

# TN Stormwater Association June 2023 Facebook Ads Report

		Impressions	Post Interactions*	Link Clicks	Total Clicks**		
June Ad 1	Many enjoy washing their car in the driveway on a nice summer day, but did you know that car washes have specialized drainage systems that prevent chemicals from reaching our waterways? If given the option, choose a car wash.	126,907	108	1,650	5,883		
June Ad 2	Did you know the things we do around the house every day can affect our rivers and streams? Many cleaning products found in homes shouldn't be flushed down the drain. Environmentally-friendly products that are free of chlorine or phosphate can be better alternatives to help	116,296	127	2,077	4,234		
July Ad 1	Boating on the lake is a great way to enjoy the summer, but don't let it be to the detriment of our fresh water. The discharge of raw and inadequately treated sewage from boats can negatively impact human health and the environment. Properly discharge your sewage by using an	131,095	81	8,142	8,269		

July Ad 2	Help beautify your home while protecting stormwater by installing a rain garden. Planted with grasses and flowering perennials, rain gardens can help filter out pollutants in runoff and provide food and shelter for butterflies, songbirds and other wildlife.	55,037	217	800	949		
August Ad 1	Taking to the lake with friends on a boat is a popular activity. While having fun, protect our waters by discarding trash properly. Wrappers and other lightweight items can easily fly off boats and into our lakes. Make sure to keep a trash can on the boat while relaxing on the lake.	46,501	112	595	1,359		
August Ad 2	August is a great time to hit the trails or take a walk. Make sure you are being a good steward of the environment by leaving no trace. Litter can be washed into nearby storm drains and end up in rivers and lakes. Be kind! Keep litter off the ground.	48,763	37	428	682		
September Ad 1	Having a lush green lawn is something homeowners take pride in. But did you know that fertilizers and pesticides can get washed into storm drains and affect our freshwater? Fertilize sparingly with slow-release products to keep our water clean.	26,156	11	471	504		

September Ad 2	Heavy downpours can generate fast-moving stormwater runoff. Any trash left in the streets will be washed into the storm drain and end up in our waterways. Help protect our freshwater by keeping trash off the streets.	36,656	42	388	636		
October Ad 1	Leaf problem? Please do not blow or rake leaves or lawn clippings into storm drains as they can clog drains and lead to flooding. Check with your local government to see how to dispose of them, or use a mulching lawnmower. Please remember: storm drains lead to	40,663	68	601	2,210		
October Ad 2	Always scoop the poop. Dogs are surely man's best friend, but their poop can be harmful to the environment if it ends up in our waterways during a storm. Storm drains lead to our rivers, lakes and eventually the ocean. How about swimming in that on vacation?	32,657	66	471	1,358		
November Ad 1	Everybody loves that fresh turkey smell on Thanksgiving. While polystyrene plates may be more convenient for family gatherings, they can contribute to the pollution of our waters. Keep polystyrene out of our waterways by using reusable dishware.	39,535	58	440	1,992		

November Ad 2	Single-use plastic bags can be convenient when you go to the grocery store. Unfortunately, these lightweight bags can be easily picked up by the wind and washed down storm drains. Consider bringing your own reusable bag to gather your purchased items.	27,204	43	434	1,254		
December Ad 1	Every car needs a tune-up, but do you know if your repair shop properly disposes of motor oil? Oil that is not properly disposed of can easily end up in storm drains and our fresh waterways. Do your research! Pick a repair shop that promotes a healthy environment.	40,791	6	519	609		
December Ad 2	We all love the look and smell of freshly cut Christmas trees, but what do you do with it after the holidays? Most communities have a tree recycling program. Trees are used to create mulch or fish habitats.	48,077	33	657	973		
January Ad 1	New Year, New You! Make a resolution to eliminate litter from our community to help keep our waterways clean from pollutants. Make sure your trash makes it into the garbage!	69,705	7	870	892		

January Ad 2	While most of us enjoy the sight of snowfall, did you know it can be detrimental to our stormwater? When snow melts, the runoff water goes into our storm drains, picking up any litter along the way. Be a catalyst for change and throw your garbage in the trash to keep our	43,221	61	810	1,823		
February Ad 1	When the snow hits, road salts help minimize ice on the road. While this allows us to travel during inclement weather, it can also be an issue for our stormwater if the salts are not stored properly. Both public and private storage areas need to be great stewards of the	79,495	63	722	2,382		
February Ad 2	Every business generates waste as part of its daily operations. Be a friend to the environment and make sure your waste is treated properly. Make sure your dumpster isn't leaking into a storm sewer. This could pollute our freshwater supply.	87,304	14	629	726		
March Ad 1	In honor of World Wildlife Day this month, we're asking for your help in protecting our beautiful aquatic animals. Please make sure to recycle plastic where possible and place any smaller items, like soda rings, safely into the trash.	64,093	137	728	1,411		

