



MEDIA INQUIRIES

126
2017

98
2016

A 29 percent increase in activity.
We saw increased interest in the rice season, due to late planting.

Up 29%



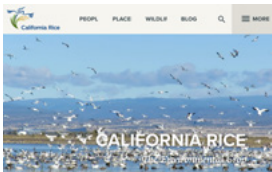
SOCIAL MEDIA



HITS

3.5
million
2017

4.7
million
2016

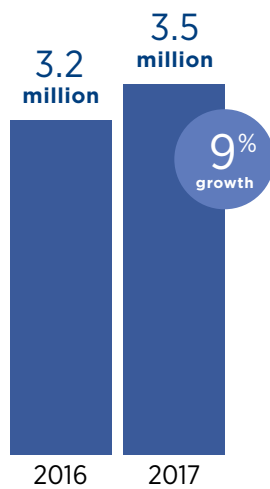


Down 26%



Facebook

REACH



Twitter

IMPRESSIONS

766,000

2017

550,000

2016



Up 39%



YouTube

POSTS

120

2017

2017: More than **140,000 views** (averaging more than 4 hours, 10 minutes per day).

2016: More than **91,000 views** (averaging nearly 4 hours total viewing time per day) 149 posts.

Up 54%



Instagram

POSTS

2017: **1,700 followers**, up 21 percent. We have surpassed more than 1k posts.

2016: Nearly 1,400 followers. Growing steadily. Daily posts.

Up 21%

Total Facebook and Twitter Reach, California Rice and Sacramento Valley Water Pages in 2017:

11.3
million

more than
30k a day



Up 59%
from 2016

