

# Emerging Constituents Task Force

## SOCIAL MEDIA SERVICES

### YourSoCalTapWater.org

July 2018 – June 2019

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# Emerging Constituent Program Task Force

**21 signatories (including all SAWPA member agencies) to Task Force Agreement, but over 250 on email contact list:**

- Water Wholesalers
- Water Retailers
- Wastewater Treatment Operators
- Regional Board Staff
- CDPH Staff
- USGS Staff
- Analytical Lab Staff
- NWRI Staff
- Environmental NGOs

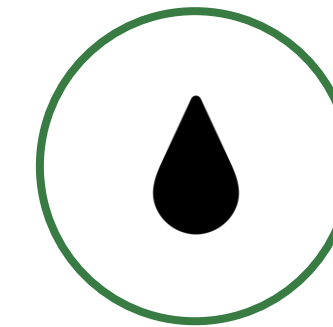
# Emerging Constituent Program Task Force

## Participating Task Force Agencies in Outreach

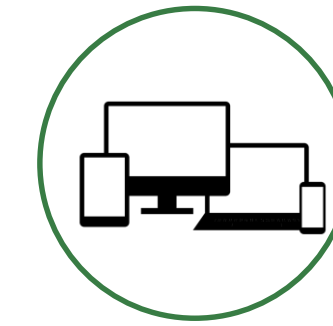


- Eastern Municipal Water District
- Inland Empire Utilities Agency
- City of Riverside
- Temescal Valley Water District
- Elsinore Valley Municipal Water District
- Irvine Ranch Water District
- Colton/San Bernardino Regional Tertiary Treatment and Wastewater Reclamation
- Jurupa Community Services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

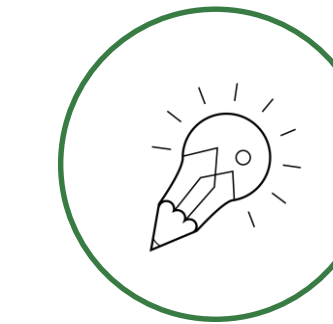
# Emerging Constituent Task Force Public Outreach Benefits



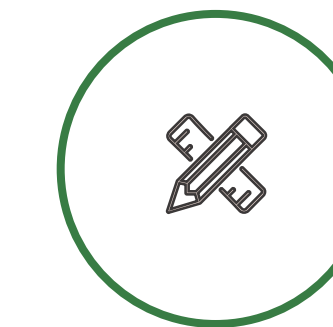
Build awareness about water-quality related issues



Share information on safety of local water supply



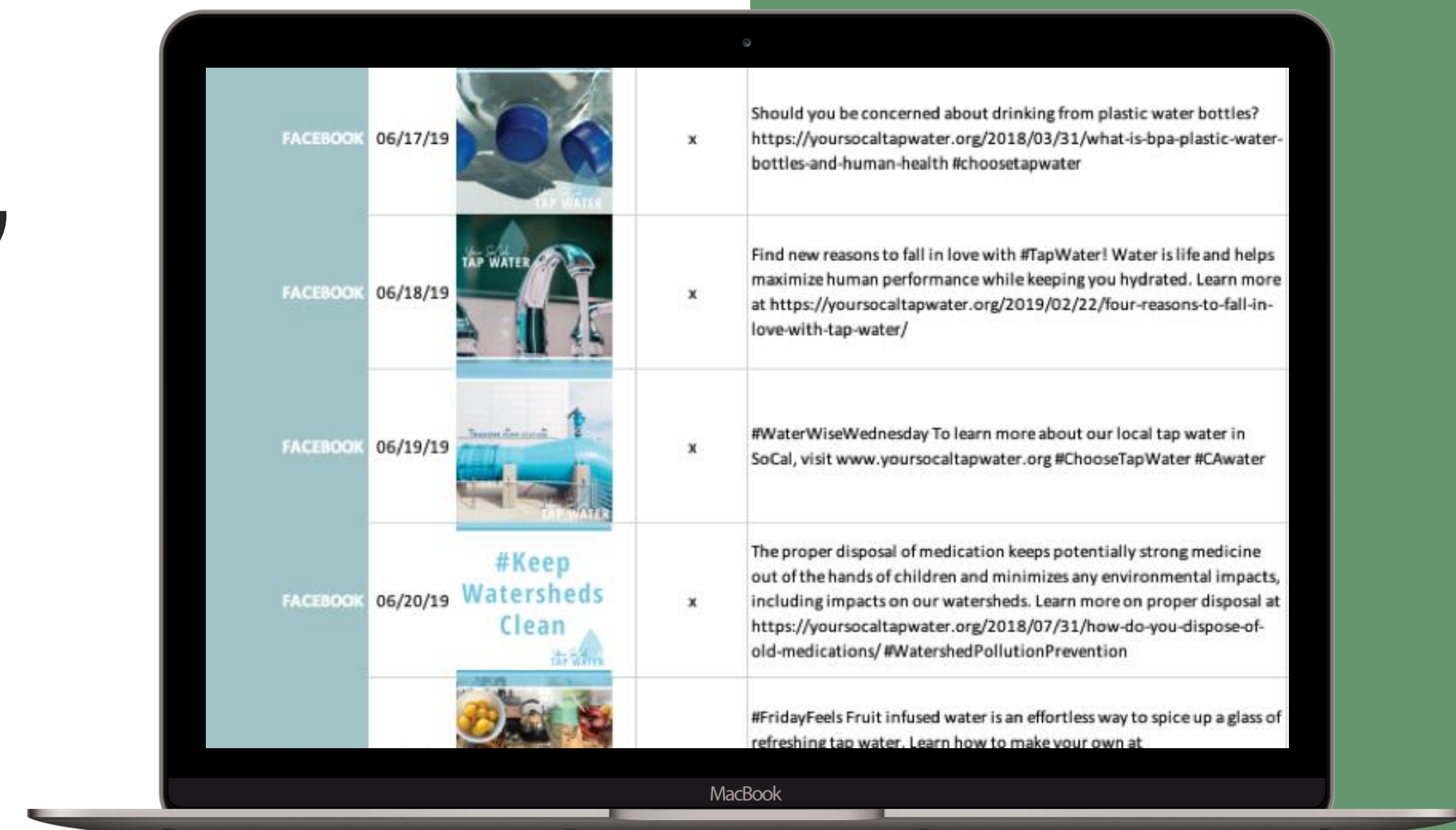
Correct misinformed media



Provide credible resources to share with customers

# WEEKLY SOCIAL MEDIA PLANNING

- Weekly social media calendars
- Over 326 posts in 2018-2019
- Original posts, shares and retweets



