

Santa Ana Watershed Project Authority Social Media Services

Quarterly Activity Report January – March 2017

From January – March 2017, DeGrave Communications conducted communication support for SAWPA, in accordance to the social media services contract set forth in the original proposal. The following includes a summary of all outreach efforts conducted on SAWPA’s behalf.

1. Weekly Social Media Planning

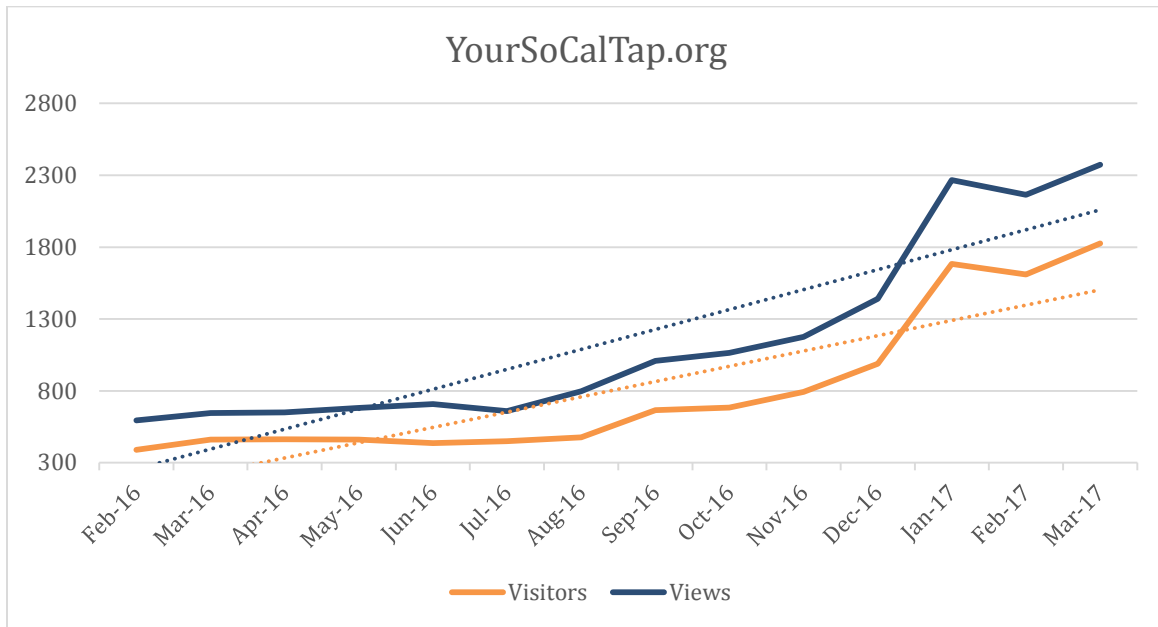
DeGrave Communications has created weekly social media calendars, to include posts found through content curation and reposting of content from the existing blog. As blog articles continue to be posted, an increase in sharing these posts via social media planning will continue. From January – March 2017, a total of 85 posts have been calendared and posted. Additional relevant posts are made, shared and retweeted based on daily basis.

SoCalTapWater Social Media Calendar		
DATE	Twitter	FB
March 13	Is it safe to drink hard water? http://ow.ly/dTBG309Q9oK	Is it safe to drink hard water? https://yoursocaltapwater.org/2017/03/01/hard-water-unsafe-or-just-a-nuisance/
March 14	Is tap water safe? http://ow.ly/9yVF309Q9t5	Is tap water safe? https://yoursocaltapwater.org/2016/06/21/is-tap-water-safe/
March 15	#WaterWiseWednesday What happens if California runs low on groundwater supplies? http://ow.ly/l7UR309Q9x7	#WaterWiseWednesday What happens if California runs low on groundwater supplies? https://yoursocaltapwater.org/2016/11/15/drinking-water-groundwater-availability-challenges-and-solutions/
March 16	Do you live near the Santa Ana River? http://ow.ly/fpl2309Q9zq	Do you live near the Santa Ana River? http://www.watereducation.org/aquapedia/santa-ana-river
March 17	Happy #StPatricksday from SAWPA and Your SoCalTapWater.org	Happy St. Patrick's day from SAWPA and Your SoCalTapWater.org
March 18	Stay current on SoCal tap water issues, subscribe to yoursocaltapwater.org	Stay current on SoCal tap water issues, subscribe to yoursocaltapwater.org
March 19	What is the Safe Drinking Water Act? http://ow.ly/lZKP309Q9PC	"What is the Safe Drinking Water Act?" https://www.epa.gov/ground-water-and-drinking-water/basic-information-about-your-drinking-water



