

# Social Media Services Your So Cal Tap Water

## Emerging Constituents Task Force

March 2017



# Emerging Constituent Program Task Force Participating Task Force Agencies in Outreach

|   |   |
|---|---|
| <b>Eastern Municipal Water District</b>   | <b>Jurupa Community Services District</b>                 |
| <b>Inland Empire Utilities Agency</b>   | <b>Yucaipa Valley Water District</b>                      |
| <b>City of Riverside</b>  | <b>City of Corona</b>                                     |
| <b>Temescal Valley Water District</b>   | <b>City of Redlands</b>                                   |
| <b>Elsinore Valley Municipal Water District</b>                                     | <b>City of Rialto</b>                                     |
| <b>Irvine Ranch Water District</b>  | <b>Western Riverside Co Regional Wastewater Authority</b> |
| <b>Colton/San Bernardino Regional Tertiary Treatment and Wastewater Reclamation</b> |   |

# Emerging Constituent Program Task Force

## Benefits to Funding Agencies

### **SAMPLING**

- Alternative to new regulation for recharge (cost savings of \$100,000 per year)
- Improved regional evaluation of EC

### **SOCIAL MEDIA**

- Build awareness about water related issues
- Share information on safety of local water supply
- Correcting misinformed media exposure through outreach


# YourSoCalTapWater.org



# Blog Posts

YourSoCalTapWater.org

- 12 Articles
- 6,855 Views
- Dec. 2016 record high:  
2,267 views, 1,684 visitors



### Is Tap Water Safe?

Is tap water safe to drink in Southern California? Is bottled water safer than tap water? Following recent reports of nationwide scandals involving water quality, Americans continue to question the safety of their tap wa...

9 months ago 4,892

[Edit](#) [View](#) [Stats](#) [Share](#) [More](#)





# Analytics

YourSoCalTapWater.org

## Key Metrics – Quarterly Growth

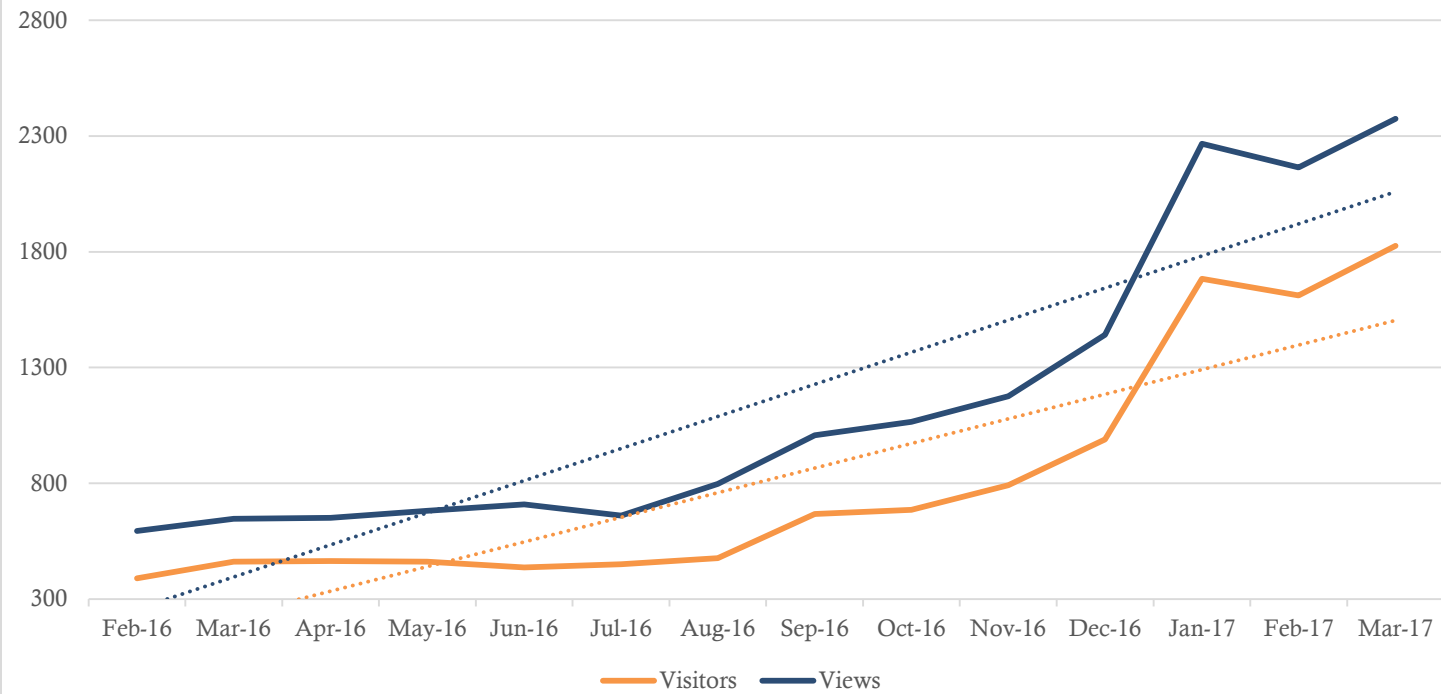
- 86% increase in page views
- 107% increase in visitors
- 50% increase in visitors from search