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YourSoCalTapWater.org

BLOG

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# BLOG POSTS

**How do you Dispose of Old Medications?**

July 2018

**Is Trichloroethylene (TCE) in our Drinking Water?**

August 2018

**Lead Testing in Schools**

September 2018

**Careers in Water Treatment and Operations**

October 2018

**What is the Reuse of Wastewater for Indirect Drinking Water Use?**

November 2018

**Healthy Watersheds: Preventing Pollution**

December 2018

**From Rock to Shinning Rock: How Big Bear Got its Dam**

January 2019

**Four Reasons to Fall in Love with Water**

February 2019

**World Water Day 2019: Leaving No One Behind**

March 2019

**Santa Ana River Commemorates 50 Years of Collaboration**

April 2019

**Orange County is Setting the Pace for New Water Monitoring Standards**

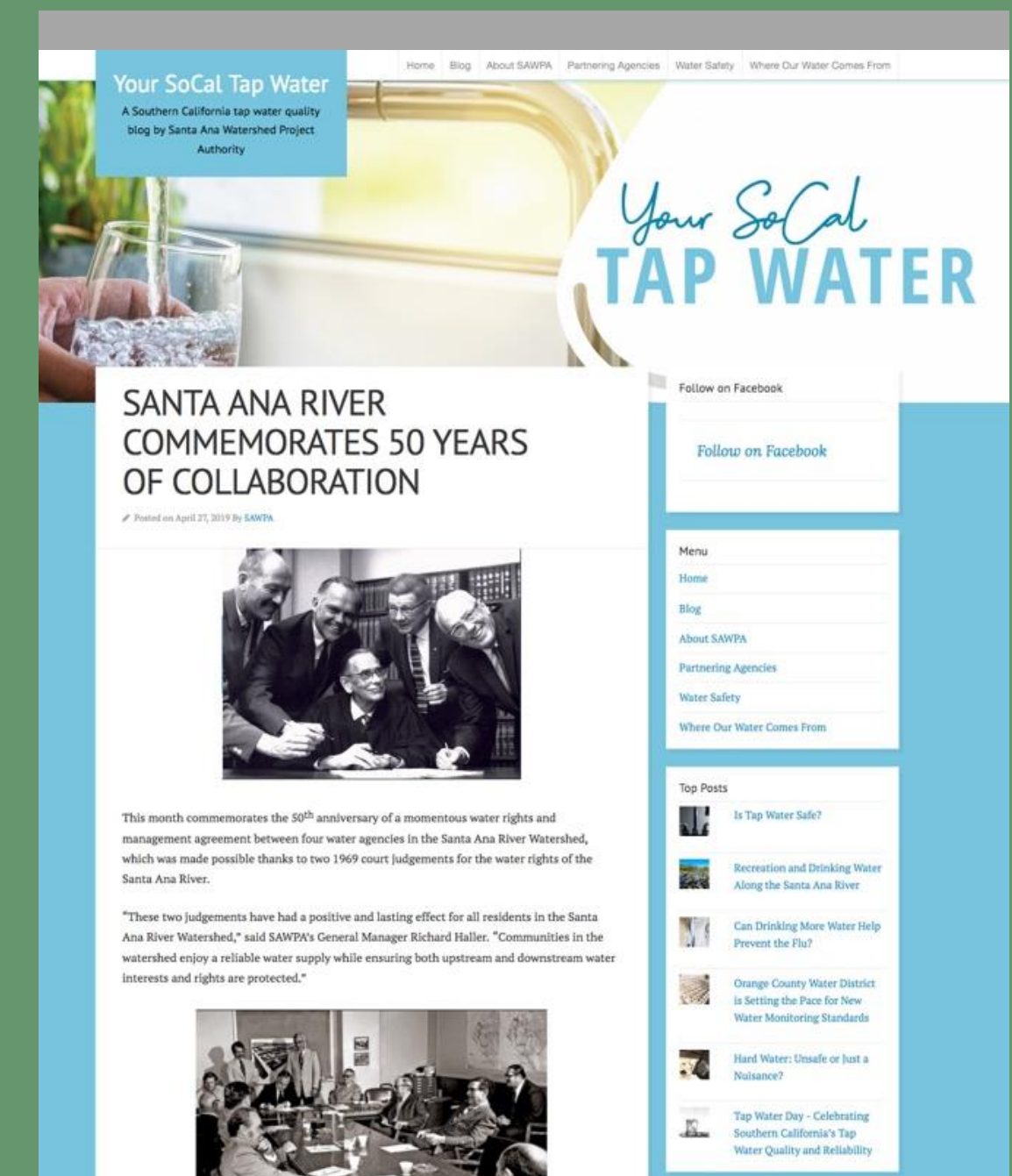
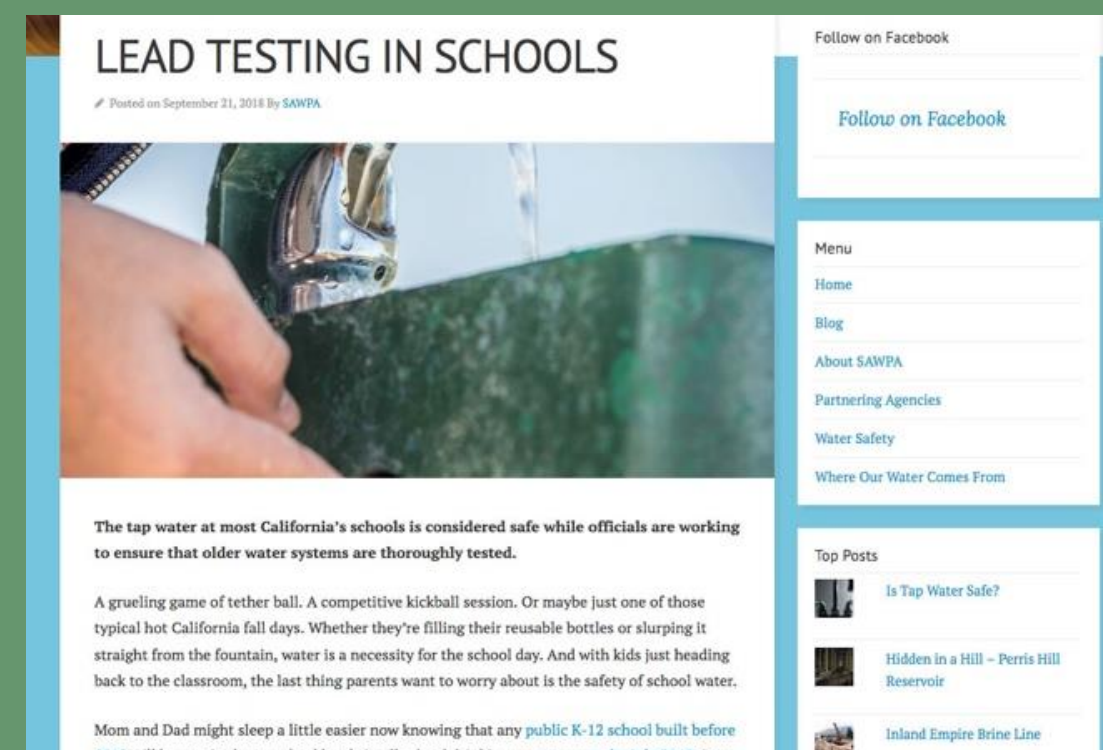
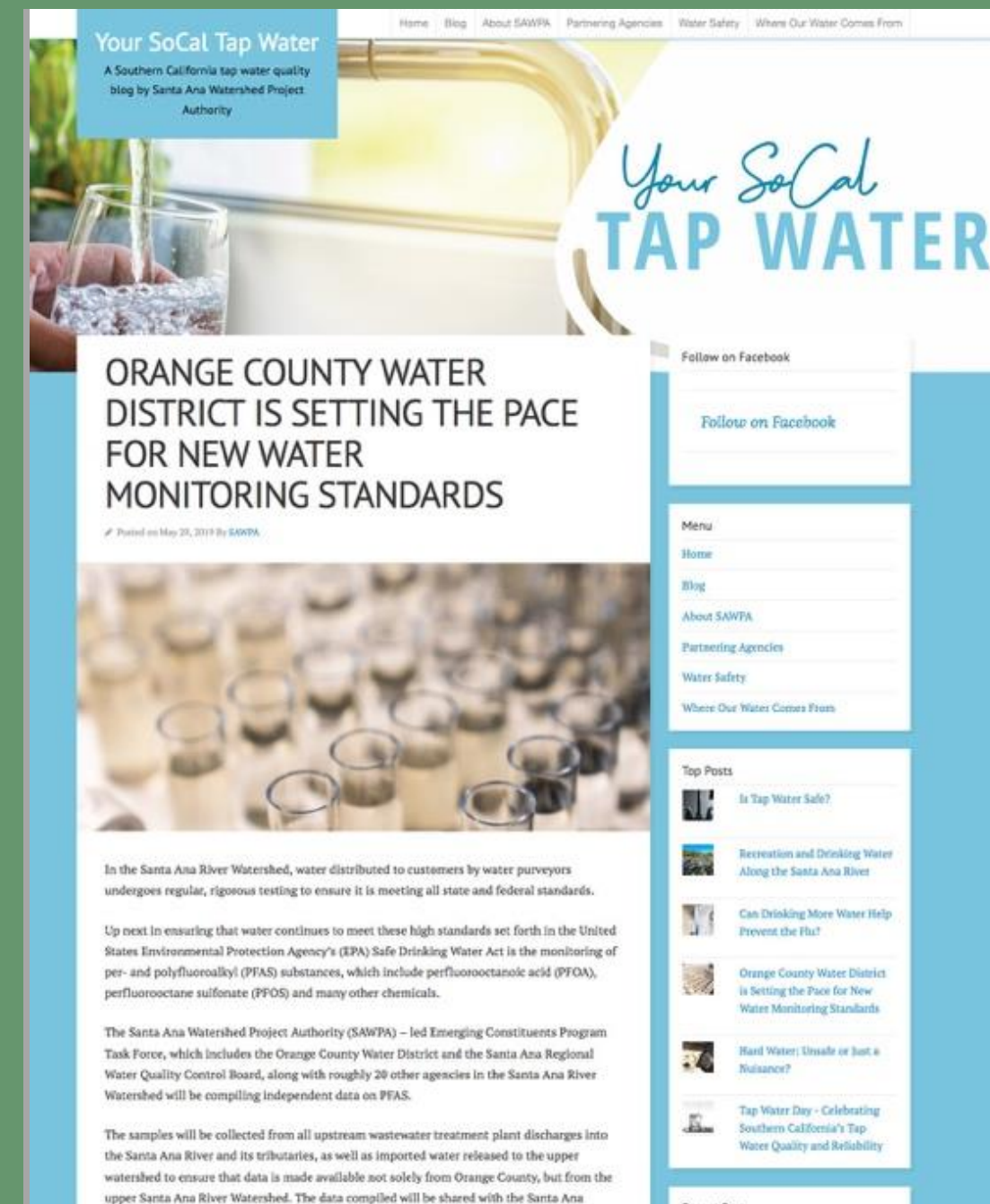
May 2019

