

**WATER AWARENESS MONTH  
2015 CAMPAIGN RESULTS**

Thank you for participating in the 2015 Water Awareness Month (WAM) campaign! We appreciate all you do to educate, celebrate and take action to save water – in April and every month! Below are the results of your efforts:

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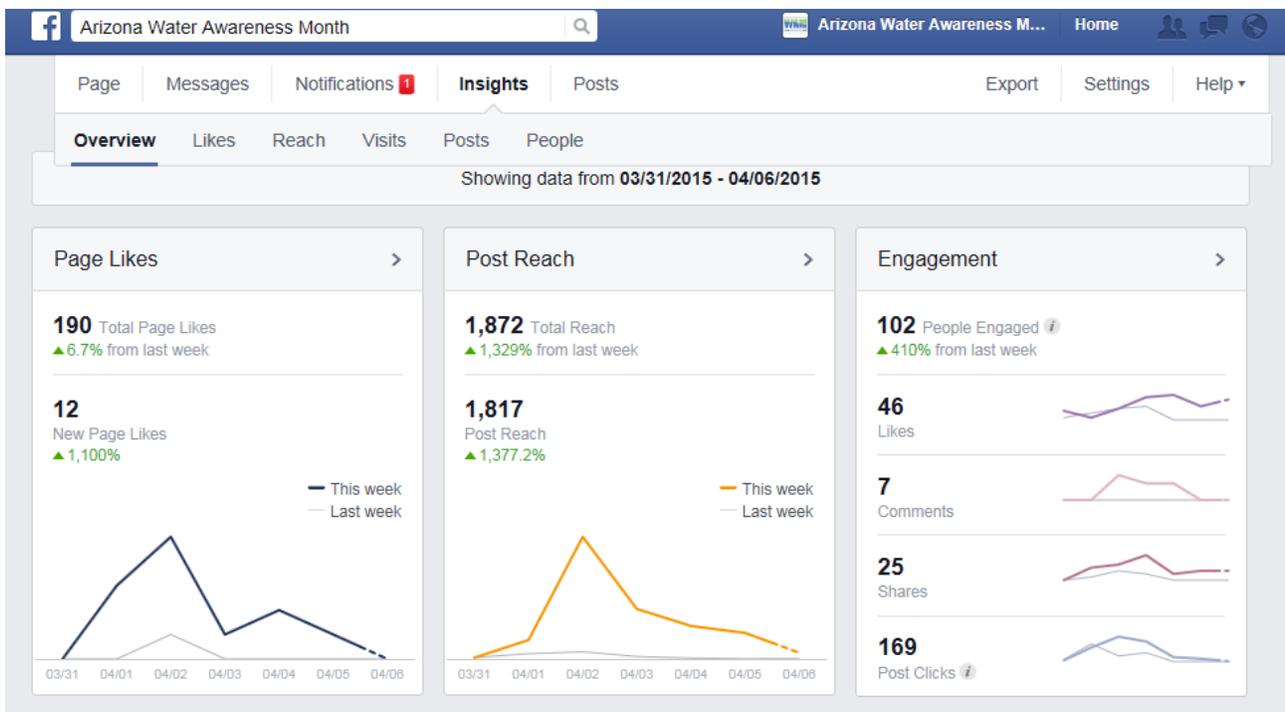
## 1. SUMMARY

Outreach for this year's WAM Campaign was focused mainly on social media, and there were no paid advertisements this year. About a week before WAM started a post was shared through WAM's Facebook and Twitter pages to get all partners and friends ready and excited for WAM 2015. During April a water conservation tip, resource or event was posted at least once a day, and was related to the topic of that day on the WAM calendar.

## 2. SOCIAL MEDIA STATISTICS

Twitter: we had more than **11K impressions** (an average of 300/d!); 45 retweets; 24 favorites; 30 link clicks, and 160 total followers on Twitter with 28 new followers this WAM season.

Facebook: we received more than **5.3K likes, comments, and shares** on facebook posts; 37 new page likes this WAM season for a total of 208 organizations and individuals who like the WAM Facebook page.



