

Social Media Services Your So Cal Tap Water

Emerging Constituents Task Force

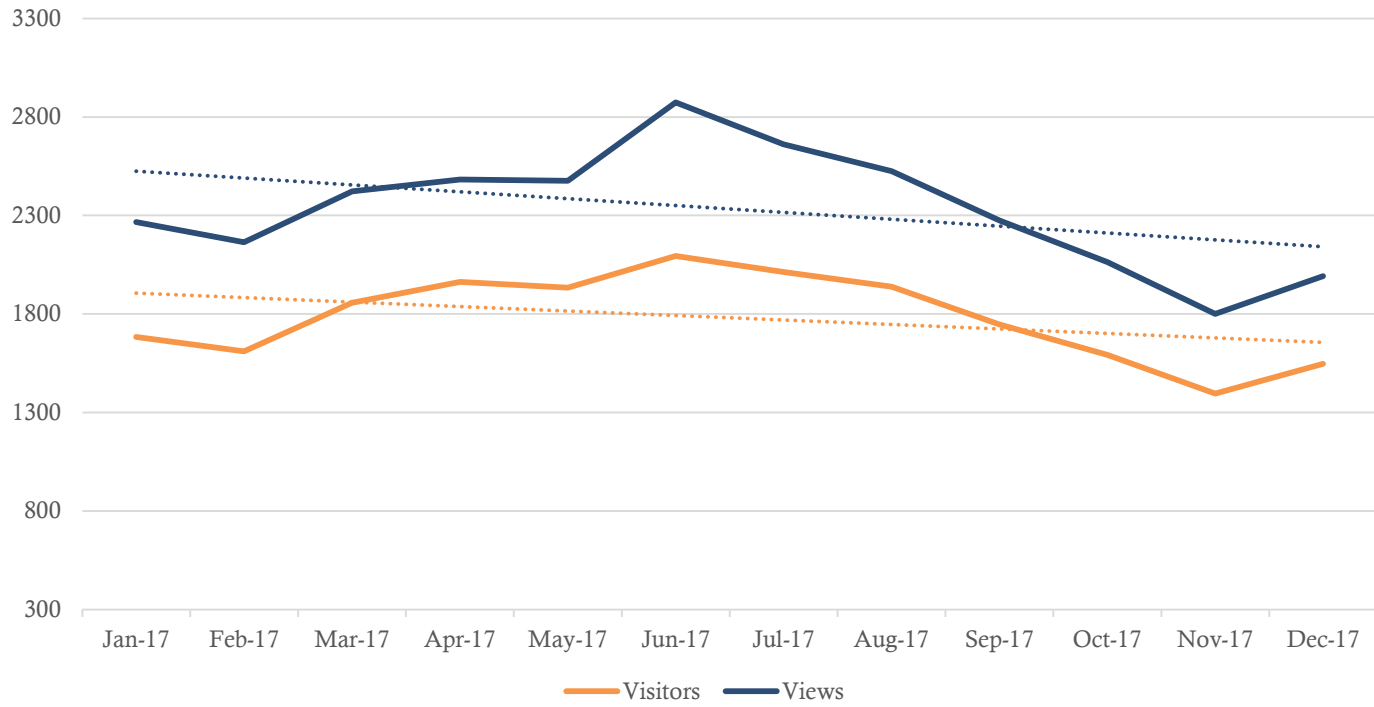
Quarterly Activity
October 2017 – December 2018



YourSoCalTapWater.org



YourSoCalTapWater.org



YourSoCalTapWater.org



Is Tap Water Safe?

YourSoCalTapWater.org

- 18,275 views



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...

