

SUWANNEE RIVER WATER MANAGEMENT DISTRICT

**MEMORANDUM**

TO: Governing Board  
FROM: Troy Roberts, Office Chief, Communications and Outreach  
THRU: Katelyn Potter, Director, Outreach and Operations  
DATE: March 12, 2025  
RE: Outreach and Communications Activity Summary

The following information summarizes Outreach and Communications activities for the month of February 2025:

<b>Facebook</b>	<b>X</b>	<b>Instagram</b>
Total Posts: 14 Total Views: 31,826 Content Interactions: 422	Total Posts: 23 Total Impressions: 980	Total Posts: 9 Total Views: 2,211 Total Engagement: 157

<b>Press Releases</b>
<ul style="list-style-type: none"><li>• February 4 – <a href="#">Governing Board Meeting</a></li><li>• February 12 – <a href="#">Hydrologic Conditions Report</a></li><li>• February 13 – <a href="#">SUA Website</a></li></ul>

<b>Media Inquiries / Responses</b>
<ul style="list-style-type: none"><li>• February 4 – Troy Roberts discussed an upcoming advertorial with Family Magazine.</li><li>• February 7 – Troy Roberts discussed an upcoming article in the Florida Specifier covering water use.</li><li>• February 19 – Troy Roberts answered questions from Stew Lilker of the Columbia County Observer regarding District activities.</li><li>• February 19 – Troy Roberts conducted an interview with WCJB TV 20 regarding the WC3 project.</li><li>• February 28 – Troy Roberts answered questions from WUFT regarding impacts from the Foley Mill closure.</li></ul>

<b>Meetings with Vendors / Consultants / Public</b>
<ul style="list-style-type: none"><li>• February 4 – Troy Roberts and staff met with Bowstern to review the recent Water Resource Symposium.</li><li>• February 4 – Troy Roberts met with Skye regarding the upcoming campaigns for both Permit to Protect and Leave No Litter.</li></ul>