## January- March 2017

- Views: 2,269 avg.
- Visitors: 1,707 avg.
  
- 2016: 10,254 views/6858 visitors
- 2015: 9,052 views/ 6,441 visitors



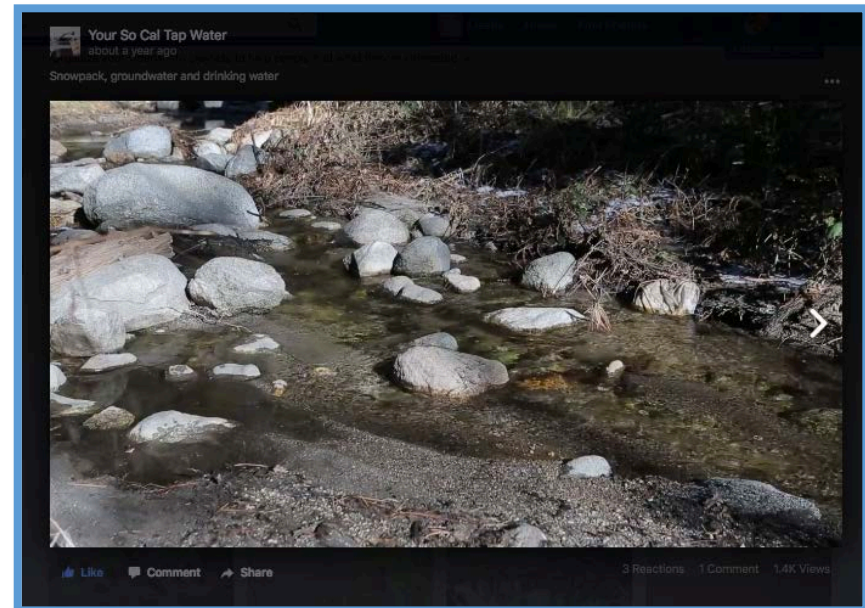
# YourSoCalTap.org



# Videos

YourSoCalTapWater.org

- 12 Social Media Videos
- 5,597 Views





# Facebook @YourSoCalTapWater



# Analytics

Facebook  
