COMMUNICATIONS REPORT 2021-2022

goFPA

OVERVIEW OF CAMPAIGNS

2021-2022

- **AGM & ANNUAL REPORT**

- **GRAIN FARMERS: HARVEST SEASON IS UNDERWAY IN THE OVERBERG** (blog & social media, and adapted for Cederberg FPA)

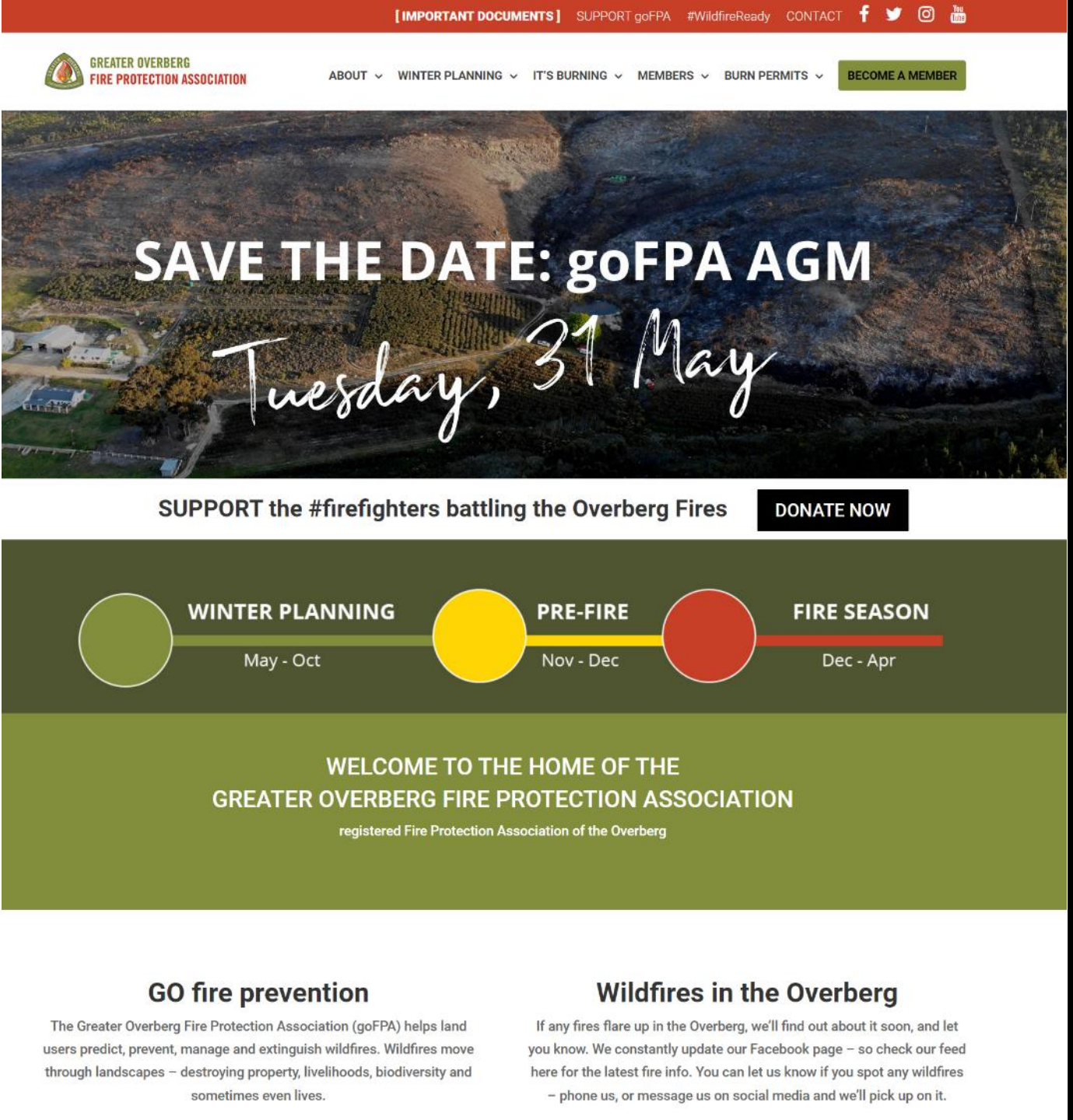
- **FIRESEASON 2021-22**

  HOW TO BE WILDFIRE READY COME DECEMBER 2021 (blog, socials + media campaign

  Social media campaign

goFPA WEBSITE

WWW.OVERBERGFPA.CO.ZA



VISITORS

2021-2022

8977

2020-2021	2019-2020
+25%	+13%

PAGEVIEWS

2021-2022

17341

2020-2021	2019-2020
+12%	-23%

WEBSITE REPORT

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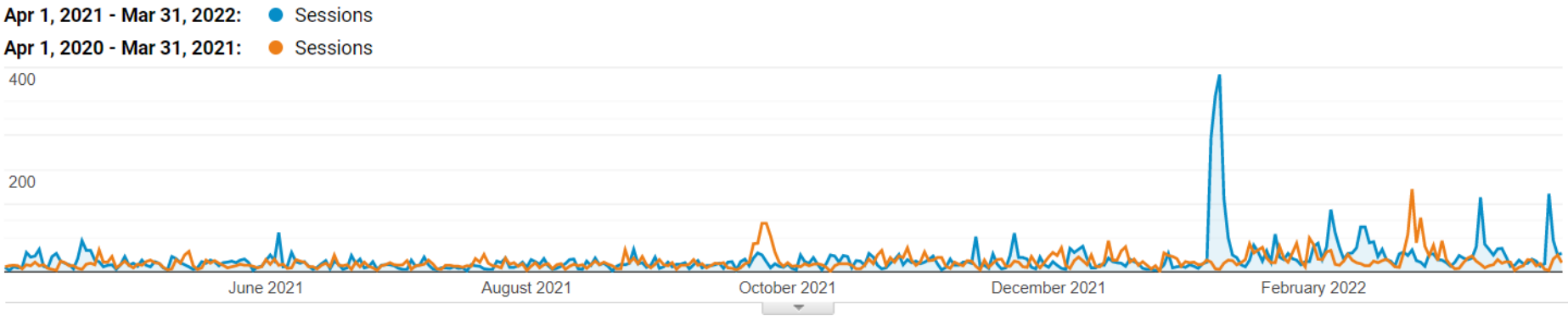

AUDIENCE OVERVIEW

1 Apr 21 - 31 Mar 22 (12 months)