*\*Please note that the collaborative and grass roots nature of the web, ease of communication in various formats, and popularity of social media combine for an impact far beyond what the statistics show.*

### 3. WAM WEBSITE STATISTICS

- Page-views (during Apr., 2015): 3,832
- Events and Workshops (during Apr., 2015): 48
- Conservation Partners: more than 50 from around the state
- Tips: Total of 201
- Resources: Total of 295

### 4. REFERRING SITES

facebook	241	arizonawaterawareness.com	5
azwater.gov	71	Gilbertaz.gov	4
togetherweconserve	70	glendaleaz.com	3
twitter	69	waterwise.arizona.edu	3
water - use it wisely	46	yourwestvalley.com	3
web button sharing websites	43	cochise.edu	2
Mesaaz.gov	19	cronkitenewsonline.com	2
amwua.org	14	flagstaff.az.gov	2
Prescott-az.gov	13	svherald.com	2
WAM	13	bing.com	1
community.rachio.com	12	cap-az.com	1
Tucsonaz.gov	11	dobsonranchhoa.com	1
scottsdaleaz.gov	8		

## 5. CONSERVATION PARTNERS (A-Z)

1. ADWR
2. Arizona Association for Environmental Awareness
3. Arizona Community Tree Council
4. Arizona Department of Environmental Quality
5. Arizona Forward
6. Arizona Hydrological Society
7. Arizona Municipal Water Users Association
8. Arizona Project WET
9. Arizona Sonoran Desert Museum
10. Association of Professional Landscape Designers
11. ASU Climate Office
12. Central AZ Project
13. Citizens Water Advocacy Group
14. City of Avondale
15. City of Chandler
16. City of Flagstaff
17. City of Glendale
18. City of Goodyear
19. City of Mesa
20. City of Peoria
21. City of Phoenix
22. City of Scottsdale
23. City of Tempe
24. Clean Water Starts With Me, Pima Association of Governments
25. Cochise Water Project
26. Desert Botanical Garden
27. Desert Willow Environmental Education Center
28. Dobson Ranch Homeowners Association
29. Epcor Water
30. Green Living AZ
31. Gila Watershed Partnership of Arizona
32. Island elementary School, Gilbert
33. Liberty Water
34. Oak Creek Watershed Council
35. Oro Valley, City of
36. Prescott Creeks
37. Prescott, City of
38. Queen Creek, Town of
39. Salt River Project
40. Smartscape, UA Cooperative Extension
41. Surprise, City of
42. Sustainable Cities Network
43. Together We Conserve
44. Town of Gilbert
45. Tucson Botanical Garden
46. Tucson, City of
47. Queen Creek, Town of
48. University of Arizona Cooperative Extension
49. Water Infrastructure Finance Authority
50. Watershed Management Group
51. WaterWise- Cochise County UA Cooperative Extension

\*And many more helped spread the word- cities and towns, public and private water providers, environmental organizations, and other varied water-related companies and businesses such as landscaping, plumbing, HOAs, etc....

## 6. TOP TEN DAYS (TOPICS) VISITED

Day 8: A Flood of Low Water Use Plants	1
Day 9: Can I Get a Rebate?	2
Day 18: Water-Saving Apps	3
Day 19: The Cost of Bottled Water	4
Day 15: The Water (Re)Cycle	5
Day 7: Watering is as Easy as 1-2-3	6
Day 14: Buy WaterSense Labels Save \$\$\$	7
Day 10: Water Your Plants Automatically	8
Day 12: Rainwater: Free, Fresh, Filling	9
Day 30: Choose How You Use	10

## 7. VISITS FROM ARIZONA CITIES: 873

Phoenix	313	Lake Havasu City	8
Tempe	90	Maricopa	7
Tucson	58	Green Valley	6
Chandler	49	Sedona	6
Scottsdale	45	Apache Junction	5
Mesa	41	Goodyear	5
Gilbert	33	Yuma	5
Glendale	22	Buckeye	4
Sierra Vista	21	Show Low	4
Avondale	17	Catalina Foothills	4
Nogales	15	Oro Valley	4
Prescott	14	Casa Grande	3
San Tan Valley	13	El Mirage	3
Surprise	11	New River	3
Fountain Hills	10	Sahuarita	3
Peoria	10	Grand Canyon Village	3
Queen Creek	10	Kingman	2
Flagstaff	9		