**Emerging Constituents Task Force**

PENDING JUNE 2019

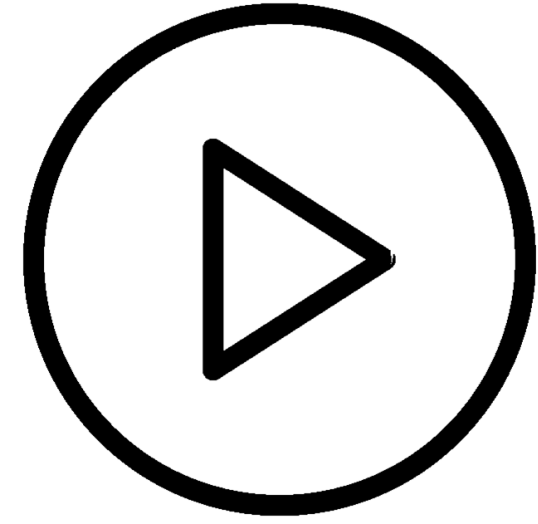
# BLOG HIGHLIGHTS

- 7,658 Views
- 5,686 Visitors
- *Is Tap Water Safe?* post - 26,851 views
- Featured in Maven's Notebook
- Google search remains highest referrer





# VIDEOS



## Water Reservoirs



## Lead Testing in Schools



## Fall in Love with Tap Water





@YourSoCalTapWater

FACEBOOK



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# FACEBOOK HIGHLIGHTS

- Reach and engagement:  
12-month high in March 2019
- Broke 1,000 followers threshold
- Increase in referrals from FB to blog

**Your So Cal Tap Water**  
Published by Liselle DeGrave [?] · March 8 · 🌐

What's buried beneath Perris Hill in San Bernardino?  
<https://yoursocaltapwater.org/.../hidden-in-a-hill-perris-hi.../>

**Performance for Your Post**

5,276 People Reached

253 Reactions, Comments & Shares

106 Like	49 On Post	57 On Shares
3 Love	2 On Post	1 On Shares
2 Haha	0 On Post	2 On Shares
34 Wow	16 On Post	18 On Shares
1 Angry	0 On Post	1 On Shares
31 Comments	5 On Post	26 On Shares
76 Shares	54 On Post	22 On Shares

650 Post Clicks

91 Photo Views	323 Link Clicks	236 Other Clicks
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**NEGATIVE FEEDBACK**

1 Hide Post  
0 Report as Spam

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

**Your So Cal Tap Water**  
Published by Liselle DeGrave [?] · February 20 · 🌐

That sure is a lot of #snowpack!

**Performance for Your Post**

3,145 People Reached

56 Reactions, Comments & Shares

33 Like	33 On Post	0 On Shares
3 Love	3 On Post	0 On Shares
6 Wow	6 On Post	0 On Shares
7 Comments	7 On Post	0 On Shares
7 Shares	6 On Post	1 On Shares

266 Post Clicks

0 Photo Views	252 Link Clicks	14 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post  
0 Report as Spam  
0 Hide All Posts  
0 Unlike Page

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

**Your So Cal Tap Water**  
Published by Liselle DeGrave [?] · May 20 at 12:02 PM · 🌐

Have you ever noticed a large tank reservoir on hill? Inside that tank there are possibly millions of gallons of water inside waiting to travel through your city. <https://yoursocaltapwater.org/.../water-reservoirs-storing-w.../> #TapWater #CAWater

**Performance for Your Post**

1,078 People Reached

37 Reactions, Comments & Shares

28 Like	28 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
3 Comments	2 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares

10 Post Clicks

5 Photo Views	5 Link Clicks	0 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post  
0 Report as Spam  
0 Hide All Posts  
0 Unlike Page

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

**Your So Cal Tap Water**  
Published by WordPress [?] · December 5, 2018 · 🌐

The scarcity of available drinking (potable) water has forced water agencies to look for innovated ways of finding new sources of drinking water for its customers. Because new water can't be created, the concept of using recycled water is quickly becoming more common place. The California Agricultural Water Stewardship Initiative notes that recycled water projects have more than doubled since 1987 and continues to follow an upward trend. [ 698 more words ]  
<http://yoursocaltapwater.org/.../what-is-reuse-of-wastewater.../>

**Performance for Your Post**

2,912 People Reached

14 Reactions, Comments & Shares

3 Like	3 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
2 Haha	2 On Post	0 On Shares
7 Comments	7 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