VISITS **8977** **(7180 | 25%)**

USERS **6337** **(+26%)**

PAGEVIEWS **17341** **(15472 | =12%)**

PAGES PER VISIT **1.93**

TIME ON SITE **1.30** min

BOUNCE RATE **74 %**

WEBSITE REPORT

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AUDIENCE OVERVIEW

1 Apr 21 - 31 Mar 22 (12 months)

GEO LOCATION

COUNTRY

South Africa – 80% (7187 visitors)
US – 10% (857 visitors)
Ireland – 2% (152 visitors)
UK – 1% (76 visitors)

WEBSITE REPORT

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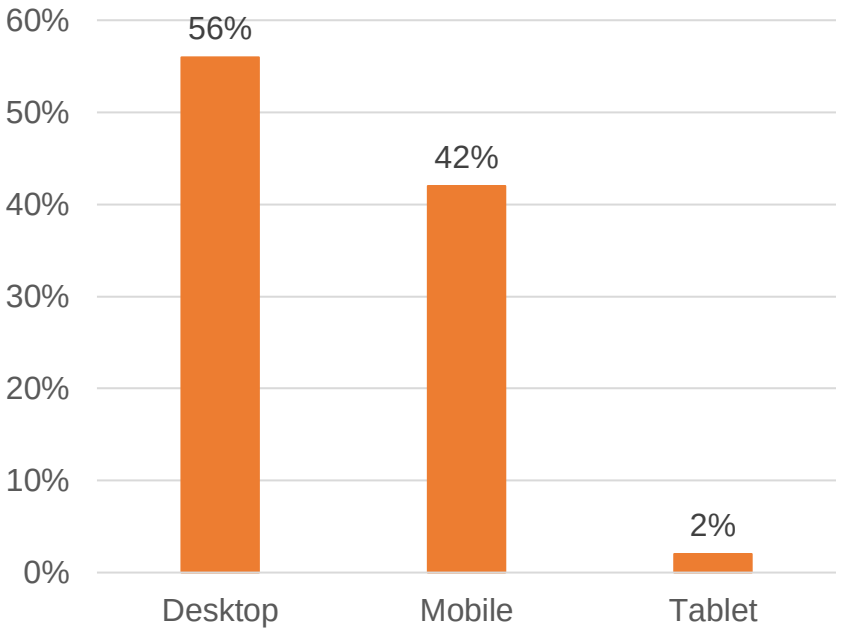
AUDIENCE OVERVIEW

RESPONSIVE VIEWS
MOBILE & TABLET

2021 - 44 % (+1%)
2020 - 43 %
2019 - 52 %
2018 - 49 %
2017 - 52 %
2016 – 38 %
2015 - 16 %