dc

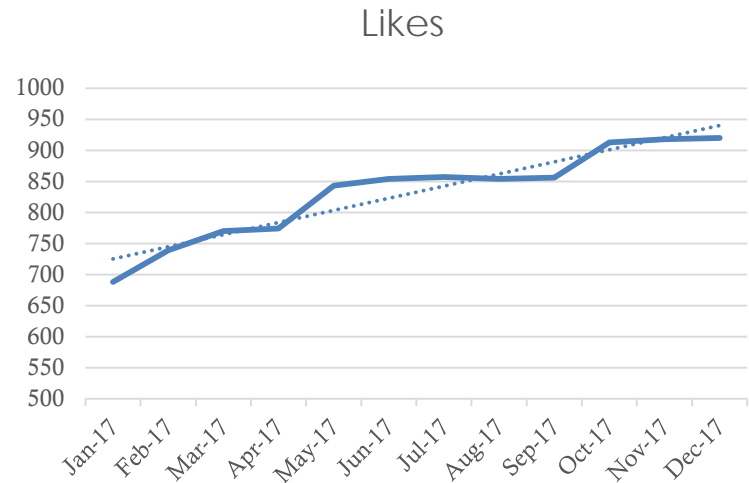
DEGRAVE
COMMUNICATIONS
PUBLIC RELATIONS

Facebook @YourSoCalTapWater



Facebook Likes

SoCalTapWater (2012): 920 likes
EMWD (2009): 964 likes
IEUA (2013): 447 likes
OCWD (2009): 843 likes
WMWD (2010): 696 likes
SBVMWD - not on FB



Facebook Highlights

Your So Cal Tap Water
Published by Liselle DeGrave '11 - October 27 · 🌐

2,803 People Reached

233 Reactions, Comments & Shares ▾

205 Likes 204 On Post 1 On Shares

13 Comments 13 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

15 Shares 15 On Post 0 On Shares

62 Post Clicks

36 Photo Views 4 Link Clicks 22 Other Clicks ▾

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts


0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

2,803 people reached

Boost Post

Include Disneyland Parks plants in your landscape at home. Among the many Disney plants there are quite a few "water smart" varieties that can significantly cut down your water use.
https://yoursocaltapwater.org/.../7/plant-disney-magic-at-h-...



Your So Cal Tap Water
Published by Liselle DeGrave '11 - November 1 · 🌐

1,124 People Reached

1 Likes, Comments & Shares ▾

0 Likes 0 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

1 Shares 0 On Post 1 On Shares

68 Post Clicks

0 Photo Views 67 Link Clicks 1 Other Clicks ▾

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts


0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

1,124 people reached

Boost Post

Alkaline Drinking Water – Is Bottled Alkaline Water Really Better?
Have you wondered what the hype about alkaline drinking water is all about? Bottled water beverage companies market their products with the promises of...
https://yoursocaltapwater.org/.../alkaline-drinking-water-is-...



Your So Cal Tap Water
Published by WordPress '11 - October 2 · 🌐

811 People Reached

24 Reactions, Comments & Shares ▾

16 Likes 16 On Post 0 On Shares

1 Wipe 1 On Post 0 On Shares

5 Comments 4 On Post 1 On Shares

2 Shares 0 On Post 2 On Shares

38 Post Clicks

0 Photo Views 11 Link Clicks 27 Other Clicks ▾

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts


0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

811 people reached

Boost Post

Is the California drought really over?
California's most recent drought made the state face some challenging questions regarding the obstacles to ensure water quality and deliverance during these extended periods. On January 17, 2014, Governor Jerry Brown declared a "drought state of emergency" that would last until April 17, 2017, totaling six years of critically low water supplies. As defined by the California Water Science Center, [548 more words]
http://yoursocaltapwater.org/.../is-the-california-drought-r-...



