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EC PR Task Force | Social Media Services

Your SoCal Tap Water Blog and Social Media Report

Presented by JPW Communications

August 11, 2021

Strategic framework development



Your SoCal
TAP WATER
Think outside the bottle

Premium water: It's what's on tap

Yet many people don't realize that the water that comes straight from their tap is safe, reliable and cleaner than what they can buy off the shelf.

Let's educate and advocate for the Santa Ana Watershed's own liquid gold and dispel myths that tap water is anything less than the best.

Objectives

- Build trust in water safety
- Increase consumer confidence through education
- Decrease stigma of recycled water
- Promote efficient usage of tap water to ensure water reliability for the region
- Proactively position SAWPA and the water agencies that provide drinking water within the watershed

YOUR WATER: FROM SOURCE TO TAP

✍️ Posted on April 28, 2021 By SAWPA in [Everything](#)



The Santa Ana Watershed Project Authority (SAWPA) and our water agency partners ensure that accessing safe, reliable H₂O is as easy as a turn of the tap. High-quality, potable water (drinking water) is always available to your home or business at any time you need it.

Whether you are turning on your shower for a morning wake-up, setting up the sprinkler to water your garden on a sizzling summer afternoon or guzzling a cold glass of H₂O after a challenging workout, water is always there for you. While accessing water is a breeze, your water's journey from source to tap is quite complex. Before it reaches your pipes, your water travels through a labyrinth of treatment and delivery infrastructure. Let's explore how!

Your water is sourced.

Content-driven engagement



Highest performing blog posts

February 2021: Water Worker Appreciation

WE HEART OUR WATER WORKERS



Posted on February 1, 2021 By SAWWA



In the spirit of the month of love, we are applauding the people who make it possible for water to flow directly into our homes with a simple turn of the tap. What a luxury water is – whether it's brewing your morning coffee, taking a relaxing bath or doing your laundry, it's always there exactly when you need it thanks to the water workers who keep our water infrastructure running smoothly behind the scenes.

We sat down (virtually) with two water professionals to learn about their expertise and passion for bringing safe, clean and reliable water to California homes and businesses.

Meet Ryan Shaw, Director of Water Resources at Western Municipal Water District (Western) and Joshua Aguilar, Senior Engineer at Inland Empire Utilities Agency (IEUA). Both coincidentally began their water industry journeys 15 years ago. Today, they focus on strategic planning and water resources.

Shaw's key role is to find, acquire and secure water supplies for nearly 1 million people, both retail and wholesale customers who live, work and play within 527 square miles in western Riverside County.

"Water resources planning is just one piece to the puzzle," Shaw said. "Once we finalize plans to secure a water source, we partner with our Engineering team to work on the design and construction aspects. Once the new project is commissioned, our Operations team takes over and maintains the site and ensures everything operates smoothly. This departmental collaboration across Western ensures our customers have clean drinking water delivered straight to their tap, on-demand."

Shaw, Aguilar and other water workers in their departments are continually researching and locating new potential sources for water in the Southern California region. Both Shaw and Aguilar share a common goal – to ensure



Joshua Aguilar, Senior Engineer at Inland Empire Utilities Agency (IEUA)

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Shaw, Aguilar and other water workers in their departments are continually researching and locating new potential sources for water in the Southern California region. Both Shaw and Aguilar share a common goal – to ensure long-term and stable access to high-quality water for the customers in the communities they serve. Given that we live in a dry region where drought is a reality, their teams and agencies must be innovative, creative and efficient in how they locate and access water all while protecting the natural environment.

"The water we have today is the water we have had since the beginning of time," Aguilar said. "Strategic planning is essential for long-term adaptability and water reliability. Water supply management and planning is a collaborative and continuous effort that is vital to enhancing long-term water resources."

One example of a long-term water supply opportunity and challenge that water workers like Shaw and Aguilar tackle is creating the infrastructure that retrieves water from groundwater aquifers. Below the surface, there are local water sources flowing beneath us. In between the layers of soil, gravel and earth lies a groundwater aquifer where thousands of gallons of local water supplies flow naturally. Through infrastructure projects such as Western's reestablishment of North Well, operation teams are able to source, treat and test local water to be used for their Murrieta service area customers.