### COUNTIES REPRESENTED

Maricopa	656
Pima	69
Pinal	31
Cochise	21
Yavapai	20
Santa Cruz	15
Coconino	12
Mohave	10
Gila	6
Yuma	5
Navajo	4

## **8. Background:**

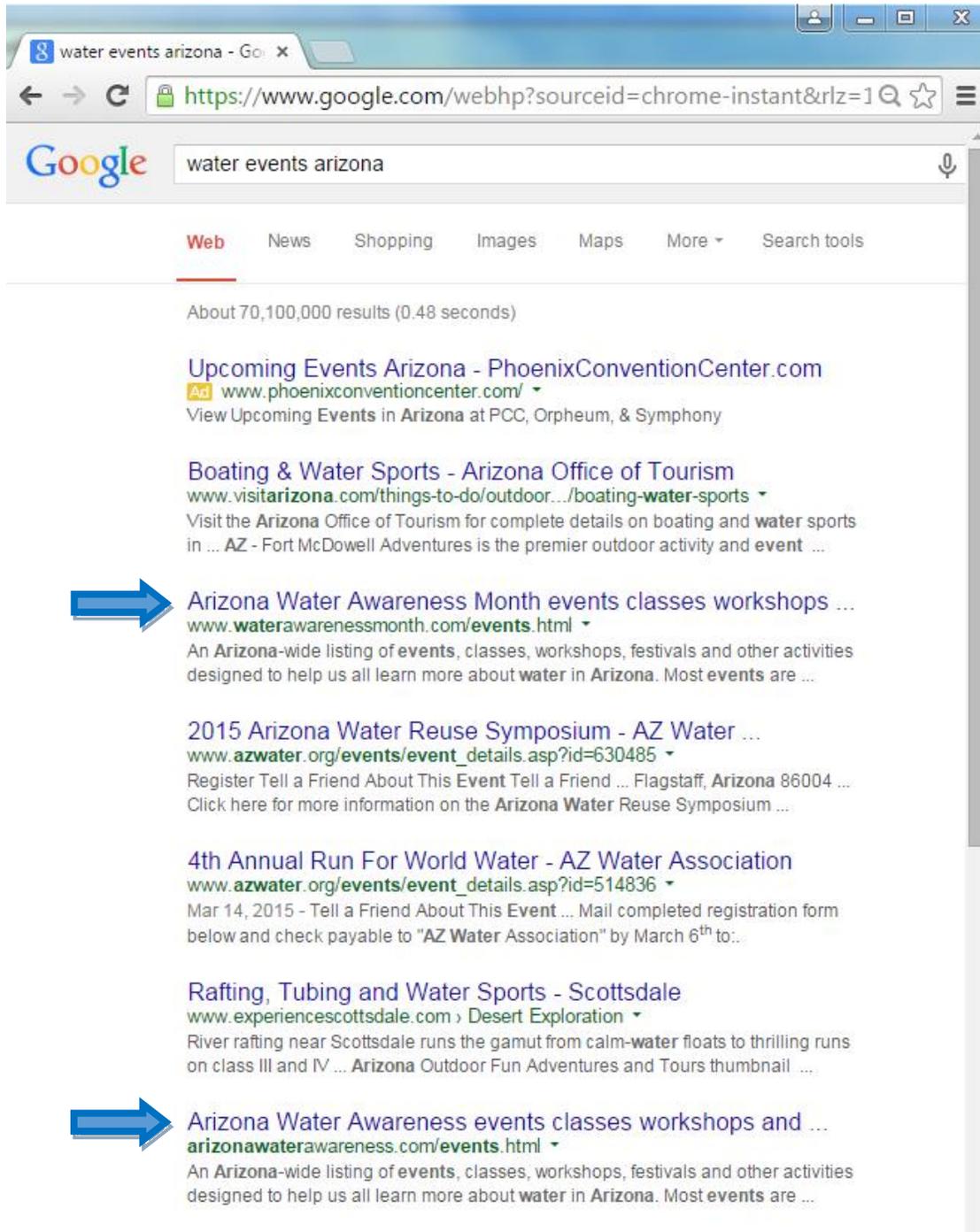
The 2015 Water Awareness Month campaign built on last years' success in educating Arizonans about water conservation and enhancing awareness of our state's most precious resource, water. The interactive website (which was updated and improved for the 2015 campaign) provided a centralized source of information about several water-related topics, a need identified by the Blue Ribbon Panel and the Cooperative Extension Listening Sessions. The website also provided current information about activities, events and resources related to water conservation around the state. The visibility, relevance and reach of WAM greatly expanded as a result of the contributions of more than 50 water conservation partners statewide.