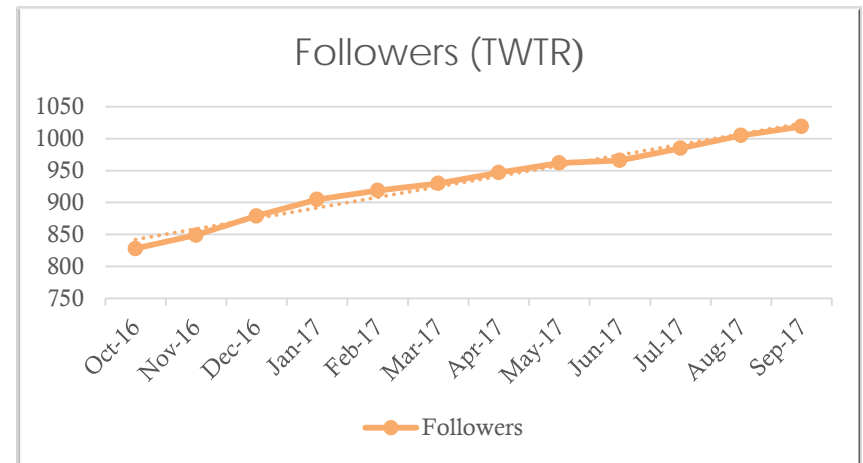
Twitter

@SoCalTapWater



Twitter Followers

SoCalTapWater (2012): 1,042 followers
EMWD (2009): 2,334 followers
IEUA (2014): 456 followers
OCWD (2009): 4,827 followers
WMWD (2009): 4,131 followers
SBVMWD - not on Twitter




Top Tweets

Oct 2017 - 31 days

TWEET HIGHLIGHTS


Top Tweet earned 962 impressions
#TapWaterTuesday Do you have hard water? [on.ly/545F-QDq98](#) [#HardWater](#) [#WaterQuality](#) [pic.twitter.com/VJWn52LAK](#)



13 2

[View all Tweet activity](#)


Top media Tweet earned 600 impressions
 How much do you know about the #CAdrought? [on.ly/5k53AMhE](#) [#DoingWaterWise](#) [@IEUAwater](#) [@EasternMuni](#) [@orangecountywater](#) [@OCWDWaterNews](#) [pic.twitter.com/2FPUCLqF2](#)



1 1 13 2 6

[View all Tweet activity](#)

Top Follower followed by 43.9K people



Gary Kremen [@gkremen](#) **FOLLOWS YOU**
 Founded [@March](#) [@SpruceFinance](#). Co-founded [@nobated](#) [@PeachAve](#) [@Crowdfunder](#) [@GetWaterSmart](#). Boards [@ValleyWater](#) [@TrustYouWorld](#). Dad & Peak bagger. [@Trentonemics](#)

[View profile](#) [View followers dashboard](#)



OCT 2017 SUMMARY

Tweets	47	Tweet impressions	14.2K
Profile visits	183	Mentions	13
New followers	3		

Nov 2017 - 30 days

TWEET HIGHLIGHTS


Top Tweet earned 784 impressions
#TapwaterTuesday Keep your pipes clear this Thanksgiving. No FOGs down the drain. Fat, Oil, Grease. See how to avoid FOG [on.ly/5PDA3-3Dg9DY](#) [@DoingWaterWise](#) [@EasternMuni](#) [@IEUAwater](#) [@OCWDWaterNews](#) [pic.twitter.com/7Mh3bn3DV](#)

1 1 13 2 12

[View all Tweet activity](#)


Top mention earned 19 engagements
Iron Covers [@IronCovers](#) · Nov 28
 19th Century [@Manholecover](#) from [@ArlingtonMA](#) [@The_Advocate](#) [@MetroWaterworks](#) [@MWRA](#). update [@BOSTON_WATER](#) [@mwater](#) [@SPWater](#) [@SoCalTapWater](#) [@lgwjer](#) [@JJTndell1](#) [@RobertLoerzel](#) [pic.twitter.com/3D1FhPw7CK](#)



13 2 4

[View all Tweet activity](#)

Top media Tweet earned 476 impressions
#MondayMotivation How many times a day do you drink tap water and may not realize? Water from your fridge filter, a carafe filter, water at a restaurant, coffee or iced tea all come from the tap. How is our tap water kept safe? [#ChooseTapWater](#) [yourscaltapwater.org/2017/06/23/taf...](#) [pic.twitter.com/8uakrbenow](#)



13 2 4

[View all Tweet activity](#)


NOV 2017 SUMMARY

Tweets	46	Tweet impressions	9,229
Profile visits	239	Mentions	10
New followers	11		

Dec 2017 - 26 days to go...