Both Shaw and Aguilar have worked throughout the pandemic, as they are essential workers providing an essential service – water. Many things have changed about their jobs since COVID-19 hit.



Joshua Aguilar, Senior Engineer at Inland Empire Utilities Agency (IEUA)



Ryan Shaw, Director of Water Resources at Western Municipal Water District (WMWD)

Highest performing blog posts

March 2021: Women in Water

LET'S CELEBRATE WOMEN IN THE WATER INDUSTRY DURING WOMEN'S HISTORY MONTH

Posted on March 1, 2021 By SAWWA



At the Santa Ana Watershed Project Authority, we celebrate our water workers every day. And what better month than Women's History Month to highlight our gratitude for our female water workers who bring clean, safe water straight to our home every single day?

Did you know that women represent just one in five workers in our industry? That number is small but mighty and continues to grow. This month, we're highlighting three all-star female water workers who are passionate about what they do.

Let's dive into water industry work through the experiences of Heather Dyer, Leighanne Kirk and Lyndy Lewis. They encourage other women to tap into the exciting opportunities of the water world – whether it's through environmental science, engineering and project development, operations and field work or administrative assistance, the water industry is flowing with opportunities.

Heather Dyer

CEO/General Manager at San Bernardino Valley Municipal Water District (SBVMD)

As CEO/General Manager for the San Bernardino Valley Municipal Water District (SBVMD), Heather Dyer's role involves developing strategies to ensure Southern California can count on a reliable and resilient water supply for the next 50+ years. She focuses on long-term planning efforts, especially in the age of climate change.

A Seattle, Wash.-native, her passion for the water industry began when she traveled from Seattle to Alaska to work with a salmon cannery. That's where her hunger to protect natural habitats, species and environmental factors for wildlife was born. Flash



Principal Engineer and Regulatory Compliance at Western Municipal Water District (WMWD)



Lyndy Lewis began her water industry career 16 years ago. She explained that the water industry found her, not the other way around. Today, Lewis works at Western Municipal Water District (Western) as a Principal Engineer with a focus on regulatory compliance.

"When I graduated from college, I met a gentleman who worked at the water and power department of my hometown," said Lewis, "I applied for a position there, not fully aware of the possibilities ahead but it was the door that opened up my whole career."

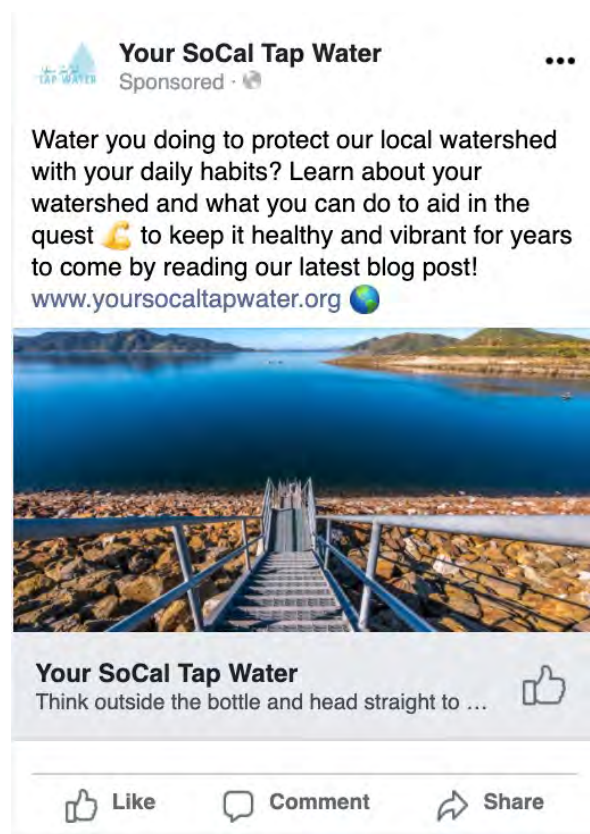
Lewis' current position is in water compliance. Water compliance teams act like watch dogs and ensure that Western's projects and operations fully comply with state and federal standards so that customers receive safe, reliable, high-quality water 24 hours per day, seven days per week and 365 days per year.