WEBSITE REPORT

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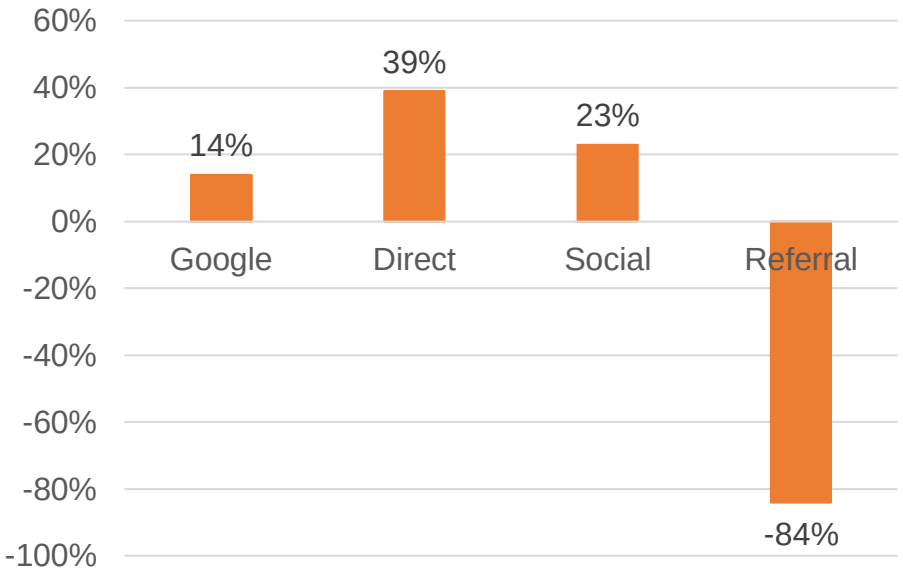
ACQUISITION OVERVIEW

2021 vs 2022



SOCIAL TRAFFIC

Facebook	**1244**
Instagram	**5**
Twitter	**276**

REFERRAL TRAFFIC (BACKLINKS)

www.facebook.com	**1239**
thesunexchange.com	**36**
payfast.co.za	**9**
wsar.org.za	**8**

BEHAVIOUR OVERVIEW: **PAGES**

1 Apr 21 - 31 Mar 22

Important Docs: 223 (+13%)

Overberg: 329 | Overstrand: 80

5051 (+31%)	**258 (+24%)**	**635 (+10%)**	**831 (+21%)**	**325 (+111%)**	**191 (-10%)**
HOME	OUR TEAM	BURN PERMITS	BLOG	FIRE SEASON	MEMBERS
CONTACT	FMU's	PARTNERS	EQUIP	**Right Equipment:** 149 **PRIVACY POLICY: 35**	**ANNUAL REPORT: 315**
310 (-45%)	**93 (-9%)**	**104 (+35%)**	**576 (-40%)**		

goFPA BLOG

WWW.OVERBERGFPA.CO.ZA

WEBSITE REPORT

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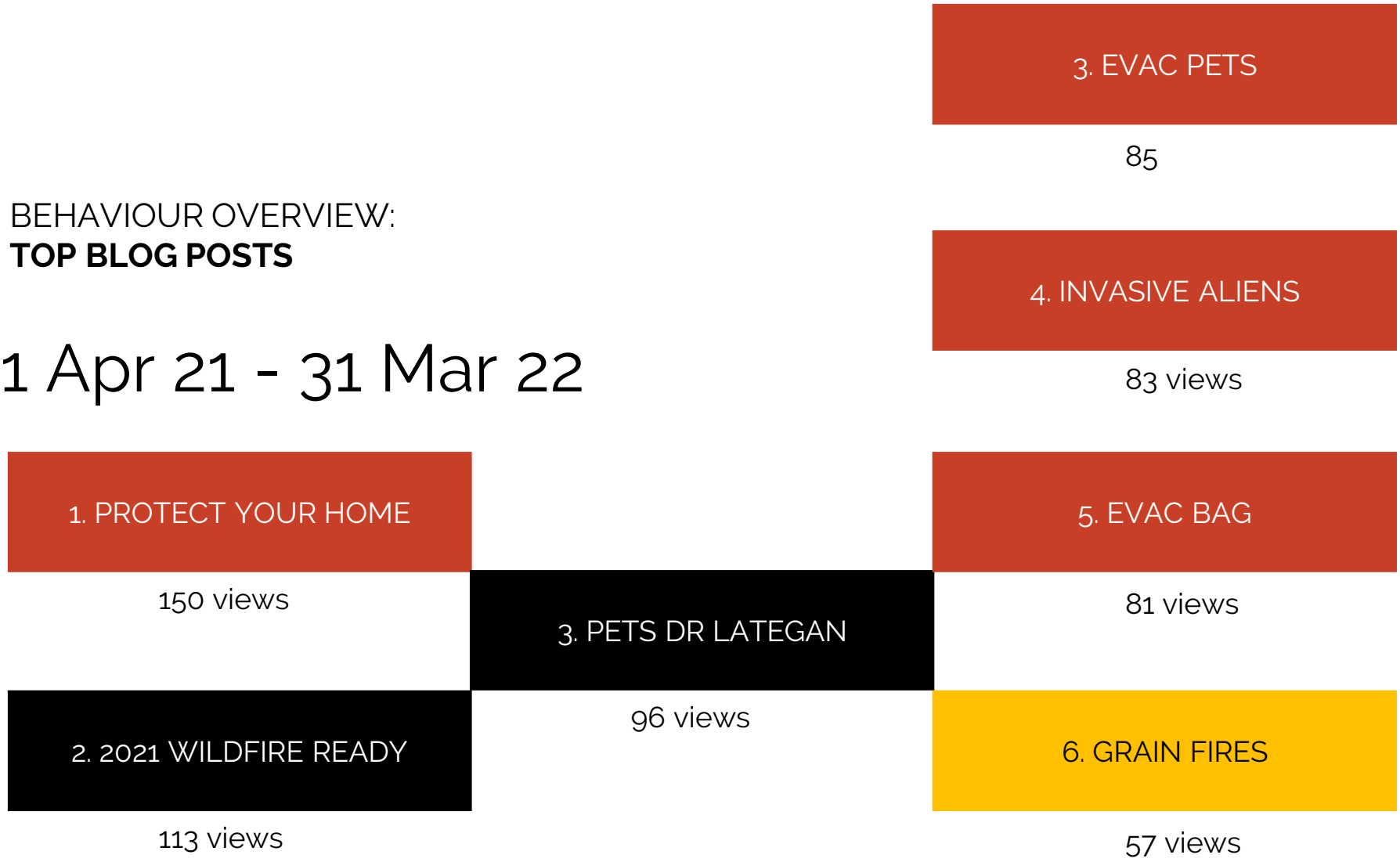
BEHAVIOUR OVERVIEW:
TOP BLOG POSTS

