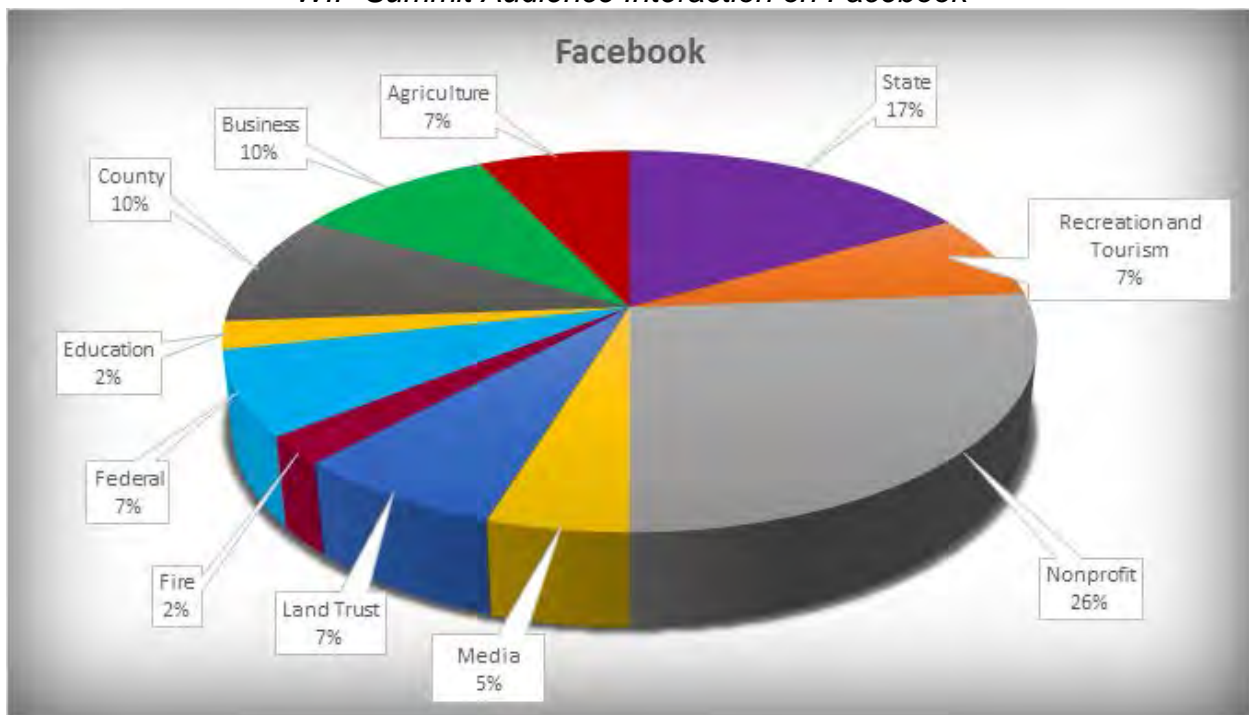


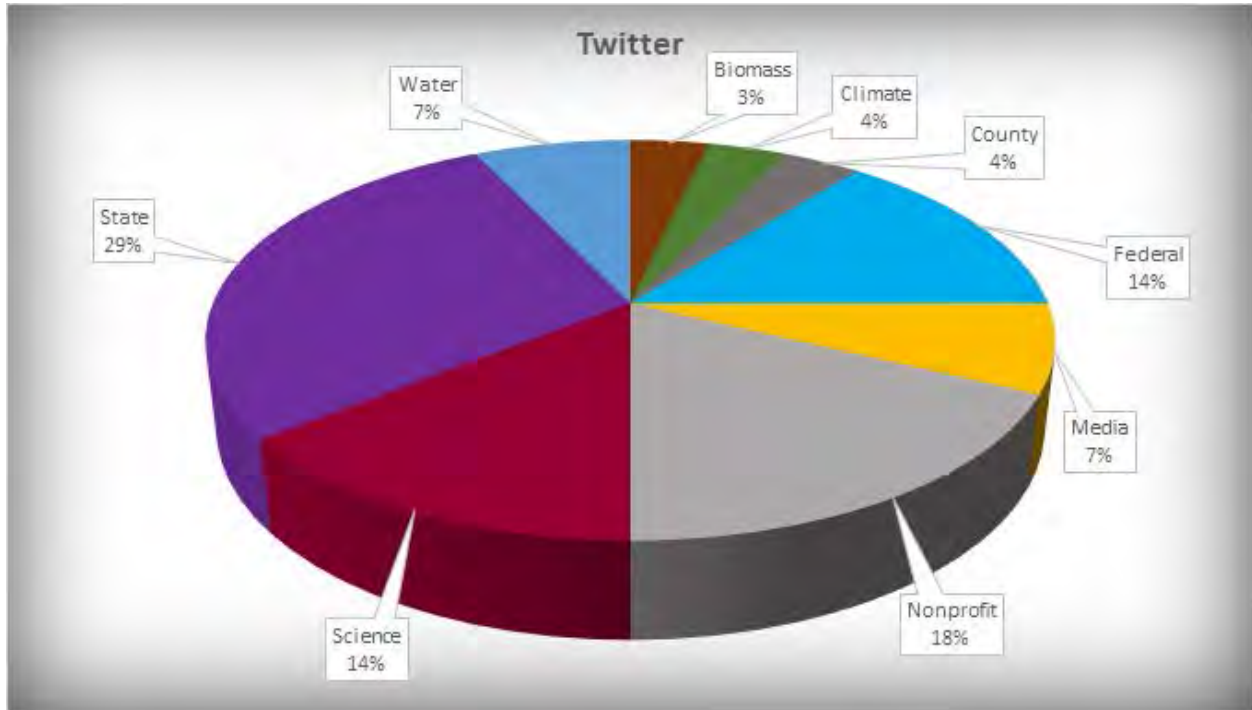
Measuring the “Virtual Success” of the WIP Summit

As mentioned in the Communications Update, Sierra Nevada Conservancy (SNC) generated a significant amount of attention around the Sierra Nevada Watershed Improvement Program (WIP) Summit’s topics on social media. However, each of SNC’s social media platforms attract a slightly different mix of audience members, and therefore a slightly different extended network of potential audience members that can be reached. The graphs below show which audience types interacted with SNC’s Summit promotional products on each platform.

WIP Summit Audience Interaction on Facebook



WIP Summit Audience Interaction on Twitter



WIP Summit Audience Interaction on Instagram