"My team and I work to secure permits and oversee the air quality, drinking water quality, wastewater quality and hazardous waste elements of operations and make sure that everything complies with the ever-changing federal and state standards," Lewis said. "In fact, California has some of the highest standards for drinking water in the world, so I take great pride in helping Western ensure we are always meeting or exceeding these standards for our customers."

Along the way, Lewis has met several women who inspired her, including Jayne Joy. She is a mentor to Lewis and currently is an executive officer at Santa Ana Regional Water Quality Control Board. Both

Ad campaigns

- Monthly ads and boosted posts to grow Facebook audience
- When you see our ads, please share!

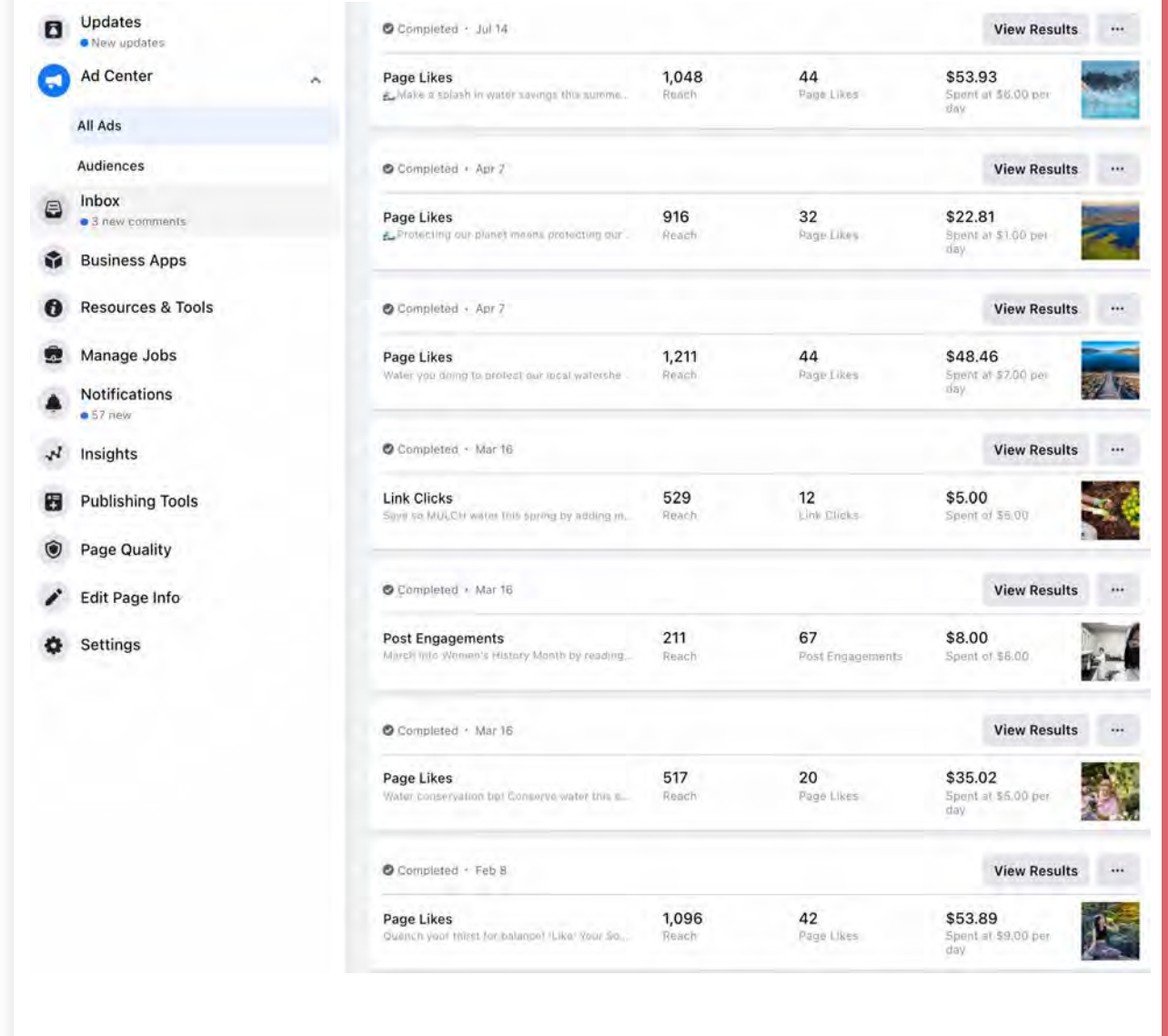


Your SoCal Tap Water
Sponsored · 🌐

Water you doing to protect our local watershed with your daily habits? Learn about your watershed and what you can do to aid in the quest 🧐 to keep it healthy and vibrant for years to come by reading our latest blog post!
www.yoursocaltapwater.org 🌍

Your SoCal Tap Water
Think outside the bottle and head straight to ...