TWEET HIGHLIGHTS


Top Tweet earned 473 impressions
#FridayFeeling The holidays can have us running around. Be sure to stay hydrated. Tap water is actually more regulated than bottled water. Refresh your drink before you reach for bottled water. [#ChooseTapWater](#) [on.ly/5Z23Q-881R](#) [pic.twitter.com/5A6a20FV6E](#)



13 4 4

[View all Tweet activity](#)


Top mention earned 12 engagements
Iron Covers [@IronCovers](#) · Dec 23
[@Boston Drain](#) [@BOSTON_WATER](#) [@MWRA](#). update [@MetroWaterworks](#) [@SPWater](#) [@mwater](#) [@Waterkeeper](#) [@SoCalTapWater](#) [@lower](#) [@BEPPortland](#) [pic.twitter.com/3r50DCdwa](#)



13 1 6

[View Tweet](#)


Top media Tweet earned 387 impressions
#STB The Safe Drinking Water Act was passed in 1974. How does it protect our drinking water rights as Americans? [on.ly/5Z23Q-881R](#) [#WaterQuality](#) [@Congress](#) [@EPA](#) [@EPAWater](#) [@SafeWater](#) [@TapWater](#) [pic.twitter.com/3jym5uVjGy](#)



13 1 6

[View all Tweet activity](#)

Top Follower followed by 964K people



Ziploc [@Ziploc](#) **FOLLOWS YOU**
 Ziploc is an American rapper from Nashua, New Hampshire. Supporter at [https://t.co/92gkuy5d0](#) [#MAGA](#) [#Trumppled](#) For new music download [#TapChat](#) app

[View profile](#) [View followers dashboard](#)

DEC 2017 SUMMARY

Tweets	36	Tweet impressions	7,274
Profile visits	99	Mentions	15
New followers	7		

#ChooseTapWater Campaign

Participating Agencies

- Corona Department of Water & Power
- Eastern Municipal Water District
- Elsinore Valley Municipal Water District
- Inland Empire Utilities Agency
- Irvine Ranch Water District
- Jurupa Community Services District
- San Bernardino Valley Municipal Water District
- Western Municipal Water District
- Yucaipa Valley Water District