1 Apr 21 - 31 Mar 22



goFPA SOCIAL MEDIA PLATFORMS

WWW.OVERBERGFPA.CO.ZA

SOCIAL MEDIA GROWTH

FACEBOOK FOLLOWERS

2021-2022

18 689

2020-2021

+3 257

+21%

2019-2020

+1 786

+13%

goFPA SOCIAL MEDIA PLATFORMS

TOTAL GROWTH & REACH: 1 Apr 21 - 31 Mar 22

FACEBOOK
FOLLOWERS:
18 689
(+ 21 %)
+ 3 257 new

TOTAL REACH:
417 238 (+68%)
TOTAL ENGAGEMENT:
189 913 (+112%)
REACTIONS: 22 815 (+56%)
COMMENTS: 2 920 (+64%)
SHARES: 4 345 (+57%)
LINK CLICKS: 2 813 (+84%)

TWITTER
FOLLOWERS:
2 816
(+ 4%)
+ 107 new

ENGAGEMENT
IMPRESSIONS:
67.5k
LINK CLICKS: 202
RETWEETS: 52
LIKES: 109

INSTAGRAM
FOLLOWERS:
1 292
(+ 7%)
+ 87 new

ENGAGEMENT
REACH: 7060 (+516%)
ENGAGEMENT: 564

#FIRESEASON

DEC 2021 – APR 2022: goFPA WEBSITE:

Website visitors: 5 238 | Total Page views: 9 669

HOME PAGE (WITH #FIRESEASON COVER): 3 481 VISITS

#FireSeason page: 197 visits

TRAFFIC TO WEBSITE (FROM SOCIALS): Facebook: 1 191 | Twitter: 77

FACEBOOK FIRE SEASON TOTAL

Total Reach: 2,173,246 | + 2391 Followers | Total Engagement: 160,837

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#FIRESEASON SOCIAL CAMPAIGNS

Greater Overberg FPA
December 8, 2021 ·

#FIRESEASON is officially here –

Please be extra careful to not start a fire, and if you see smoke or flames, please get in touch with the Fire Department immediately. If you're in the #Overstrand, contact 028 312 2400 or for the rest of the Overberg, contact 028 425 1690.

#Landowners, here's everything you need to know about fire season, available resources and your responsibilities: www.overbergfpa.co.za/fire-season/... See more

Performance for your post

8,213 People Reached

118 Reactions, Comments & Shares

79 Like	16 On Post	63 On Shares
1 Love	0 On Post	1 On Shares
1 Sad	0 On Post	1 On Shares
3 Comments	0 On Post	3 On Shares
34 Shares	34 On Post	0 On Shares