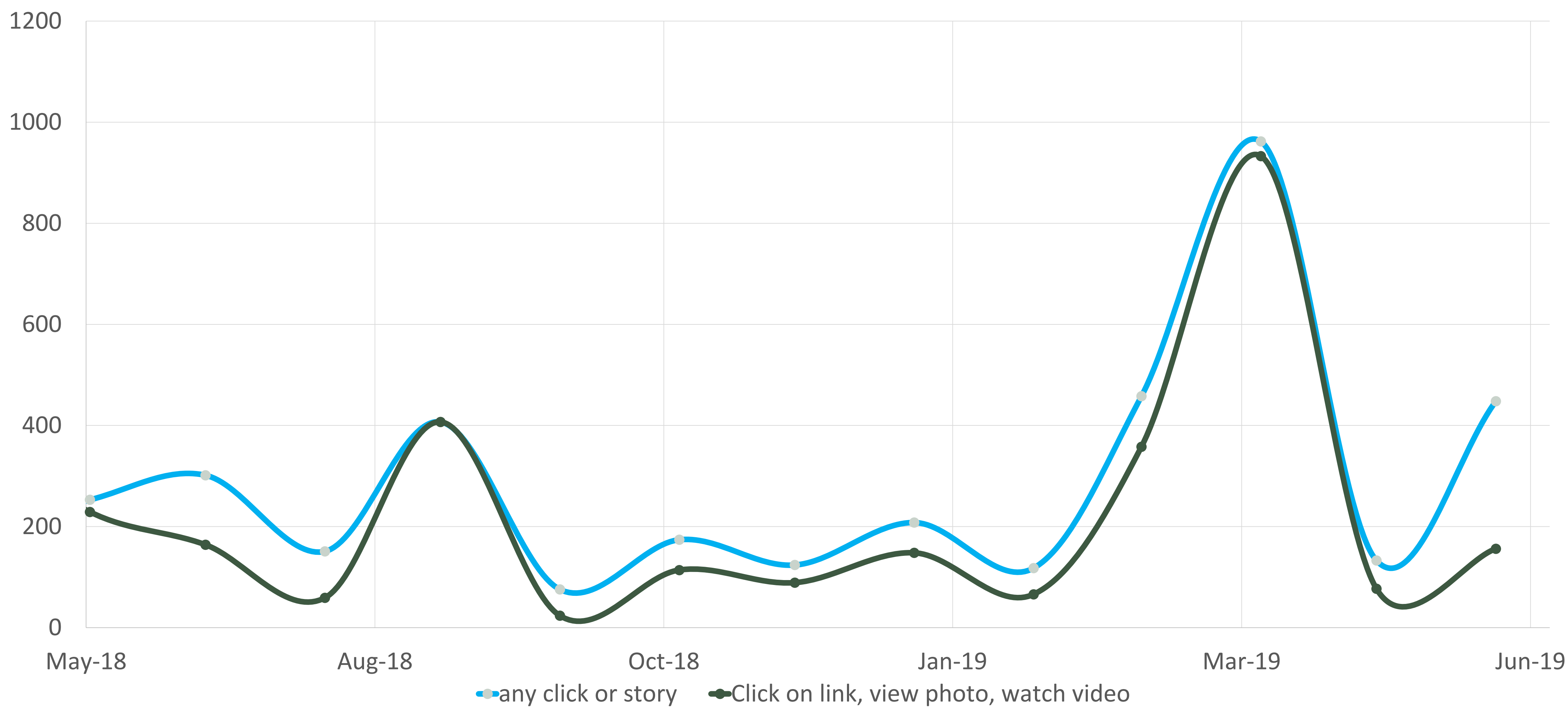
47 Post Clicks

0 Photo Views	46 Link Clicks	1 Other Clicks
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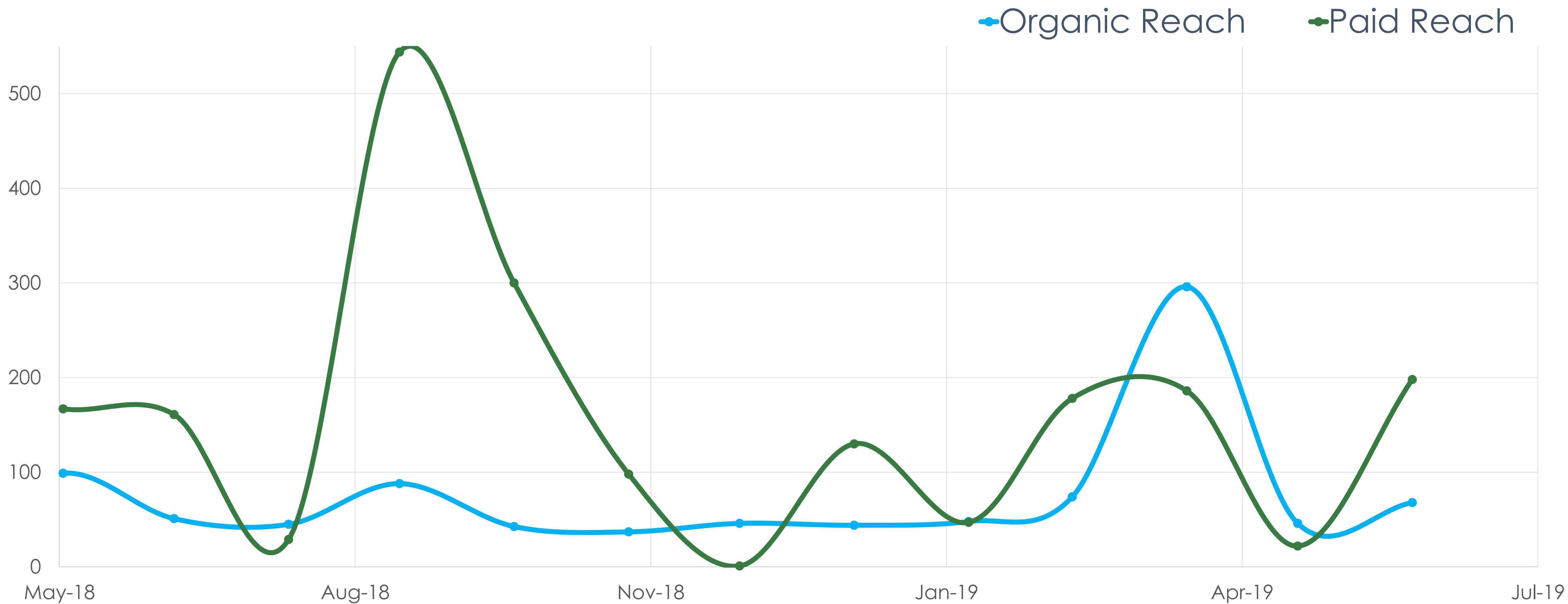
**NEGATIVE FEEDBACK**