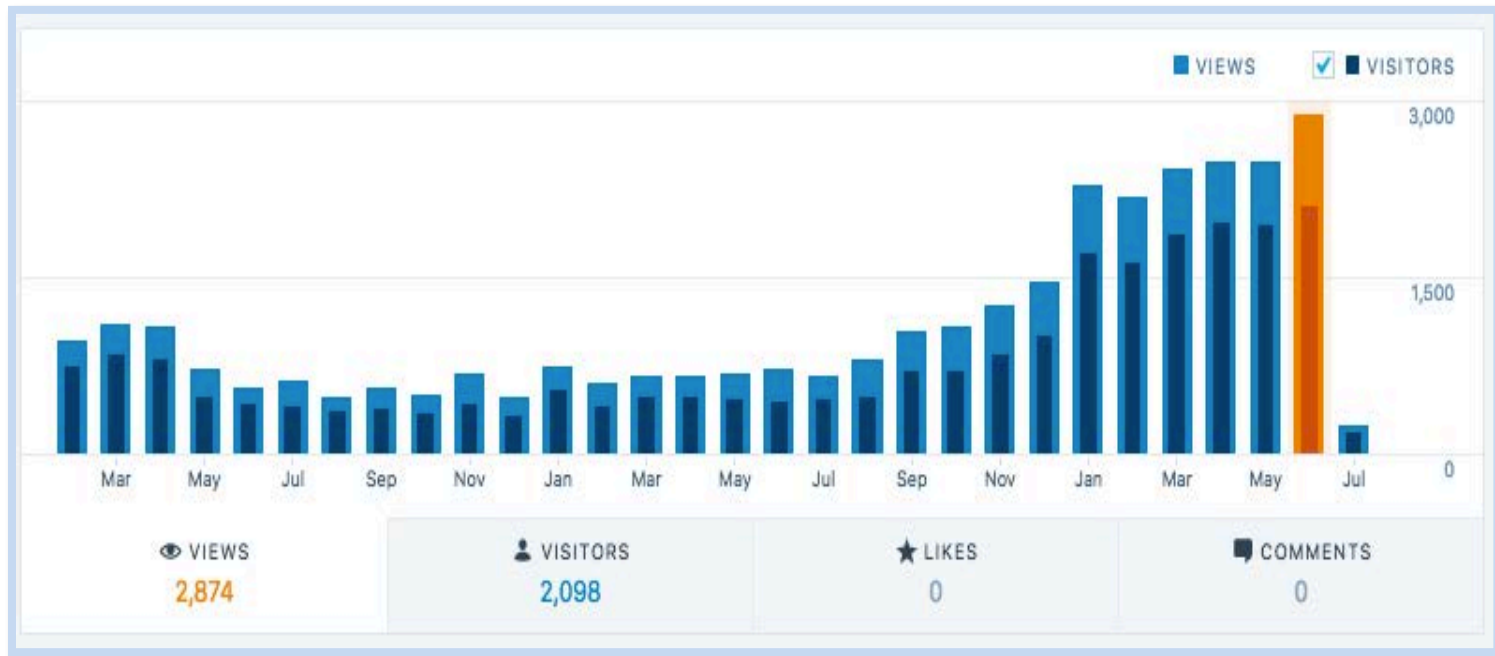


#ChooseTapWater Evaluation

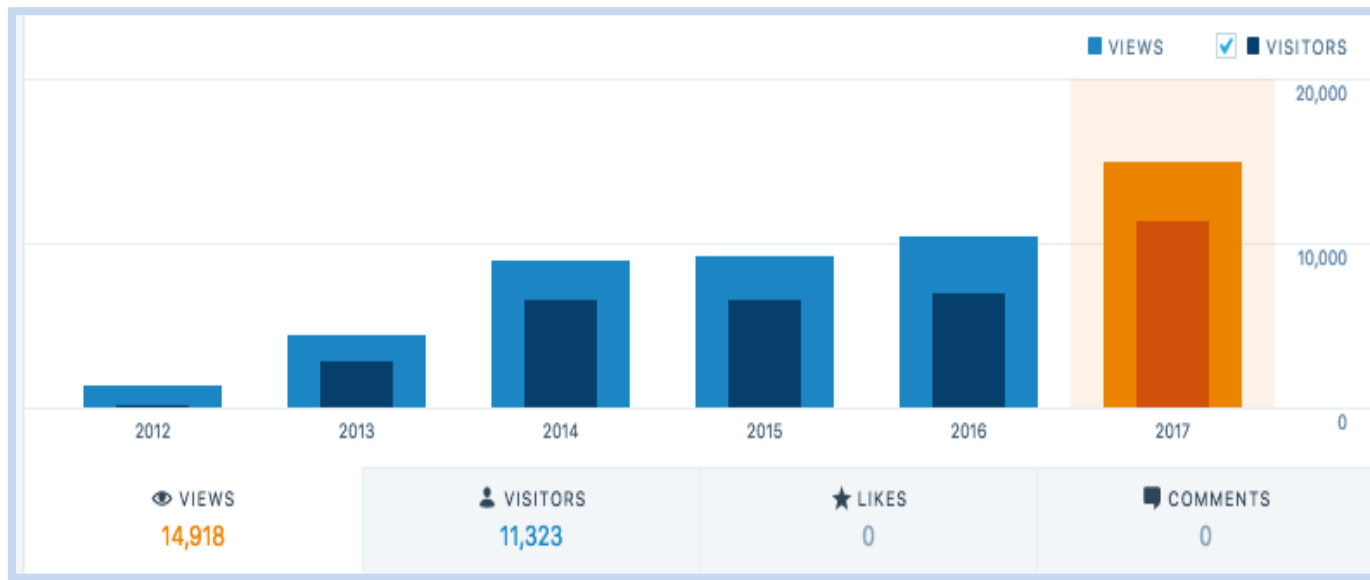
- ◆ **Goal: Increase engagement on social media**
- ◆ June blog: 2,874 views and 2,098 visitors (all time high).
- ◆ “Campaign Rules” page was the third most visited page during the month of June.
- ◆ 53k Twitter impressions during June (all time high).
- ◆ Facebook Engagement: 269% increase (March to June)
- ◆ Twitter Engagement: 216% increase (March to June)



#ChooseTapWater Evaluation



#ChooseTapWater Evaluation



#ChooseTapWater



Next Steps

- Continue blog articles
- Continue social media posts
- Social media videos
- Increase agency participation



Thank You

dc

DEGRAVE
COMMUNICATIONS
PUBLIC RELATIONS