTS

- ▶ **Fox:** In search of what they thought was a stranded dog, Maryland Natural Resources Police were treated to an enterprising fox out ice-hunting.
  - ▶ Reactions: 539 | Shares: 86 | Engagement: 16.4%
- ▶ **Native plants:** Looking for something to brighten up the winter landscape? These native plants look great any time of year. #WatershedWinter
  - ▶ Reactions: 619 | Shares: 144 | Engagement: 15.5%
- ▶ **Native plants:** Looking for some inspiration for your garden? Native plants are adapted to our region's environment, so they need less watering and fertilizer—which saves you time and money. 🌸 🌸
  - ▶ Reactions: 443 | Shares: 117 | Engagement: 14.3%



- ▶ **Striped bass:** Striped bass have experienced a significant recovery since a moratorium in the 1980s, but regrettably the plaid bass hasn't been seen in decades. #AprilFools Learn more about the plaid bass' cousin, also known as rockfish.
  - ▶ Reactions: 493 | Shares: 70 | Engagement: 13.2%

## TOP FACEBOOK POSTS

- ▶ **Owls:** Two snowy owls—dubbed Thelma and Louise—have made themselves a home at the U.S. Department of Agriculture building in Washington, D.C. They'll likely return to their real home in the Arctic by the end of the month.
  - ▶ Reactions: 358 | Shares: 53 | Engagement: 10.6%
- ▶ **Pirates:** Even when he was alive, people thought Blackbeard was a sort of devil incarnate. After he was killed, the governor of Virginia demanded that Blackbeard's head be placed on a stake at the entrance to the Hampton River as a warning to other pirates. Read some more spooky #Halloween Bay stories.
  - ▶ Reactions: 295 | Shares: 122 | Engagement: 10.4%
- ▶ **Bay Barometer:** Health and restoration are on the rise for the nation's largest estuary. Check out these signs of resiliency in the latest #BayBarometer.
  - ▶ Reactions: 320 | Shares: 56 | Engagement: 10.4%
- ▶ **American Indians:** Seven American Indian tribes in Virginia—Pamunkey, Chickahominy, Chickahominy Eastern Division, Monacan, Nansemond, Rappahannock and Upper Mattaponi—celebrated being formally recognized by the federal government.
  - ▶ Reactions: 392 | Shares: 98 | Engagement: 10.3%
- ▶ **Old Bay:** Have you ever wondered where OLD BAY® Seasoning came from?
  - ▶ Reactions: 300 | Shares: 96 | Engagement: 9.6%



**Chesapeake Bay Program**

@chesbayprogram

Amazing news: for the first time in modern history, underwater grasses in the Chesapeake Bay have surpassed 100,000 acres. [ow.ly/NDVW30jEuK2](https://ow.ly/NDVW30jEuK2)



10:33 AM - 24 Apr 2018

59 Retweets 145 Likes



59



145



TOP  
TWEET



- ▶ **Sturgeon:** Nearly 150 baby sturgeon—an unprecedented amount—have been found in Virginia's James River this fall! Experts at VCU Rice Rivers Center are investigating why this year was so unusual.  
#FishFriday
  - ▶ Retweets: 28 | Replies: 3 | Likes: 92
- ▶ **Sharks:** .@OCEARCH is busy tagging sharks that could end up coming near the #ChesBay this summer.
  - ▶ Retweets: 34 | Replies: 2 | Likes: 109
- ▶ **SAV:** The Bay has surpassed 100,000 acres of underwater grasses! These grasses absorb nutrient pollution, provide clearer water, reduce shoreline erosion, sequester carbon and provide food and shelter to various critters.
  - ▶ Retweets: 32 | Replies: 1 | Likes: 55
- ▶ **Oysters (Economic):** The @USFWS is working with the Chesapeake Bay Environmental Center to restore oysters on Kent Island. Kent Island, once full of seafood packing houses, is now home to the only full-time oyster-shucking house left in Maryland. #SeafoodMonth
  - ▶ Retweets: 21 | Replies: 0 | Likes: 57