0 Hide Post  
0 Report as Spam  
0 Hide All Posts  
0 Unlike Page

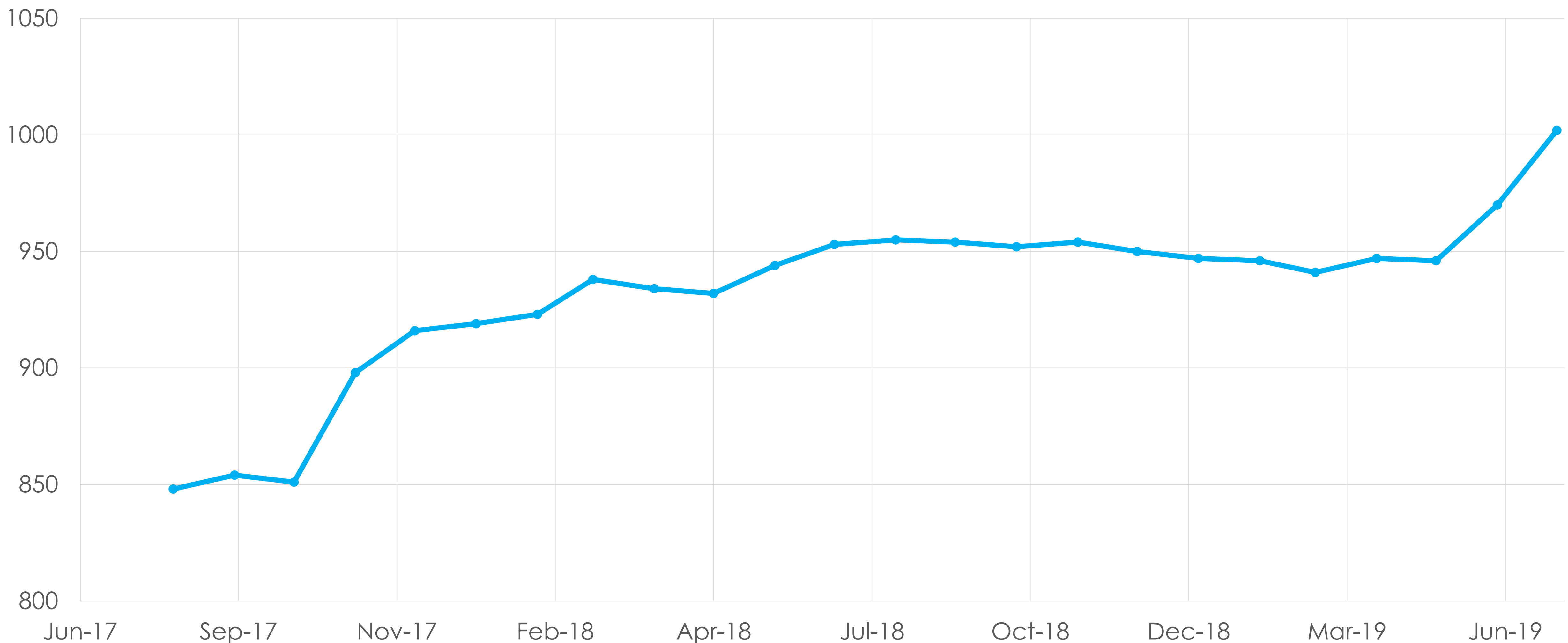
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



# ENGAGEMENT



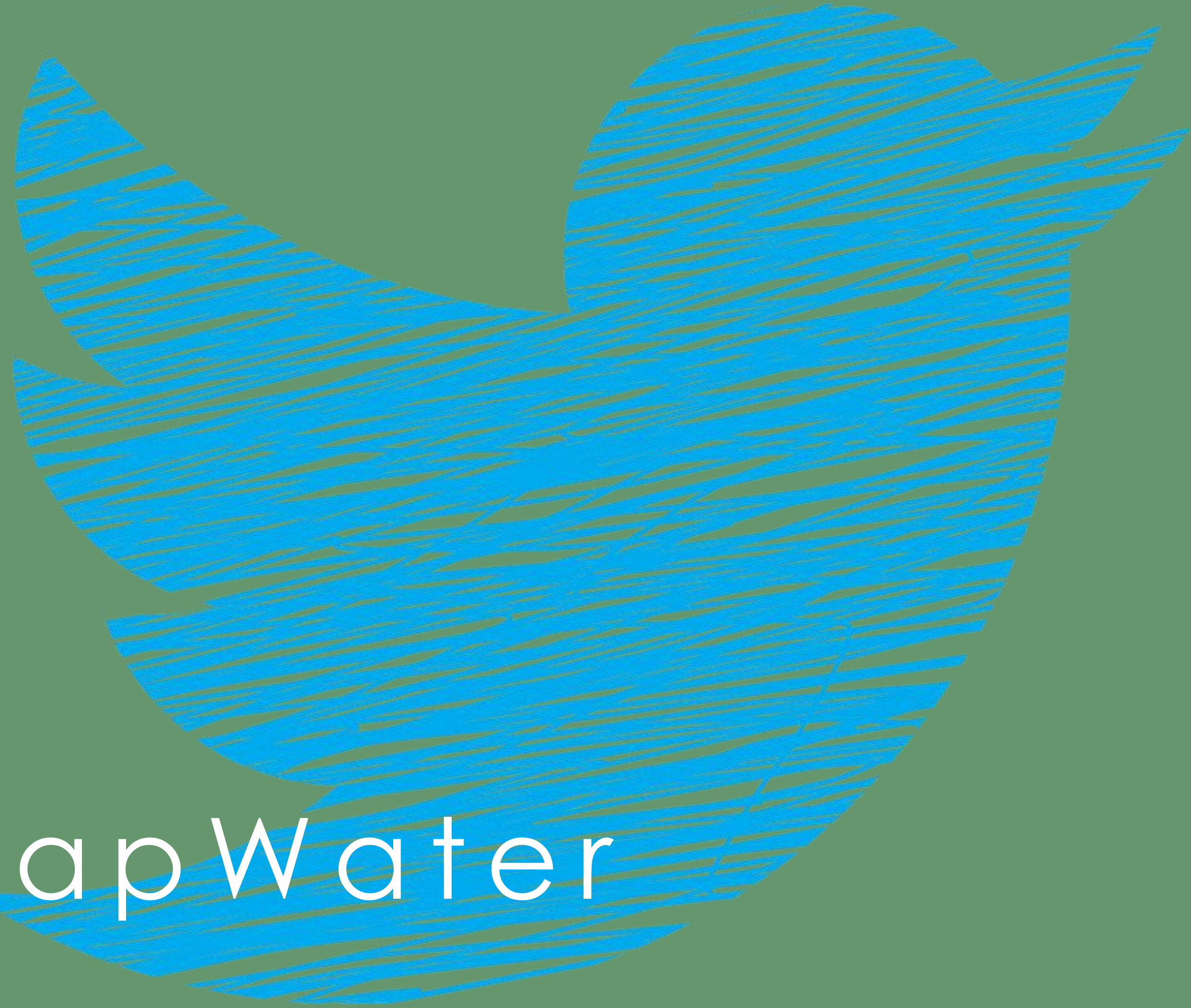
# REACH



# FOLLOWERS

- SoCalTapWater (2012):** 1,002 followers
- EMWD (2009): 1,345 followers
- IEUA (2013): 605 followers
- OCWD (2009): 1,201 followers
- SBVMWD (2019): 37 followers
- WMWD (2010): 1,187 followers





