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## Friends of Nachusa Grasslands Facebook Page:

The Friends of Nachusa Grasslands Facebook page has about 7,000 followers.

Our page reaches about 9,500 people per week, as many posts are shared.

Recent post statistics:

Posts		Date published	Reach ⓘ	Engagement ⓘ	Reactions/likes ⓘ	Com	
	Cindy Crosby recently confirm...	Boost post	July 15, 2022 at 8:35 AM	1,343 People reached	84 Post Engagements	65 Reactions	0 Com
	This post has no text	Boost post	July 14, 2022 at 11:26 AM	561 People reached	13 Post Engagements	5 Reactions	0 Com
	Last call! The registration dead...	Boost post	July 14, 2022 at 8:55 AM	511 People reached	11 Post Engagements	7 Reactions	0 Com
	Chipmunk	Boost post	July 13, 2022 at 6:48 AM	1,126 People reached	83 Post Engagements	50 Reactions	3 Com
	Gobbler Ridge Volunteer Work...	Boost post	July 12, 2022 at 1:21 PM	1,124 People reached	50 Post Engagements	17 Reactions	0 Com
	"You could say that wee..."	Boost unavailable	July 12, 2022 at 8:56 AM	921 People reached	40 Post Engagements	18 Reactions	1 Com
	FLOWERS THAT TAKE THE HE...	Boost post	July 11, 2022 at 7:53 AM	1,704 People reached	213 Post Engagements	140 Reactions	7 Com
	Friends of Nachusa Grasslands...	Boost post	July 8, 2022 at 12:07 PM	1,339 People reached	70 Post Engagements	44 Reactions	4 Com
	Visit a Scientist in the Field on ...	Boost post	July 7, 2022 at 3:26 PM	741 People reached	30 Post Engagements	16 Reactions	0 Com
	Purple Prairie Clover (Dalea pur...	Create ad	July 7, 2022 at 10:18 AM	115 People reached	80 Post Engagements	74 Reactions	1 Com
	Prairie Diversity by Charles Larry	Create ad	July 7, 2022 at 10:16 AM	0 People reached	0 Post Engagements	0 Reactions	0 Com
	The Bison on the 4th of July	Boost post	July 6, 2022 at 7:51 AM	6,225 People reached	878 Post Engagements	584 Reactions	27 Com
	Nachusa Grasslands volunteer ...	Boost post	July 5, 2022 at 3:45 PM	568 People reached	19 Post Engagements	1 Reactions	0 Com

The most popular recent post was Charles Larry's "The Bison on the 4<sup>th</sup> of July" photo. Thank you to Charles, who posts a marvelous photo every Wednesday.

## The Photography at Nachusa Grasslands Group:

This group is administered by Charles Larry and has about 1,575 followers.

Flowers, birds, bison, butterflies, and landscapes are the most popular submissions.



## MailChimp *Prairie-Updates*

The *Prairie-Update* has about 1,250 subscribers.

Mary M. is the editor. She sent 4 newsletters from September 2021 to July 2022.

Open rates are about 50%.

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07/21/2022 - [Volunteer Opportunities at Nachusa Grasslands](#)

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06/02/2022 - [Nachusa Grasslands News](#)

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01/14/2022 - [Friends of Nachusa Grasslands Blog – August to December 2021](#)

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09/19/2021 - [Autumn on the Prairie – On Your Own – 2021](#)

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In mid-May 2022, Mary started using MailChimp to send workday emails to 380 recipients.

The open rate is approximately 40%.