



# Watersmart South Shore

## Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of Watersmart South Shore, Think Blue Massachusetts ran an educational advertising campaign from May 31st to June 17th, 2022. The “Fowl Water” (In both English and Spanish) video helps viewers visualize stormwater pollution in their community:



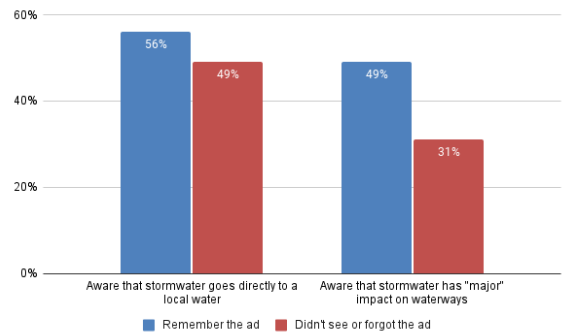
View the ad at <http://bit.ly/tbm-fowl-water>

The Think Blue Massachusetts “Fowl Water” video and social media materials (translated into the top six most spoken languages in Massachusetts) are available at: <https://www.thinkbluemassachusetts.org/partner-materials>

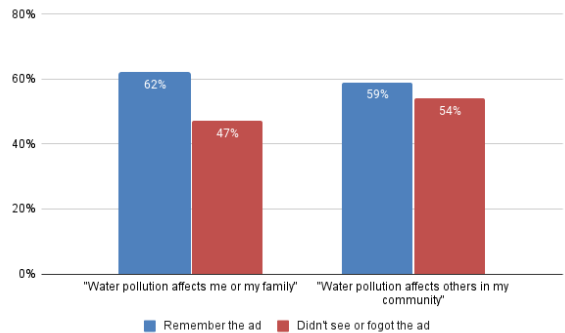
### Campaign Results

In our post campaign survey, 15% of residents in Massachusetts’ MS4 communities told us they remembered the ad. This is a good result for a budget that worked out to less than 1 penny per resident!

Those who remember the ad are more aware of how stormwater pollutes waterways:



They are also more likely to recognize that stormwater pollution affects people:



The complete survey report is available at [www.ThinkBlueMassachusetts.org](http://www.ThinkBlueMassachusetts.org)

Coalition members can include the results on the next page in their annual NPDES report.



# FY 2022 Campaign Performance

Facebook and Google provided us with aggregate information for the region served by the stormwater coalition. We have allocated the impressions among each city on a proportional basis, using U.S. Census estimates of the population of each municipality.

Your municipality can use these numbers in your annual report as your measurable goal for MCM1 in your Year 4 annual report.

Town	Facebook/Instagram English Impressions	Facebook/Instagram Spanish Impressions	YouTube English Impressions	YouTube Spanish Impressions
Cohasset	4,199	5,523	523	672
Duxbury	7,840	10,311	976	1,254
Hanover	6,472	8,512	806	1,035
Hingham	11,761	15,469	1,465	1,882
Hull	5,060	6,656	630	810
Kingston	6,209	8,166	773	993
Marshfield	12,736	16,751	1,586	2,037
Norwell	5,465	7,187	680	874
Pembroke	9,070	11,929	1,129	1,451
Rockland	8,598	11,309	1,071	1,375
Scituate	9,260	12,179	1,153	1,481
Weymouth	26,606	34,993	3,313	4,256
<b>Total</b>	<b>113,275</b>	<b>148,987</b>	<b>14,105</b>	<b>18,121</b>