2. Blog Articles

Over the past twelve months, DeGrave Communications has written 12 blog posts for YourSoCalTapWater.org. Combined these posts received a total of 6,855 views. **The month of December yielded a record high of 2,267 total views, from a record high of 1,684 visitors.** The year 2016 had a total of 10,254 views from 6,858 visitors. Currently, 2017 has received a total of 6,143 views from 4,604 visitors. The total visitor and view count from 2017 is expected to exceed all prior years. Stakeholders' interest in the, "Safety of tap water," article is made evident by 4,848 views, the highest yielding views of all articles on the blog.





3. Videos

From March 2016 – February 2017 DeGrave Communications created/posted ten videos to the Facebook “videos” section. Key videos include: “Turn off the Tap,” “Tap Water Facts,” “No FOG Down the Drain,” “Tap Water Day,” and “Snowpack, Snowmelt and Drinking Water.” The videos were embedded into the relevant articles. Combined, all videos combined have received a total of 5,597 views.

4. Analytics

YourSoCalTapWater.org

Quick stats

97.1% visitors- Google search

2.5% visitors – Facebook

.8% visitors- Twitter

107% increase in visitors (from 822 to 1,707 per month)

86% increase in page views (from 1,227 to 2,269 per month)

50% increase in visitors from search

20% decrease in traffic from Facebook

11% increase in traffic from Twitter

Monthly average (Q3) – 2,269 views / 1,707 visitors

JANUARY	FEBRUARY	MARCH
Views: 2,267	Views: 2,165	Views: 1,711
Visitors: 1,684	Visitors: 1,611	Visitors: 1,309



