



# WEBINAR REPORT

WEBINAR: How to Recycle Right

SPONSOR: N/A

DATE: November 19, 2020

# REGISTRATION

1

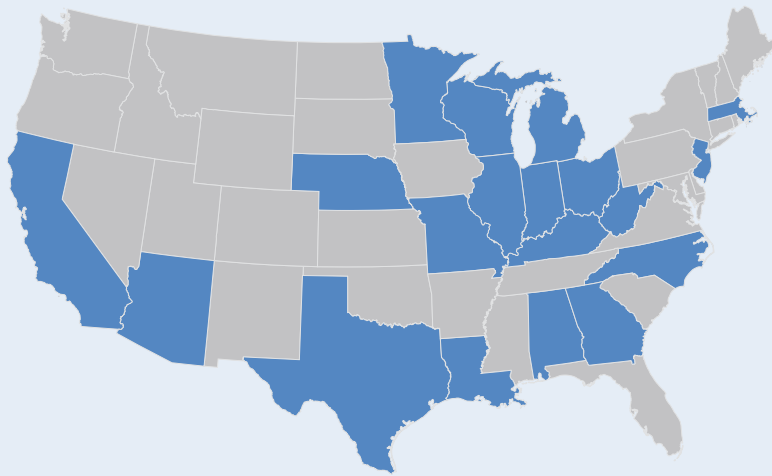
Registration for the **How to Recycle Right** webinar began November 9, 2020 and was available until November 19, 2020. Over this time, the Indiana Recycling Coalition promoted registration through multiple different platforms, including: email, Facebook, LinkedIn, Twitter, Instagram, NextDoor, and the Keep America Beautiful website.

**2098** registration page views

**326** total registrants

**201** live attendees

## 19 States Represented

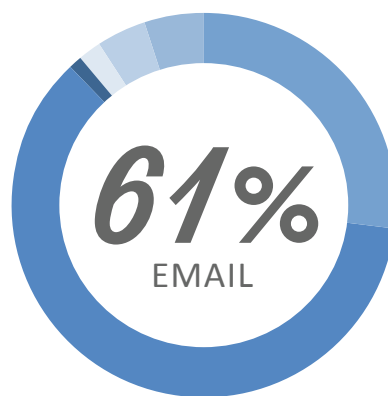


- Indiana
- Michigan
- Illinois
- Ohio
- Kentucky
- West Virginia
- Wisconsin
- Minnesota
- Nebraska
- Missouri
- Massachusetts
- New Jersey
- North Carolina
- Georgia
- Alabama
- Louisiana
- Texas
- Arizona
- California

## Sources

Out of the 327 users who registered for the webinar, 199 of them were reached through the IRC's email campaigns. The remaining users were reached via social media.

The IRC sent 2 email campaigns with a link to register for the webinar and also mentioned it in their monthly newsletter. The webinar was pushed on traditional social platforms twice and an event was created in NextDoor.



Email (199 users)

- Facebook (88 users)
- NextDoor (13 users)
- Instagram (10 users)
- Twitter (7 users)
- LinkedIn (5 users)



The IRC sent 3 emails specifically regarding the How to Recycle Right webinar (2 including registration, 1 post event). Additionally, the webinar was also highlighted in the IRC's [November Newsletter](#).



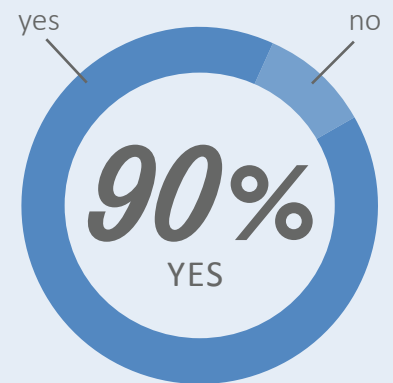
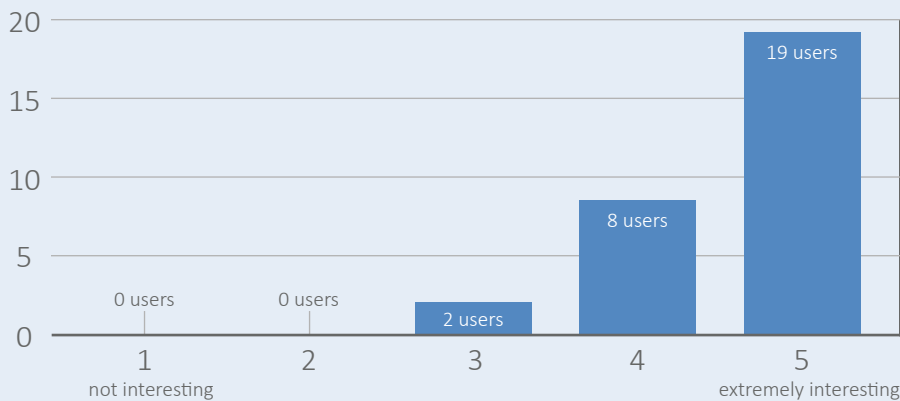
**32%** average email open rate

**29** Facebook post shares

**56** post webinar video views

## Survey Data (29 Responses)

HOW INTERESTING DID YOU FIND THE TOPICS COVERED IN THIS WEBINAR?



DID YOU LEARN SOMETHING NEW FROM THE WEBINAR?

A recording of the webinar is available on the [IRC's website](#) and our [Vimeo channel](#). As of 12/2/2020, the recording has 56 views.