208 Post Clicks

37 Photo views	2 Link clicks	169 Other clicks

NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

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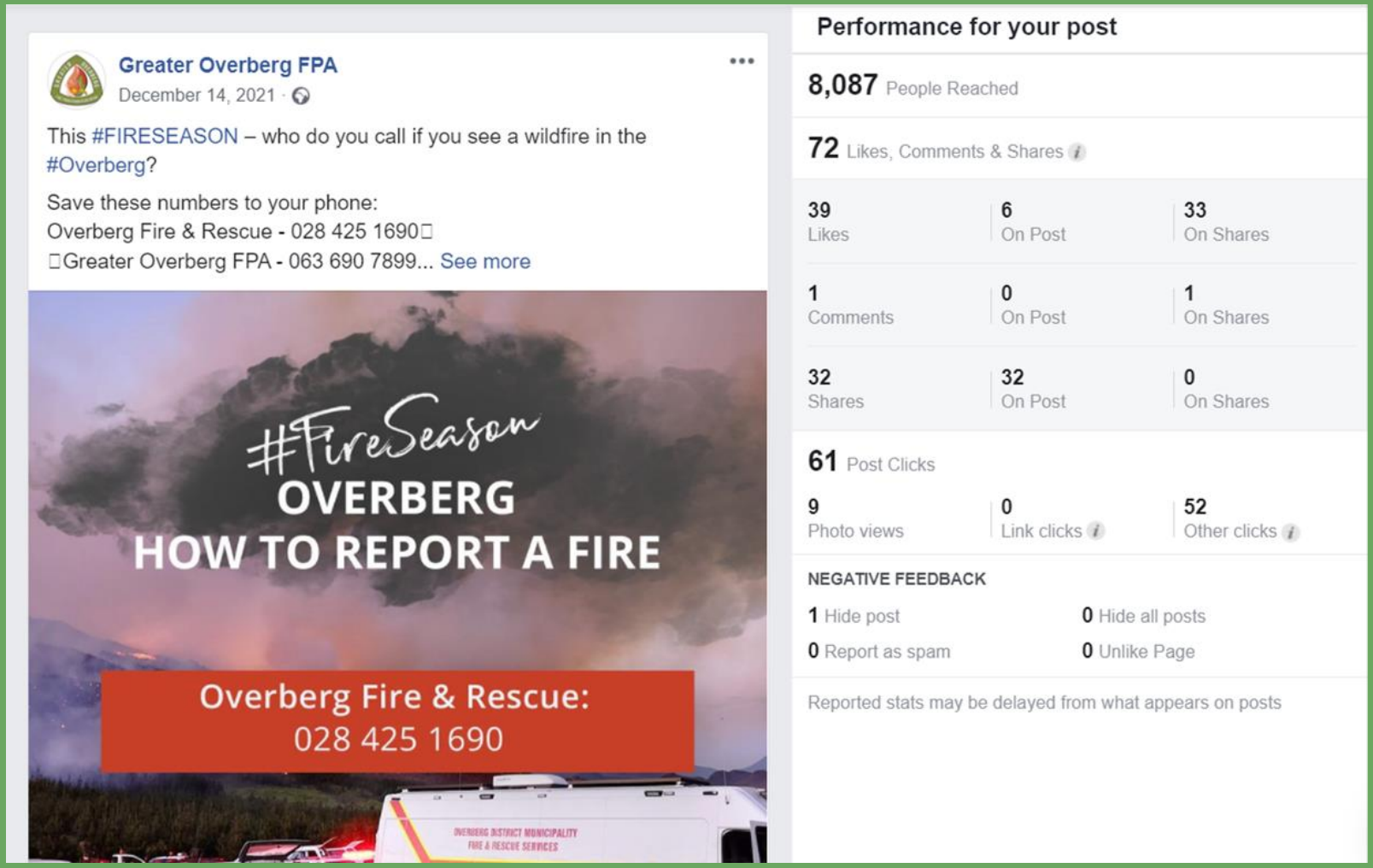
#FIRESEASON SOCIAL CAMPAIGNS



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#FIRESEASON SOCIAL CAMPAIGNS

Greater Overberg FPA
December 29, 2021 ·

Please help us to prevent runaway #wildfires this #FireSeason. So please don't set off any fireworks or flares or release Chinese lanterns in the Overberg, especially on New Year's Eve.

Thank you for helping us to protect lives, landscapes, livestock and homes during this dangerous time.

#Overberg #Overstrand #BePrepared #Wildfire #NewYears #Overstrand #CapeAgulhas #Swellendam... See more

Performance for your post

9,389 People Reached

163 Reactions, Comments & Shares

98 Like	25 On Post	73 On Shares
9 Love	2 On Post	7 On Shares
1 Sad	1 On Post	0 On Shares
4 Comments	1 On Post	3 On Shares
51 Shares	51 On Post	0 On Shares