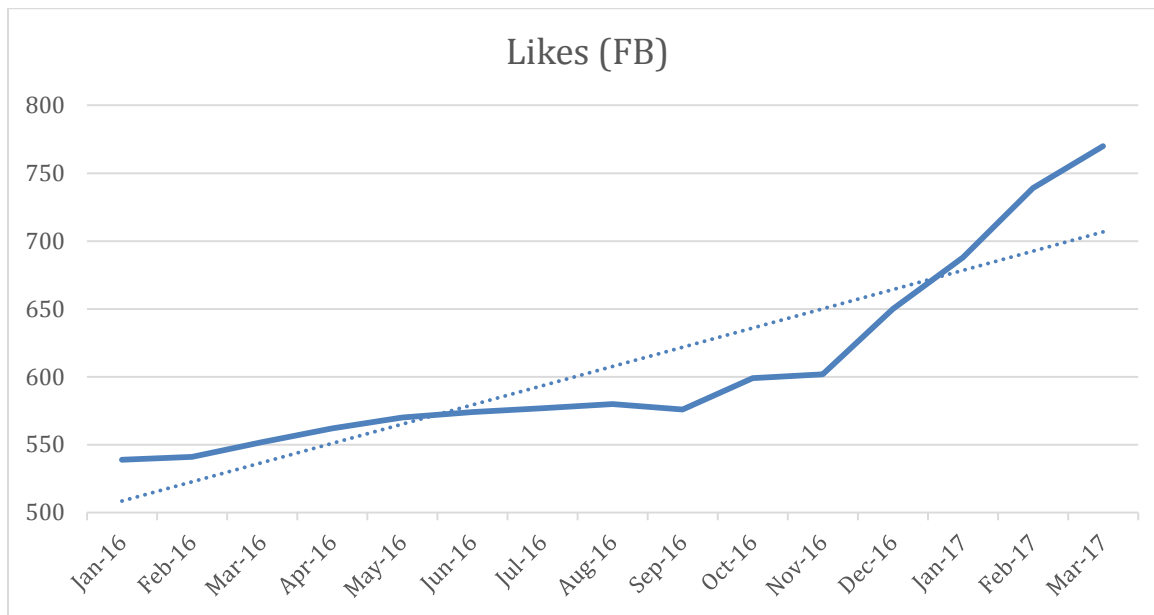
Facebook: Your So Cal Tap Water

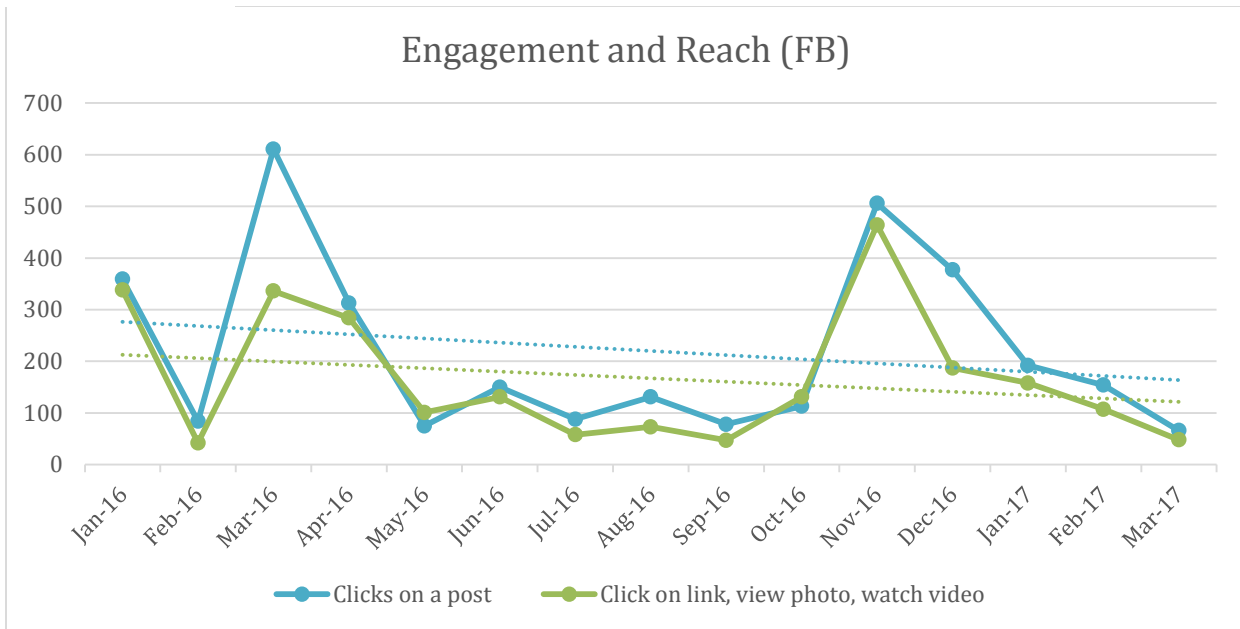
Engagement spiked in December, due to paid boosts. Page likes continue to increase. In December 2016, gained 120 likes, average 30/ month. Average of 41 visitors monthly from Facebook directly went to blog.

January: 688 likes
February: 734 likes
March: 770 likes

Facebook "LIKES" Comparison

SoCalTapWater (2012): 770 likes
EMWD (2009): 890 likes
IEUA (2013): 354 likes
OCWD (2009): 387 likes
WMWD (2010): 575 likes
SBVMWD - not on FB





Post Highlights

“Even with the return of rain and snow, California's water challenges are here to stay. Read the Los Angeles Times editorial on why California has to rethink its water use.”

REACH: 854

21 reactions, comments, shares

“Do pesticides and nutrients eventually flow into rivers and groundwater basins that become a source for drinking water? <https://yoursocaltapwater.org/.../minimizing-agricultural-an.../>”

REACH: 580

28 reactions, comments, shares

#TapWaterTuesday Tap water is everywhere! It's an essential part of life. In Southern California we are fortunate to have clean, reliable water even at #Disneyland. Water is life.