@SoCalTapWater

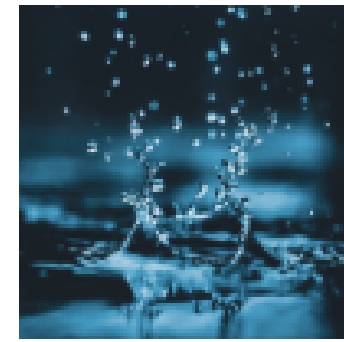
TWITTER

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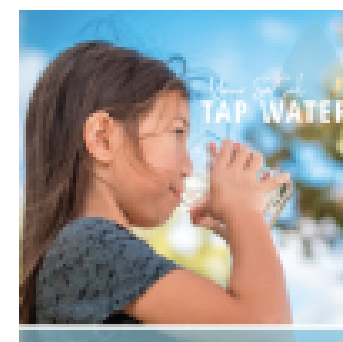
# TWITTER HIGHLIGHTS

- Averaged 13,458 impressions in 2018, 17,470 in 2019
- Followers all-time high of 1,135
- 4% increase since the previous year
- Notable followers: ACWA, Maven's Notebook, NGWA, MWD



**SoCal Tap Water @SoCalTapWater**  
**#RecycledWater** helps augment our **#CAWater** supply by increasing the availability of local sources and decreasing our reliance on imported sources. <http://ow.ly/I8Cy30nzLDg>  
<pic.twitter.com/c3jU8VTcqM>

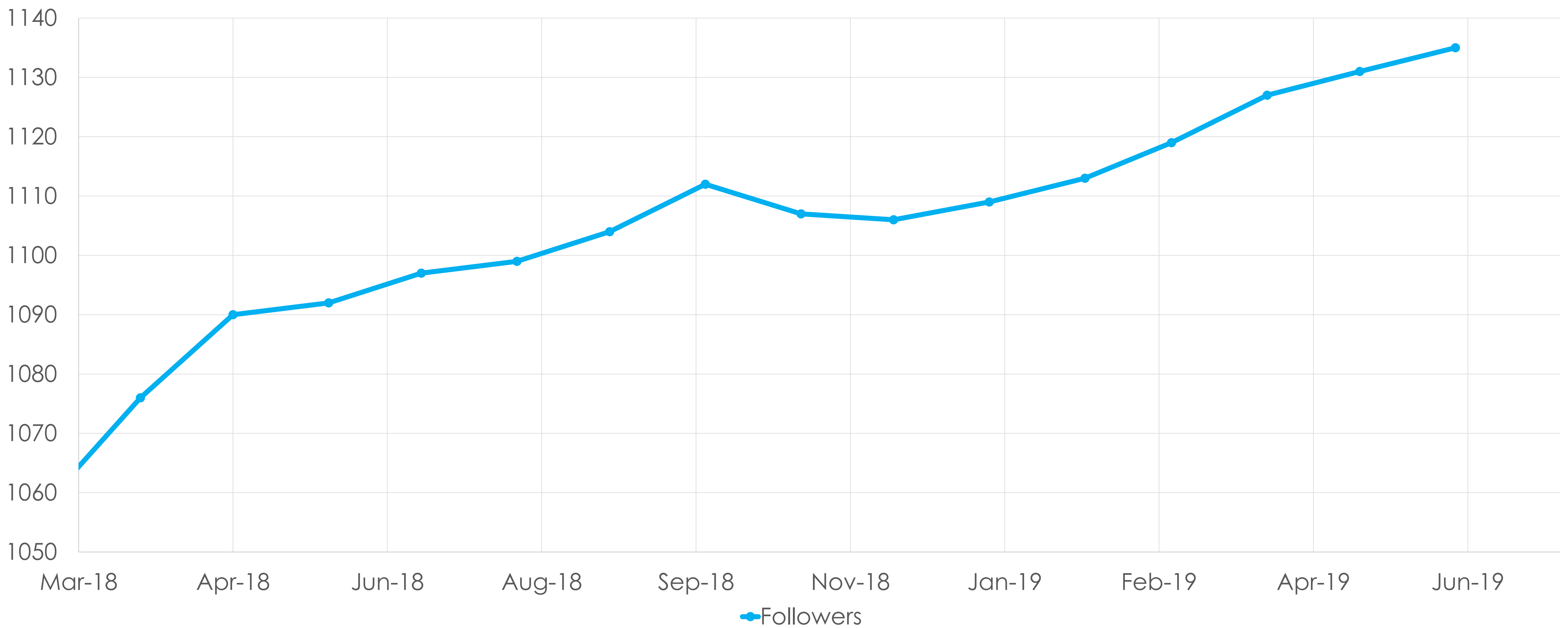
Impressions	6,913
Total engagements	1
Likes	1