@YourSoCalTapWater



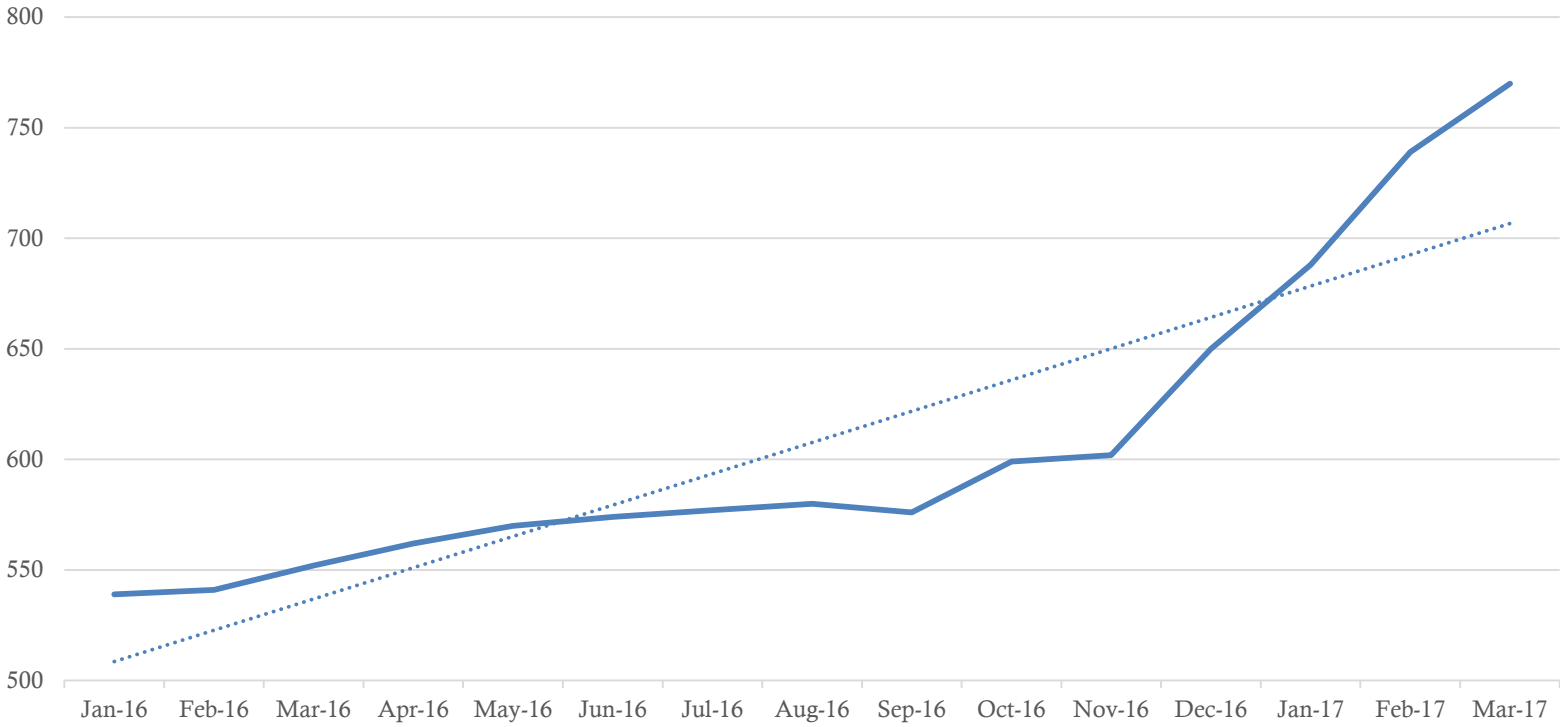
March 2017- 770 likes

## Facebook "LIKES" Comparison

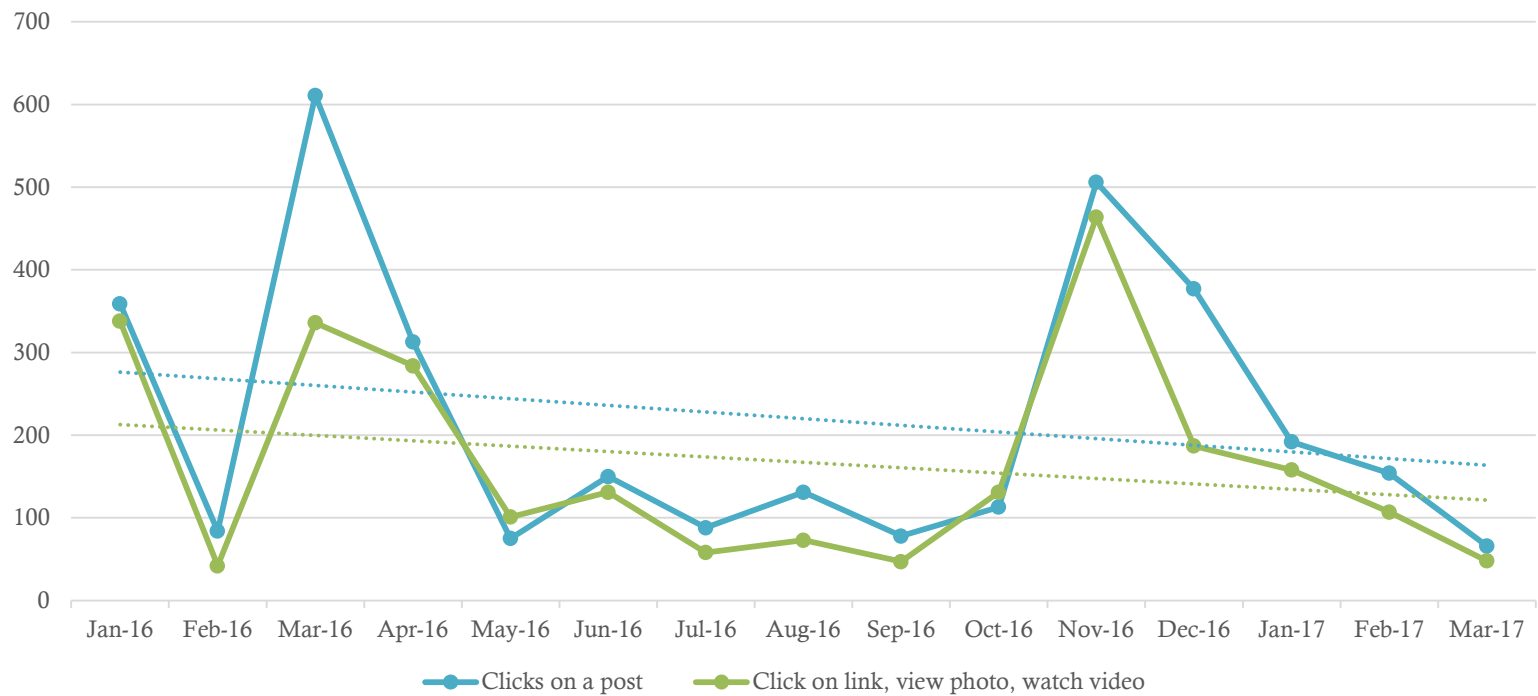
|                              |                   |
|------------------------------|-------------------|
| <u>SoCalTapWater (2012):</u> | <u>770 likes</u>  |
| EMWD (2009):                 | 890 likes         |
| IEUA (2013):                 | 354 likes         |
| OCWD (2009):                 | 387 likes         |
| WMWD (2010):                 | 575 likes         |
| SBVMWD                       | - not on Facebook |



Likes (FB)