March Ad 2	Did you know World Water Day is March 22? This day is dedicated to raising awareness of the 2 billion people living without access to safe water. At home, we need to ensure we respect and protect our freshwater supply by keeping pollutants out of our stormwater.	63,315	44	535	757		
April Ad 1	One of the biggest threats for flooding is a clogged drain. When you leave garbage on the street, it can be flushed into storm drains. Not only does it pollute our waterways, but it can also cause major floods. Be smart! Put your garbage in the trash.	95,728	113	730	2,089		
April Ad 2	April showers bring May flowers, but they can also create issues with runoff water. Beautify the community by installing planter boxes in your downtown areas. These boxes collect and absorb runoff from streets, sidewalks, and parking lots. This helps reduce runoff that goes into our	71,842	59	707	1,075		
May Ad 1	When the sun is shining, it's the perfect time to go on a walk with your furry friend. Don't let this simple activity be harmful to our clean water supply. Pick up your dog's poop to keep it from getting flushed into storm drains. This will protect our fresh water supply from dangerous bacteria	67,318	28	570	743		

May Ad 2	Whether you are working on your vehicle at home or taking it to a repair shop, it's important that the oil and other potentially harmful liquids are properly disposed of. When at home, don't simply wash these liquids into a drain. Clean it up! If you are taking it to a repair shop,	83,204	14	694	774		
June Ad 1	The first week in June is recognized as Fishing and Boating Week. Whether you are out on a boat or fishing at a lake, keep our fresh water in mind. Don't litter and risk trash making it to our waterways. Recycle or throw it in a nearby garbage can.	82,697	20	544	670		
June Ad 2	Before hiring a contractor to maintain your turf and landscaping, thoroughly evaluate their practices. Many current landscaping trends can generate runoff of pesticides, organic carbon, or nutrients. Choose a contractor that is a friend to the environment and stormwater.	56,130	24	490	656		
		<b>1,680,390</b>	<b>1,593</b>	<b>25,702</b>	<b>44,910</b>		
<b>Reach in Top DMAs</b>		<b>Middle</b>	<b>West &amp; North West</b>	<b>East &amp; North East</b>	<b>South East</b>	<b>Total Reach Among Top DMAs</b>	<b>Percentage of Reach in Top DMAs</b>

June Ad 1	Many enjoy washing their car in the driveway on a nice summer day, but did you know that car washes have specialized drainage systems that prevent chemicals from reaching our waterways? If given the option, choose a car wash.	21,360	16,464	23,360	8,096	69,280	98%
June Ad 2	Did you know the things we do around the house every day can affect our rivers and streams? Many cleaning products found in homes shouldn't be flushed down the drain. Environmentally-friendly products that are free of chlorine or phosphate can be better alternatives to help protect our waterways.	20,272	13,184	20,128	6,832	60,416	98%
July Ad 1	Boating on the lake is a great way to enjoy the summer, but don't let it be to the detriment of our fresh water. The discharge of raw and inadequately treated sewage from boats can negatively impact human health and the environment. Properly discharge your sewage by using an authorized pumpout station.	36,688	21,152	16,672	7,040	81,552	98%
July Ad 2	Help beautify your home while protecting stormwater by installing a rain garden. Planted with grasses and flowering perennials, rain gardens can help filter out pollutants in runoff and provide food and shelter for butterflies, songbirds and other wildlife.	11,672	5,752	9,568	3,408	30,400	98%

August Ad 1	Taking to the lake with friends on a boat is a popular activity. While having fun, protect our waters by discarding trash properly. Wrappers and other lightweight items can easily fly off boats and into our lakes. Make sure to keep a trash can on the boat while relaxing on the lake.	11,192	6,760	11,072	3,712	32,736	98%
August Ad 2	August is a great time to hit the trails or take a walk. Make sure you are being a good steward of the environment by leaving no trace. Litter can be washed into nearby storm drains and end up in rivers and lakes. Be kind! Keep litter off the ground.	10,567	7,624	10,496	3,824	32,511	98%
September Ad 1	Having a lush green lawn is something homeowners take pride in. But did you know that fertilizers and pesticides can get washed into storm drains and affect our freshwater? Fertilize sparingly with slow-release products to keep our water clean.	5,748	5,016	4,440	1,744	16,948	98%
September Ad 2	Heavy downpours can generate fast-moving stormwater runoff. Any trash left in the streets will be washed into the storm drain and end up in our waterways. Help protect our freshwater by keeping trash off the streets.	6,276	4,480	6,812	2,124	19,692	98%

October Ad 1	Leaf problem? Please do not blow or rake leaves or lawn clippings into storm drains as they can clog drains and lead to flooding. Check with your local government to see how to dispose of them, or use a mulching lawnmower. Please remember: storm drains lead to our watersheds, streams, rivers, and lakes.	7,480	4,456	8,040	2,496	22,472	98%
October Ad 2	Always scoop the poop. Dogs are surely man's best friend, but their poop can be harmful to the environment if it ends up in our waterways during a storm. Storm drains lead to our rivers, lakes and eventually the ocean. How about swimming in that on vacation?	6,556	4,180	7,244	2,260	20,240	98%
November Ad 1	Everybody loves that fresh turkey smell on Thanksgiving. While polystyrene plates may be more convenient for family gatherings, they can contribute to the pollution of our waters. Keep polystyrene out of our waterways by using reusable dishware.	7,388	4,064	7,132	2,400	20,984	98%
November Ad 2	Single-use plastic bags can be convenient when you go to the grocery store. Unfortunately, these lightweight bags can be easily picked up by the wind and washed down storm drains. Consider bringing your own reusable bag to gather your purchased items.	4,803	3,000	5,027	1,708	14,538	98%