Like Comment Share



Ad Center

- Updates
- Ad Center
- All Ads
- Audiences
- Inbox
- Business Apps
- Resources & Tools
- Manage Jobs
- Notifications
- Insights
- Publishing Tools
- Page Quality
- Edit Page Info
- Settings

| Completed | Jul 14 | View Results | ... |
|--|--------------|------------------|-------------------------|
| Page Likes | 1,048 | 44 | \$53.93 |
| Make a splash in water savings this summer... | Reach | Page Likes | Spent at \$6.00 per day |
| Completed | Apr 7 | View Results | ... |
| Page Likes | 916 | 32 | \$22.81 |
| Protecting our planet means protecting our... | Reach | Page Likes | Spent at \$1.00 per day |
| Completed | Apr 7 | View Results | ... |
| Page Likes | 1,211 | 44 | \$48.46 |
| Water you doing to protect our local watershe... | Reach | Page Likes | Spent at \$7.00 per day |
| Completed | Mar 16 | View Results | ... |
| Link Clicks | 529 | 12 | \$5.00 |
| Sign up MULCH water this spring by adding m... | Reach | Link Clicks | Spent at \$5.00 |
| Completed | Mar 16 | View Results | ... |
| Post Engagements | 211 | 67 | \$8.00 |
| March into Women's History Month by reading... | Reach | Post Engagements | Spent at \$6.00 |
| Completed | Mar 16 | View Results | ... |
| Page Likes | 517 | 20 | \$35.02 |
| Water conservation tip! Conserve water this s... | Reach | Page Likes | Spent at \$5.00 per day |
| Completed | Feb 8 | View Results | ... |
| Page Likes | 1,096 | 42 | \$53.89 |
| Quench your thirst for balance! Like! Your So... | Reach | Page Likes | Spent at \$9.00 per day |



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Your SoCal Tap Water blog and social media analytics

Your SoCal Tap Water blog analytics

- Active users: 5,711
(up from 4,178 in 2020)
- Sessions: 6,500
- Views: 14,658
- Engagement rate: 92.43%
- Engaged sessions: 6,036

The screenshot displays the homepage of the 'Your SoCal Tap Water' website. The header includes a navigation menu with links for Home, Blog, About SAWPA, Partnering Agencies, Water Safety, and Where Our Water Comes From. The main banner features a large blue water drop graphic with the text 'Your SoCal TAP WATER' and the tagline 'Think outside the bottle'. Below the banner is a featured blog post titled 'CHEERS TO NATIONAL WATER QUALITY MONTH', dated July 30, 2021, by SAWPA in Everything. The post includes a 'Leave a Comment' button and a 'Send Message' button. To the right of the main content is a sidebar with a 'Follow on Facebook' section, a 'Menu' section listing navigation links, and a 'Top Posts' section listing recent articles such as 'Plants of Disneyland Resort: Plant Disney Magic at Home' and 'How Do Cities Use Water?'. The footer of the page states 'Water quality is a priority.'