### Engagement and Reach (FB)



# Twitter

## @SoCalTapWater





# Analytics

Twitter

@SoCalTapWater



## Key Metrics

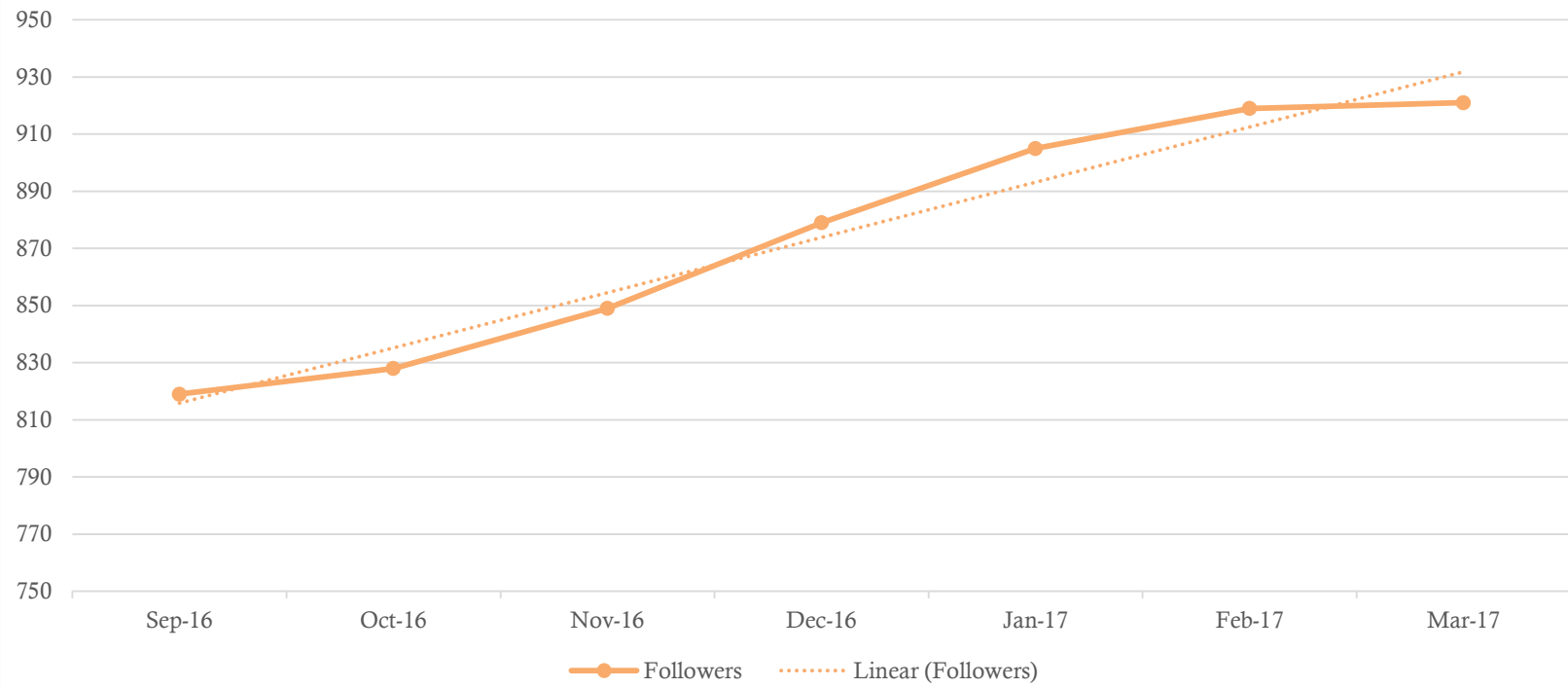
- Average 8,730 impressions  
(last 3 months)
- Gaining approximately 18 followers per month
- Total Twitter followers are 924:  
33% increase since March 2016