REACH: 529

28 reactions, comments, shares



Twitter: @SoCalTapWater

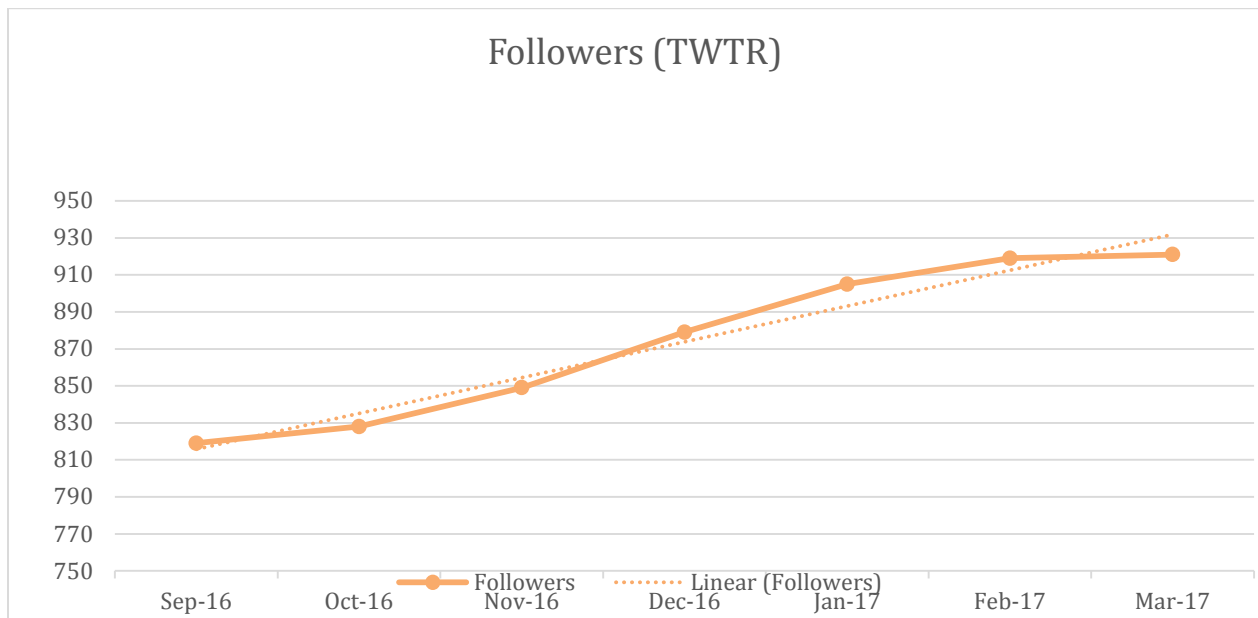
Traffic from Twitter to the blog is yielding 3 visits per week. Traffic to the blog is <1% from Twitter. Twitter site has averaged 8,730 impressions in the last 3 months. Followers are at an all time high of 924, which averages a trend of approximately 18 new followers per month.

Gaining approximately 8 followers per week.

Total Twitter followers are 924: 33% increase since March 2016

Twitter "FOLLOWERS" Comparison

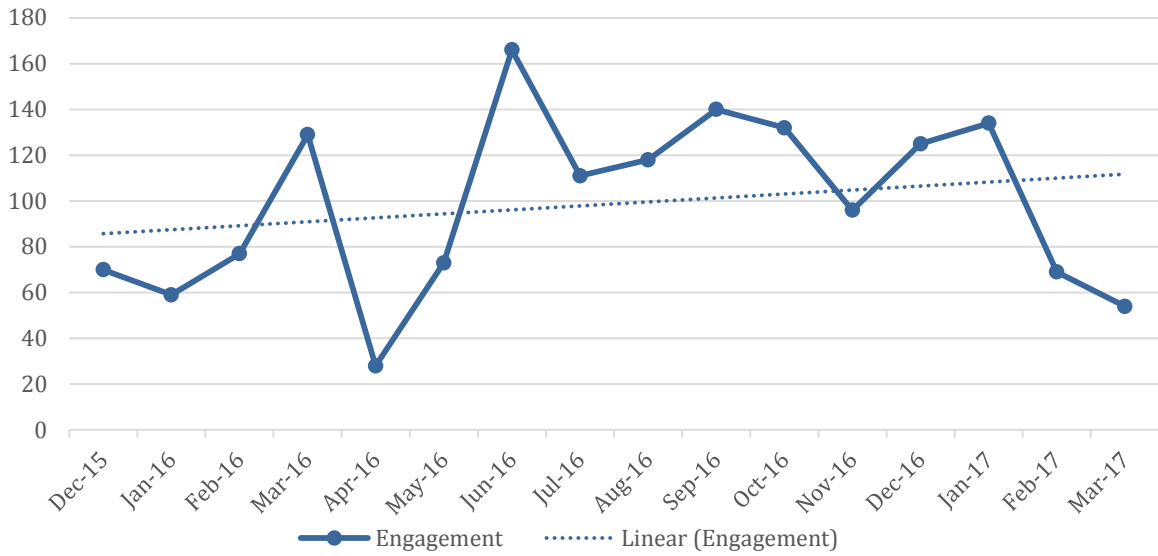
SoCalTapWater (2012):	924 followers
EMWD (2009):	2,074 followers
IEUA (2014):	330 followers
OCWD (2009):	4,567 followers
WMWD (2009):	3,848 followers
SBVMWD - not on Twitter	