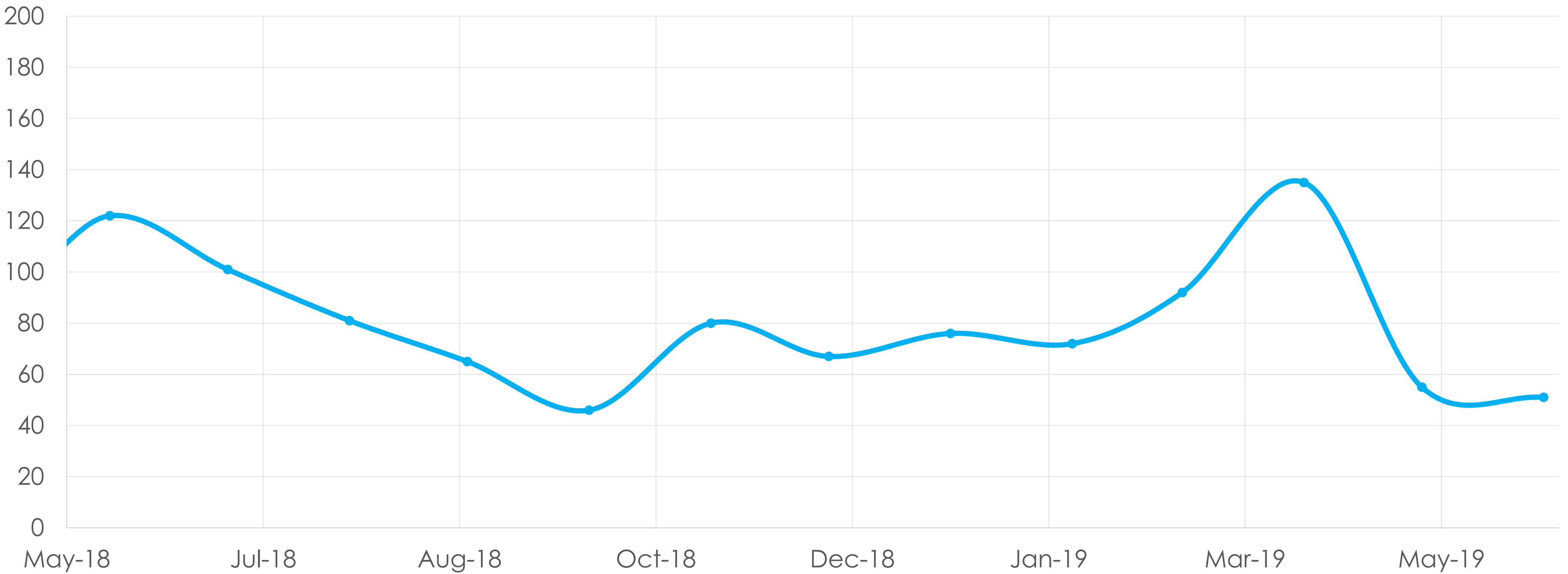
**SoCal Tap Water @SoCalTapWater**  
 How is wastewater reused for drinking water? Find out at [https://yoursocaltapwater.org/ .../what-is-reuse-of-wastewater.../](https://yoursocaltapwater.org/.../what-is-reuse-of-wastewater.../)  
**#WaterReuse**  
**#GroundWaterReplenishment**  
<pic.twitter.com/pvbjBn8Kw0>

Impressions	10,035
Total engagements	1
Likes	1





# FOLLOWERS



# ENGAGEMENT

BRAND REFRESH



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## Your SoCal Tap Water

A Southern California tap water quality  
blog by Santa Ana Watershed Project  
Authority



# Your SoCal TAP WATER

## ORANGE COUNTY WATER DISTRICT IS SETTING THE PACE FOR NEW WATER MONITORING STANDARDS

✍️ Posted on May 29, 2019 By [SAWPA](#)

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Your So Cal Tap Water

21 hrs · 🌐

Water is necessary for survival, hygiene, and to maintain our yards, but cities also utilize water supplies for everyday uses that benefit their community in ways we never think about. Learn more on how cities use water at <https://yoursocaltapwater.org/.../08/24/how-do-cities-use-wa.../> #CAWater #TapWater



ABOUT YOUR SO CAL TAP WATER

Our St

SAWDA

@ Y o u r S o C a l T a p W a t e

r

F A C E B O O K



# Your SoCal TAP WATER



Tweets **3,738**   Following **1,685**   Followers **1,137**   Likes **1,268**   Lists **5**

Follow

## SoCal Tap Water

@SoCalTapWater

Exploring the Santa Ana River Watershed and how safe water gets to your home every day. A Twitter feed by the Santa Ana Watershed Project Authority (SAWPA).


📍 Southern California

🌐 [yoursocaltapwater.org](http://yoursocaltapwater.org)

📅 Joined June 2012

📷 1,199 Photos and videos

Tweets   **Tweets & replies**   Media

 **SoCal Tap Water** @SoCalTapWater · 22h  
 Water is necessary for survival, hygiene, and to maintain our yards, but cities also utilize water supplies for everyday uses that benefit their community in ways we never think about. Learn more on how cities use water at [yoursocaltapwater.org/2017/08/24/how...](http://yoursocaltapwater.org/2017/08/24/how...) #CAWater #TapWater



## New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

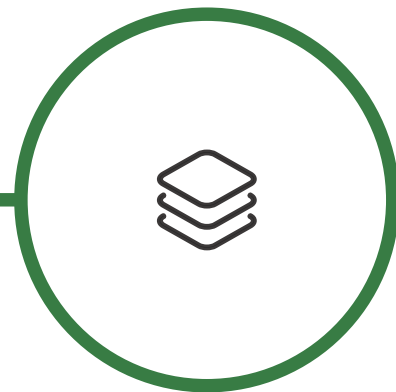
You may also like · Refresh

Cucamonga Vallev Water ...

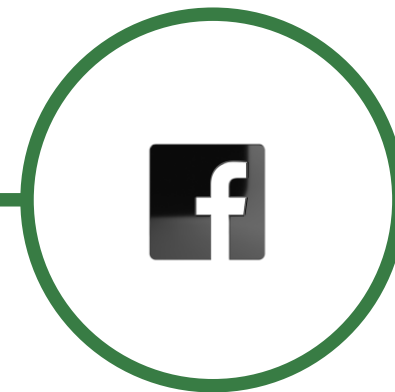
@ S o C a l T a p W a t e r  
T W I T T E R

# NEXT STEPS

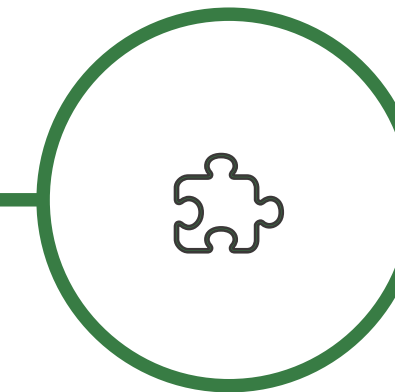
BLOG TOPIC  
PLANNING



SOCIAL MEDIA  
CALENDARING



EVALUATION



**Q U E S T I O N S ?**

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