## Twitter "FOLLOWERS" Comparison

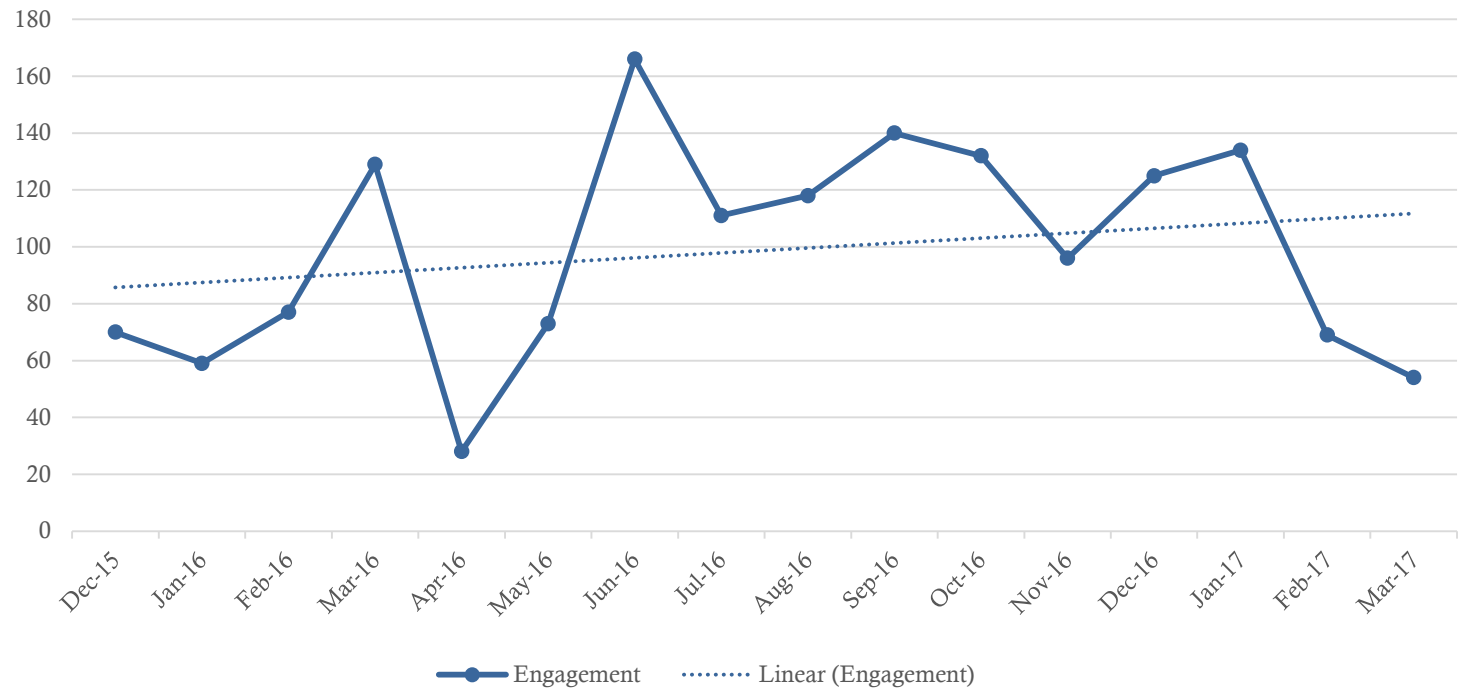
|                              |                      |
|------------------------------|----------------------|
| <u>SoCalTapWater (2012):</u> | <u>924 followers</u> |
| EMWD (2009):                 | 2,074 followers      |
| IEUA (2014):                 | 330 followers        |
| OCWD (2009):                 | 4,567 followers      |
| WMWD (2009):                 | 3,848 followers      |
| SBVMWD - not on Twitter      |                      |



### Followers (TWTR)



### Engagement (TWTR)



# Next Steps

## 💧 #ChooseTapWater Reusable Water Bottle Campaign



Enter for a Chance to **WIN** a **FREE** Reusable Vacuum Sealed Water Bottle

1. Follow: [YourSoCalTapWater.org](http://YourSoCalTapWater.org) &
2. Tweet:  @SoCalTapWater or
3. Share:  @YourSoCalTapWater

Tag us in a photo of you, your family or pet enjoying tap water

#Choosetapwater  
For campaign rules visit: [YourSoCalTapWater.org](http://YourSoCalTapWater.org)



Enter for a Chance to **WIN** a **FREE** Reusable Vacuum Sealed Water Bottle

1. Follow: [YourSoCalTapWater.org](http://YourSoCalTapWater.org) &
2. Tweet:  @SoCalTapWater or
3. Share:  @YourSoCalTapWater

Tag us in a photo of you, your family or pet enjoying tap water

#Choosetapwater  
For campaign rules visit: [YourSoCalTapWater.org](http://YourSoCalTapWater.org)





Thank You

*dc*

DEGRAVE  
COMMUNICATIONS  
PUBLIC RELATIONS