DEGRAVE
COMMUNICATIONS
PUBLIC RELATIONS


Engagement (TWTR)



Jan 2017 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 870 impressions
#DrinkingStrawDay lands on #TapWaterTuesday this year! Drink your water from a #Straw today. #ChooseTap
ow.ly/k6D7307C44L
pic.twitter.com/1hysdXOUV




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[View all Tweet activity](#)

[View Tweet activity](#)

Top mention earned 5 engagements
Western MWD
@BeingWaterWise - Jan 11


RT @SoCalTapWater:
#WednesdayWisdom When the well is dry we will know the worth of water -
#benjaminfranklin
pic.twitter.com/T06dzZ676



👍 2 ❤️ 1

[View Tweet](#)

Top media Tweet earned 482 impressions
#WaterwiseWednesday Last week was #rainy! Check for excessive moisture before turning your #sprinklers back on.
YourSoCalTapWater.org
pic.twitter.com/S0blE5xOYN



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JAN 2017 SUMMARY

Tweets	62	Tweet impressions	12.9K
Profile visits	277	Mentions	13
New followers	26		

Feb 2017 - 28 days

TWEET HIGHLIGHTS

Top Tweet earned 572 impressions
 #WaterWiseWednesday Tips for water wise landscaping you.tube/RUX8GEdfdwM
 #BeWaterWise #SaveWater
 pic.twitter.com/0wWYfUJ1




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View all Tweet activity

View Tweet activity

Top media Tweet earned 395 impressions
 #TapWaterTuesday #Didyouknow some of the water that goes to homes in our region is treated through a desalter?
 ow.ly/gYQ308vLza
 pic.twitter.com/KWgK0ir76w




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View all Tweet activity

View Tweet activity

FEB 2017 SUMMARY

Tweets	39	Tweet Impressions	6,878
Profile visits	186	Mentions	10
New followers	14		

Top Follower followed by 201K people
 (How you can be a better follower)
 Jeanette JOY


Jeanette JOY Fisher
 @JeanetteJoy FOLLOWS YOU
 Design Psychology Author, REALTOR®, Speaker who loves sacred spaces, writing, traveling, & driving fast cars.
 https://t.co/qTVAAN588z CEO Space

View profile View followers dashboard

Mar 2017 - 21 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 452 impressions
 #WaterWiseWednesday Turn off your irrigation system #SoCal #Rain from Sun. & Mon. is enough to maintain a healthy landscape for the week.
 pic.twitter.com/2hqS75hT7v




2

View all Tweet activity

View Tweet activity


Top mention earned 19 engagements
 Iron Covers
 @IronCovers - Mar 12
 Old one in #Brookline @MWRA_update @SPWater @BOSTON_WATER @MetroWaterworks @WaterisKey @SoCalTapWater @pgh2o
 pic.twitter.com/WcLmt0sVbr



10

View Tweet

Top media Tweet earned 229 impressions
 Why do we have #desalters in the Inland Empire? ow.ly/4Mvt309pXMX
 #WaterQuality
 pic.twitter.com/YMoboYGy7r



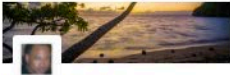
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View all Tweet activity

View Tweet activity

MAR 2017 SUMMARY

Tweets	30	Tweet Impressions	5,019
Profile visits	138	Mentions	10
New followers	9		

Top Follower followed by 131K people
 Conston Taylor

Conston Taylor
 @tayformade2k FOLLOWS YOU
 https://t.co/vFDw7Lz27
 https://t.co/KArq4tSS9P #amm #MichiganRoss #UMAlumni #BusinessConsulting #Chess #Skiing #SocialMediaMarketing

View profile View followers dashboard

Enrich your Tweets with Twitter Cards
 Using Twitter Cards gives you greater insight into your URL