104 Post Clicks

9 Photo views	0 Link clicks	95 Other clicks

NEGATIVE FEEDBACK

2 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

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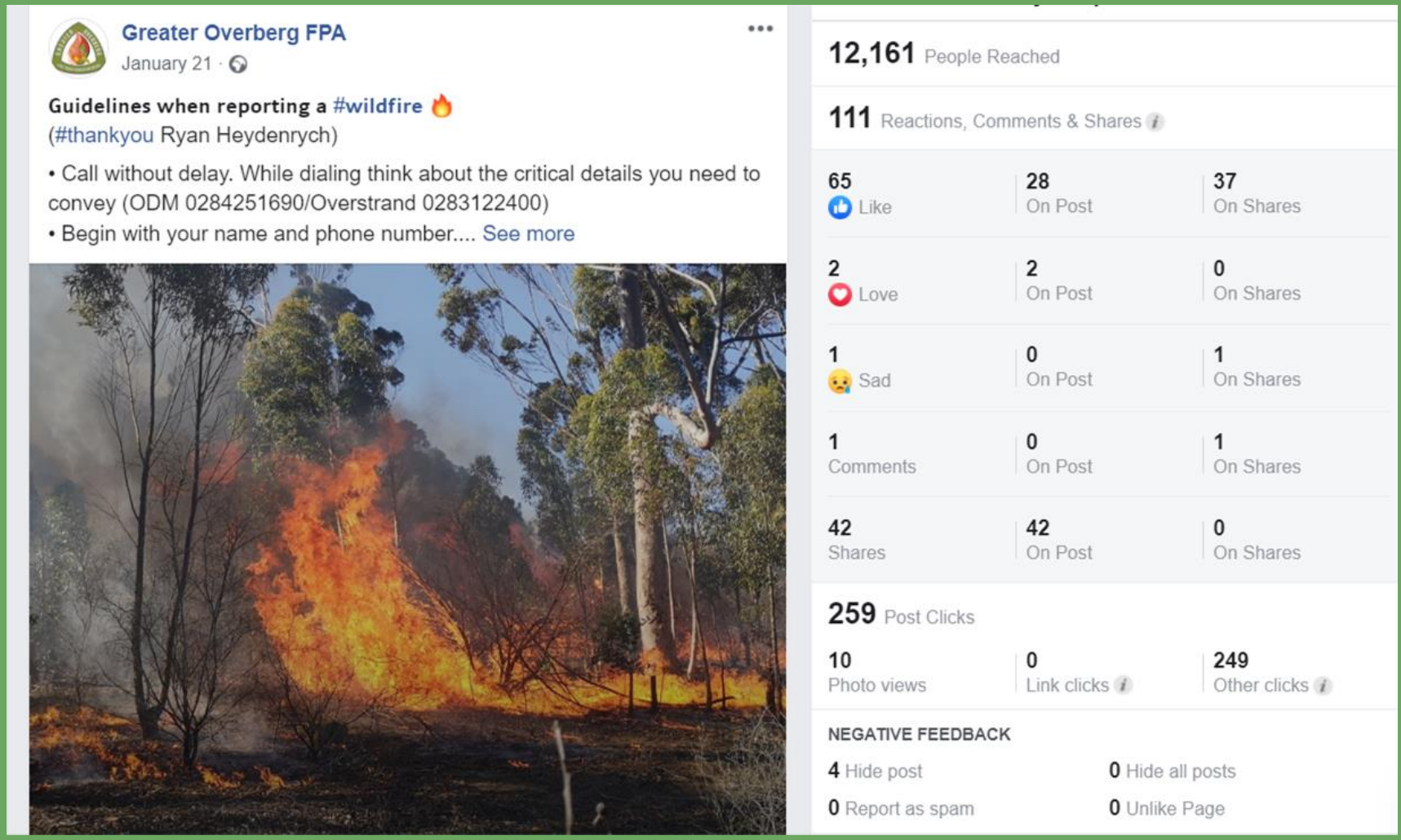
#FIRESEASON SOCIAL CAMPAIGNS



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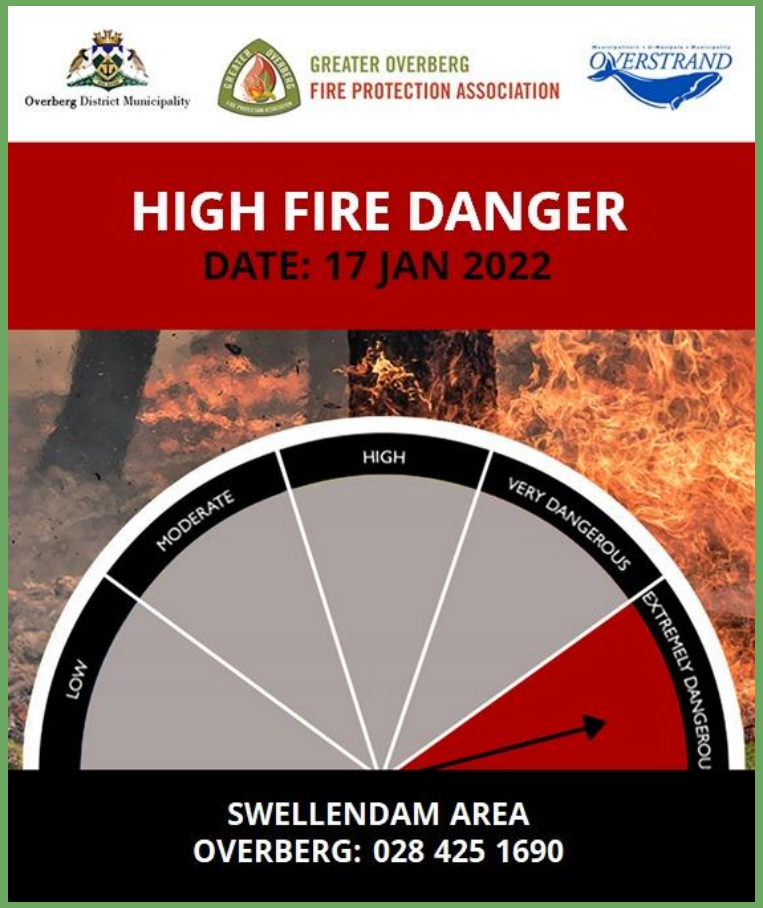
#FIRESEASON SOCIAL CAMPAIGNS