- ▶ **Stormwater:** "When managed properly, this water is a valuable resource. However, when stormwater is managed like a waste product, it exacerbates flooding and becomes contaminated with pollutants."
  - ▶ Retweets: 27 | Replies: 0 | Likes: 47
- ▶ **Bees:** This week, we're celebrating important pollinators like the bumble bee, our critter of the month. There are more than 250 species of bumble bee, about 20 percent of which live in the Chesapeake region. #PollinatorWeek
  - ▶ Retweets: 23 | Replies: 0 | Likes: 49
- ▶ **Blue crabs:** Blue crab are a keystone species in the Chesapeake. A new report shows that they are not being depleted or overfished.
  - ▶ Retweets: 20 | Replies: 1 | Likes: 53
- ▶ **Living shorelines:** Green infrastructure like living shorelines can help to absorb some of the impact from extreme weather, making communities more resilient. #InfrastructureWeek2018
  - ▶ Retweets: 22 | Replies: 3 | Likes: 45
- ▶ **Bald eagles:** D.C.'s famous bald eagle couple, Liberty and Justice, welcome their second egg of the year! Watch the #eaglecam here: <https://t.co/sFuoHe6Xsf> #crittercam
  - ▶ Retweets: 19 | Replies: 0 | Likes: 47



chesbayprogram • Following

chesbayprogram The latest Bay Barometer, our annual report on the health of the Chesapeake Bay, is out today and it is full of good news from the past year—like the highest-ever number of female blue crabs. "There are many parties responsible for this morning's good news because this is a collaborative effort," said Kate Fritz, director of @AllianceForBay. Much of the success of the restoration effort depends on individuals recognizing that everyone in the region has an impact and a connection to the Bay, and even little things like planting trees and building rain gardens have helped the Chesapeake reach its healthiest point in decades. (Photo by @willparson/Chesapeake Bay Program) #BayBarometer #ChesapeakeBay #Chesapeake #cleanwater #bluecrabs #chesbayprogram



Liked by stirphanie and 393 others

JANUARY 4, 2018

Add a comment...



TOP  
INSTAGRAM  
POST

Likes: 392 | Comments: 8 | Engagement: 14.4%

- ▶ **Snow geese video:** 163 likes, 1 comment, 5.8% engagement
- ▶ **Pileated woodpecker:** 148 likes, 2 comments, 5.1% engagement
- ▶ **Barn owl:** 163 likes, 6 comments, 5.9% engagement
- ▶ **Eastern gray squirrel:** 150 likes, 5 comments, 5.4% engagement



## TOP INSTAGRAM POSTS



## TOP INSTAGRAM POSTS

- ▶ SAV scientist: 192 likes, 8 comments, 6.9% engagement
- ▶ Blue crab video: 218 likes, 10 comments, 7.3% engagement
- ▶ SAV video: 242 likes, 5 comments, 8.3% engagement
- ▶ Bog turtle: 186 likes, 3 comments, 5.6% engagement
- ▶ Smith Island cake: 264 likes, 9 comments, 7.6% engagement



## Facebook

- ▶ Good news
- ▶ Wildlife
- ▶ Native plants
- ▶ Timely or weird news
- ▶ Tips

## Twitter

- ▶ Good news
- ▶ Breaking news
- ▶ Science
- ▶ Facts
- ▶ Weird wildlife news

## Instagram

- ▶ Good news
- ▶ Wildlife
- ▶ Behind the scenes
- ▶ Blue crabs

**LESSONS  
LEARNED**



# THANKS

**Any questions?**

You can find me at

- ▶ [jmedinghoff@chesapeakebay.net](mailto:jmedinghoff@chesapeakebay.net)
- ▶ [@smedsayshi](#)

Special thanks to all the people who made and released these awesome resources for free:

- ▶ Presentation template by [SlidesCarnival](#)
- ▶ Photos by Will Parson/Chesapeake Bay Program