

We All Need Food and Water
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Invoice

Item 4Cvi.
 BCWMC 10-21-21



BILL TO
Bassett Creek Watershed Management Commission

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1008	10/11/2021	\$563.32	11/10/2021	Net 30	

SERVICE	DESCRIPTION	AMOUNT
BCWMC Outreach and Education 4040	9-15-21 wrote and submitted the September column to the SunSailor RE: Children's Water Festival (6 hrs.)	270.00
BCWMC Outreach and Education 4040	September social media posts: Facebook 7 posts with 3,084 reach and 203 engagements (4.75 hrs.)	213.75
BCWMC Outreach and Education 4040	Facebook ads reimbursement (receipt attached) for AIS and Children's Water Festival	79.57
Subtotal:		563.32

BALANCE DUE

\$563.32

Education and Outreach 4040

Ads | Bassett Creek Watershed Management Commission Create Ad

Planning estimates and unique metrics may be impacted




Starting October 11, 2021, we will begin updating our approach to counting people based on the accounts they have added to Accounts Center. As such, you may see an impact to campaign planning estimates and performance reporting for unique metrics.

[Learn More](#)

Ads including young people may be impacted

Starting August 23, 2021, many targeting options, including detailed targeting and Custom Audiences, are no longer available to target ads to people under 18 globally, 20 in Thailand or 21 in Indonesia. This change is part of our efforts to strengthen privacy and safety protections for young people across Facebook, Messenger and Instagram.

[Learn more](#)

Ads	Reach	Objective	Amount Spent
 Sep 20 Link Clicks Did you know that the metro area has... Completed	2,551 Reach	38 Link Clicks	\$39.00 Spent of \$39.00
 Sep 15 Post Engagements https://www.youtube.com/watch?... Completed	1,851 Reach	148 Post Engagements	\$39.00 Spent of \$39.00
 Sep 15 Messages https://www.youtube.com/watch?... Completed	80 Reach	-- Messaging Conversations Started	\$1.57 Spent of \$40.00