December Ad 1	Every car needs a tune-up, but do you know if your repair shop properly disposes of motor oil? Oil that is not properly disposed of can easily end up in storm drains and our fresh waterways. Do your research! Pick a repair shop that promotes a healthy environment.	9,456	5,376	8,120	2,752	25,704	98%
December Ad 2	We all love the look and smell of freshly cut Christmas trees, but what do you do with it after the holidays? Most communities have a tree recycling program. Trees are used to create mulch or fish habitats.	10,320	5,056	9,144	2,864	27,384	98%
January Ad 1	New Year, New You! Make a resolution to eliminate litter from our community to help keep our waterways clean from pollutants. Make sure your trash makes it into the garbage!	9,256	5,768	8,008	2,728	25,760	98%
January Ad 2	While most of us enjoy the sight of snowfall, did you know it can be detrimental to our stormwater? When snow melts, the runoff water goes into our storm drains, picking up any litter along the way. Be a catalyst for change and throw your garbage in the trash to keep our waterways clean.	8,320	4,496	9,136	3,152	25,104	98%

February Ad 1	When the snow hits, road salts help minimize ice on the road. While this allows us to travel during inclement weather, it can also be an issue for our stormwater if the salts are not stored properly. Both public and private storage areas need to be great stewards of the environment and ensure these materials are handled properly.	14,249	8,090	15,810	4,629	42,778	98%
February Ad 2	Every business generates waste as part of its daily operations. Be a friend to the environment and make sure your waste is treated properly. Make sure your dumpster isn't leaking into a storm sewer. This could pollute our freshwater supply.	19,136	13,376	17,536	5,552	55,600	98%
March Ad 1	In honor of World Wildlife Day this month, we're asking for your help in protecting our beautiful aquatic animals. Please make sure to recycle plastic where possible and place any smaller items, like soda rings, safely into the trash.	13,536	8,240	12,664	4,360	38,800	98%
March Ad 2	Did you know World Water Day is March 22? This day is dedicated to raising awareness of the 2 billion people living without access to safe water. At home, we need to ensure we respect and protect our freshwater supply by keeping pollutants out of our stormwater.	13,103	9,223	13,687	4,096	40,109	98%

<p>April Ad 1</p>	<p>One of the biggest threats for flooding is a clogged drain. When you leave garbage on the street, it can be flushed into storm drains. Not only does it pollute our waterways, but it can also cause major floods. Be smart! Put your garbage in the trash.</p>	<p>16,784</p>	<p>10,240</p>	<p>17,040</p>	<p>5,776</p>	<p>49,840</p>	<p>98%</p>
<p>April Ad 2</p>	<p>April showers bring May flowers, but they can also create issues with runoff water. Beautify the community by installing planter boxes in your downtown areas. These boxes collect and absorb runoff from streets, sidewalks, and parking lots. This helps reduce runoff that goes into our sewer systems.</p>	<p>11,816</p>	<p>6,600</p>	<p>11,752</p>	<p>3,984</p>	<p>34,152</p>	<p>98%</p>
<p>May Ad 1</p>	<p>When the sun is shining, it's the perfect time to go on a walk with your furry friend. Don't let this simple activity be harmful to our clean water supply. Pick up your dog's poop to keep it from getting flushed into storm drains. This will protect our fresh water supply from dangerous bacteria found in the waste.</p>	<p>11,265</p>	<p>6,912</p>	<p>12,993</p>	<p>4,032</p>	<p>35,202</p>	<p>98%</p>

May Ad 2	Whether you are working on your vehicle at home or taking it to a repair shop, it's important that the oil and other potentially harmful liquids are properly disposed of. When at home, don't simply wash these liquids into a drain. Clean it up! If you are taking it to a repair shop, make sure it's one that properly disposes of the liquids. These chemicals are harmful to aquatic wildlife and pollute our waterways.	16,176	7,944	14,216	4,840	43,176	98%
June Ad 1	The first week in June is recognized as Fishing and Boating Week. Whether you are out on a boat or fishing at a lake, keep our fresh water in mind. Don't litter and risk trash making it to our waterways. Recycle or throw it in a nearby garbage can.	17,744	8,928	16,432	6,144	49,248	98%
June Ad 2	Before hiring a contractor to maintain your turf and landscaping, thoroughly evaluate their practices. Many current landscaping trends can generate runoff of pesticides, organic carbon, or nutrients. Choose a contractor that is a friend to the environment and stormwater.	12,448	8,520	12,848	4,672	38,488	98%
	<b>Total</b>	<b>333,611</b>	<b>204,901</b>	<b>309,377</b>	<b>105,225</b>	<b>953,114</b>	

\* Post Interactions include: Reactions (likes, loves, laughs, etc.), comments, shares and page likes

\*\* Total clicks include clicks on any part of the ad