WAM website was developed as a joint effort of AMWUA and ADWR in 2011, and was designed by Jo Cook, former AMWUA employee. Staff from ADWR and AMWUA served as co-chairs to develop and implement the WAM campaign. This collaboration continued through 2015; AMWUA contracted with Jo Cook (Cook Internet Consulting) to continue work on WAM, and the ADWR Water Management Assistance Program provided supplemental funding.

Just for fun...

## 9. WAM IN GOOGLE SEARCH:

[WaterAwarenessMonth.com](http://WaterAwarenessMonth.com) in 2<sup>nd</sup> place & [ArizonaWaterAwareness.com](http://ArizonaWaterAwareness.com) in 6<sup>th</sup> place (without campaigning!), when searching 'Water Events Arizona':



The image is a screenshot of a Google search results page for the query "water events arizona". The browser's address bar shows the URL "https://www.google.com/webhp?sourceid=chrome-instant&rlz=1". The search bar contains the text "water events arizona". Below the search bar, there are navigation tabs for "Web", "News", "Shopping", "Images", "Maps", and "More". The search results indicate "About 70,100,000 results (0.48 seconds)".

The search results list several items:

- Upcoming Events Arizona - PhoenixConventionCenter.com**  
www.phoenixconventioncenter.com/ View Upcoming Events in Arizona at PCC, Orpheum, & Symphony
- Boating & Water Sports - Arizona Office of Tourism**  
www.visitarizona.com/things-to-do/outdoor.../boating-water-sports Visit the Arizona Office of Tourism for complete details on boating and water sports in ... AZ - Fort McDowell Adventures is the premier outdoor activity and event ...
- Arizona Water Awareness Month events classes workshops ...**  
www.waterawarenessmonth.com/events.html An Arizona-wide listing of events, classes, workshops, festivals and other activities designed to help us all learn more about water in Arizona. Most events are ...
- 2015 Arizona Water Reuse Symposium - AZ Water ...**  
www.azwater.org/events/event\_details.asp?id=630485 Register Tell a Friend About This Event Tell a Friend ... Flagstaff, Arizona 86004 ... Click here for more information on the Arizona Water Reuse Symposium ...
- 4th Annual Run For World Water - AZ Water Association**  
www.azwater.org/events/event\_details.asp?id=514836 Mar 14, 2015 - Tell a Friend About This Event ... Mail completed registration form below and check payable to "AZ Water Association" by March 6<sup>th</sup> to:..
- Rafting, Tubing and Water Sports - Scottsdale**  
www.experiencescottsdale.com Desert Exploration River rafting near Scottsdale runs the gamut from calm-water floats to thrilling runs on class III and IV ... Arizona Outdoor Fun Adventures and Tours thumbnail ...
- Arizona Water Awareness events classes workshops and ...**  
arizonawaterawareness.com/events.html An Arizona-wide listing of events, classes, workshops, festivals and other activities designed to help us all learn more about water in Arizona. Most events are ...

Two blue arrows point to the third and seventh search results, which both link to "Arizona Water Awareness Month events classes workshops and ..." from "www.waterawarenessmonth.com/events.html" and "arizonawaterawareness.com/events.html" respectively.