WARNING
RED DAY
TEMPLATE
Developed and in use

#GRAAN

2 MONTHS (OCT, NOV): goFPA WEBSITE:

Website visitors: 1 250 | Total Page views: 2 518

HOME PAGE (WITH #GRAINFIRES COVER): 616 VISITS

#GrainFire page: 45 visits

TRAFFIC TO WEBSITE (FROM SOCIALS): Facebook: 262 | Twitter: 4

FACEBOOK CAMPAIGN

Total Reach: 53.3K | +120 Followers | Total Engagement: 10.3K

#GRAINFIRE CAMPAIGN WITH GCFPA

Greater Overberg FPA
October 29, 2021 ·

Overberg #Graanboere - wat kan jy doen om voor te berei vir veldbrande?
🌾 🔥

Met die oesseisoen wat hier is, gee ons jou nuttige wenke om die gevaar van brande op jou eiendom te verminder. Hier is 5 wenke om seker te maak als is in plek vir jou en jou werkers se veiligheid.
www.overbergfpa.co.za/grainfires/... See more

OVERBERGFPA.CO.ZA
Grain farmers: Harvest season is underway in the Overberg - goFPA

Performance for your post

1,526 People Reached

13 Likes, Comments & Shares

10 Likes	**9** On Post	**1** On Shares
0 Comments	**0** On Post	**0** On Shares
3 Shares	**3** On Post	**0** On Shares

21 Post Clicks

0 Photo views	**18** Link clicks	**3** Other clicks

NEGATIVE FEEDBACK

2 Hide post	**0** Hide all posts
0 Report as spam	**0** Unlike Page

Reported stats may be delayed from what appears on posts

#GRAINFIRE CAMPAIGN WITH GCFPA

BENCHMARKING: OTHER FPA'S

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SOUTHERN CAPE FPA | 5 900 (+6%) FACEBOOK LIKES

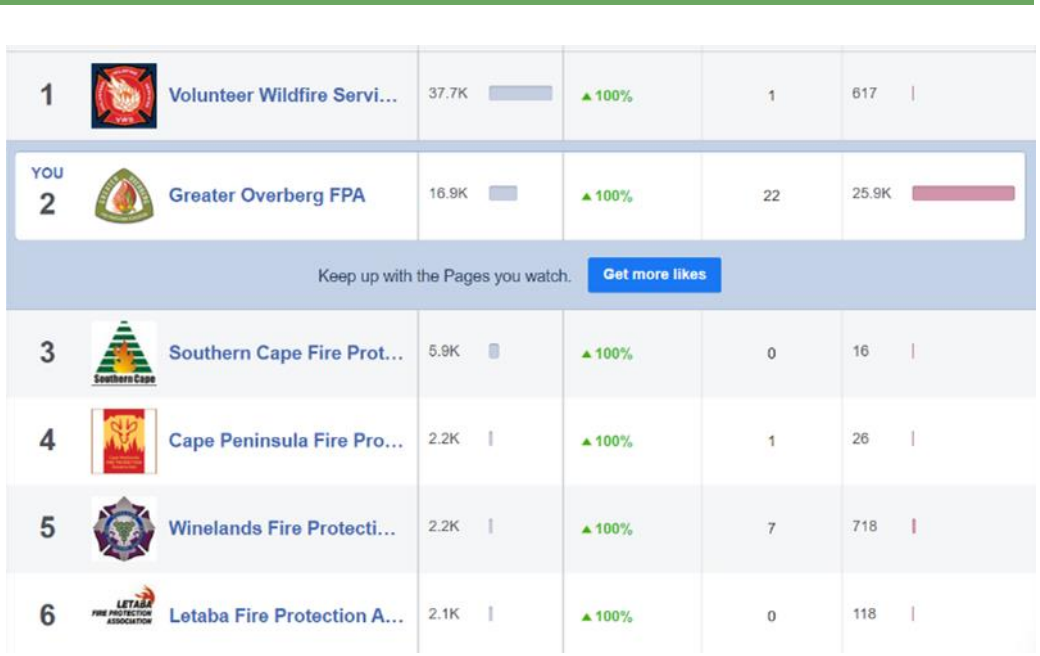
- No FDI updates
- On the ground report back

CAPE PENINSULA FPA | 2 200 (+24%) FACEBOOK LIKES

- No FDI updates
- Resharing of content
- No original content/branding created
- No on the ground report back

WINELANDS FPA | 2 200 (+33%) FACEBOOK LIKES

- No Daily FDI updates
- Weather warnings
- Fire Updates, same branding on posts



goFPA EMAIL MARKETING

MAILBLAZE

EMAIL MARKETING REPORT

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FIRESEASON 2021/22 ENG:
Sent to - 439
Opens – 698 (162%)
Mobile opens – 49

BRANDSEISOEN 2020/21:
Sent to - 481
Opens – 615 (130%)
Mobile opens – 50

#GRAIN CAMPAIGN ENG:
Sent to - 309
Opens – 229 (75%)
Mobile opens – 29

#GRAIN CAMPAIGN AFR:
Sent to - 488
Opens – 365 (76%)
Mobile opens – 63

#GRAIN CAMPAIGN OVERSTRAND:
Sent to - 148
Opens – 115 (79%)
Mobile opens – 11

OVERSTRAND MEMBERSHIP
Sent to - 136
Opens – 287 (219%)
Mobile opens – 30

OVERSTRAND MEMBERSHIP AFR
Sent to - 51
Opens – 63 (124%)
Mobile opens – 7

GOFPA AGM SAVE THE DATE:
Sent to - 889
Opens – 739 (87%)
Mobile opens - 122

GOFPA AGM PACK ENGLISH:
Sent to - 441
Opens – 576 (134% because of forwards)
Mobile opens - 143

GOFPA AGM PACK AFRIKAANS:
Sent to - 461
Opens – 435 (96% because of forwards))
Mobile opens - 100

GOFPA AGM FINANCIALS:
Sent to - 887
Opens – 801 (92%)
Mobile opens - 269

ANNUAL REPORT ENGLISH:
Sent to - 439
Opens – 334 (79%)
Mobile opens – 49

ANNUAL REPORT AFRIKAANS:
Sent to - 460
Opens – 332 (74%)
Mobile opens – 71

MEDIA ARTICLES & FEATURES

- **Cape Argus & iol.co.za:** (*January 2021*): Kleinmond fire
- **News24:** (*January 2021*): Kleinmond fire
- **Langeberg Bulletin** (*8 November 2021*): Reduce wildfire risks this grain season
- **Suidernuus** (*6 December 2021*): How to be wildfire ready come December
- **Hermanus Times** (December 2021): Tips to protect the Overberg against wildfire
- **Village News** (December 2021): Tips to protect the Overberg against wildfire
- **ODM news** (December 2021): Tips to protect the Overberg against wildfire
- **Overstrand news** (December 2021): Tips to protect the Overberg against wildfire
- **RSG** (*15 November 2021*): Grain campaign in the Overberg
- **Radio Overberg** (12 November 2021): Grain campaign in the Overberg
- **Farmer's Weekly** (November 2021): Grain campaign in the Overberg
- **Cape Agulhas Municipality news** (3 November 2021): Grain campaign in the Overberg
- **Netwerk24** (February 2021): Barrydale brand

goFPA ANNUAL REPORT

Digital

From the Chairman

We have experienced our first fire season during a pandemic. Who could have foreseen the impacts of this virus – even on our fire-fighting community this past fire season?

The goFPA team – including you, our valued members – work together in these challenging times, and in so doing we create an even safer Overberg for all. This can undoubtedly also be seen in the past fire season. Our members showed teamwork and set an example for others in order to positively influence other farmers and stakeholders in the Overberg – and beyond – to be more wildfire-safe and ready. We are very grateful to you. There are many more we are grateful to: our Fire Services, CapeNature, Working on Fire, Volunteer Wildfire Services, NCC Wildfire Services, Enviro Wildfire Services, law enforcement, municipalities and volunteers.

Here is our digital annual report. It's a snapshot of the 2020/21 year. In order to make it easy for you to read, we've divided it into three sections:
– goFPA membership
– Activities of the past year
– And the Fire Season

We hope you enjoy the read.

Dr Paul Clüver
Chairperson: Greater Overberg Fire Protection Association

MEMBERSHIP

Member Coverage
total ha **718 544**

goFPA MEMBERSHIP AREA SUMMARY

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COMMUNICATIONS

ANNUAL REPORT, EMAILERS, INFOGRAPHIC & AGM SUPPORT

Annual Report page:
315 visitors

THANK YOU

WWW.LOVEGREEN.CO.ZA