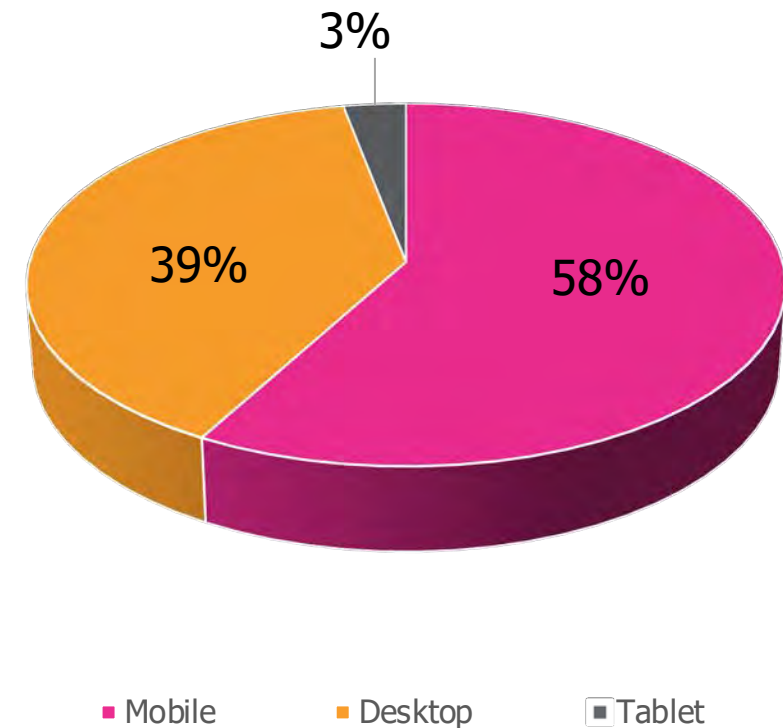
Blog analytics overview

Website Insights FY 20/21

Top five geographic locations for website users

| City | Number of users |
|----------------|-----------------|
| San Bernardino | 733 |
| Los Angeles | 557 |
| Rialto | 139 |
| Roseville | 139 |
| San Diego | 137 |

What type of device are your users accessing your site on?

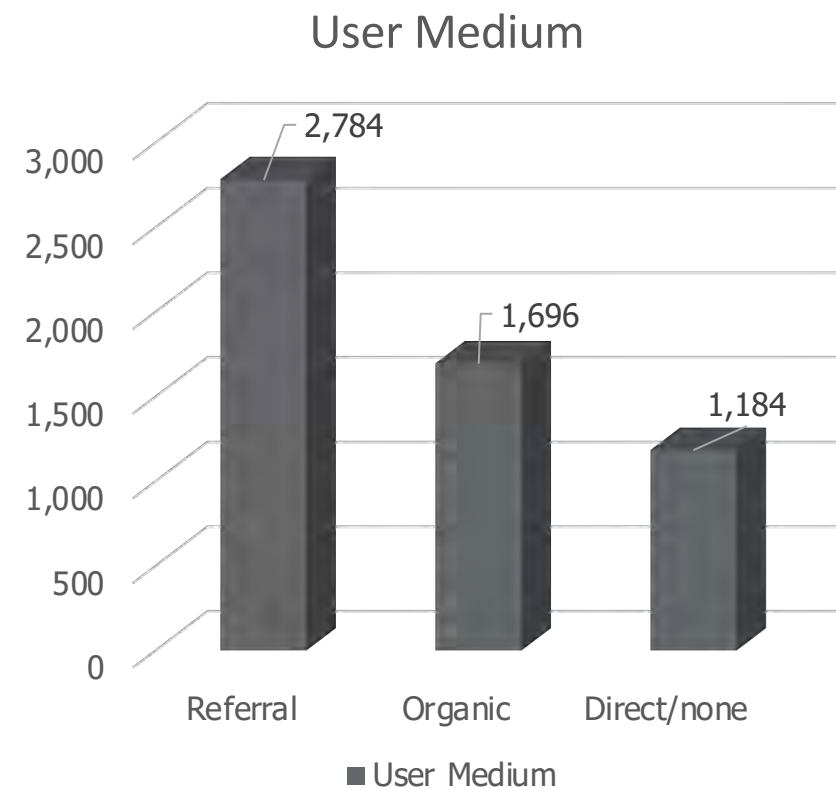


Blog analytics overview

Website Insights FY 20/21

Top five source/medium for site user

| Source/Medium | Users | Sessions | Avg. time per session |
|-------------------------|-------|----------|-----------------------|
| m.facebook.com/referral | 2,401 | 2,511 | 19 seconds |
| Google/organic | 1,418 | 1,698 | 52 seconds |
| Direct/none | 1,188 | 1,491 | 31 seconds |
| l.facebook.com/referral | 191 | 232 | 1 minute 44 seconds |
| Baidu/organic | 135 | 135 | 58 seconds |



Facebook analytics

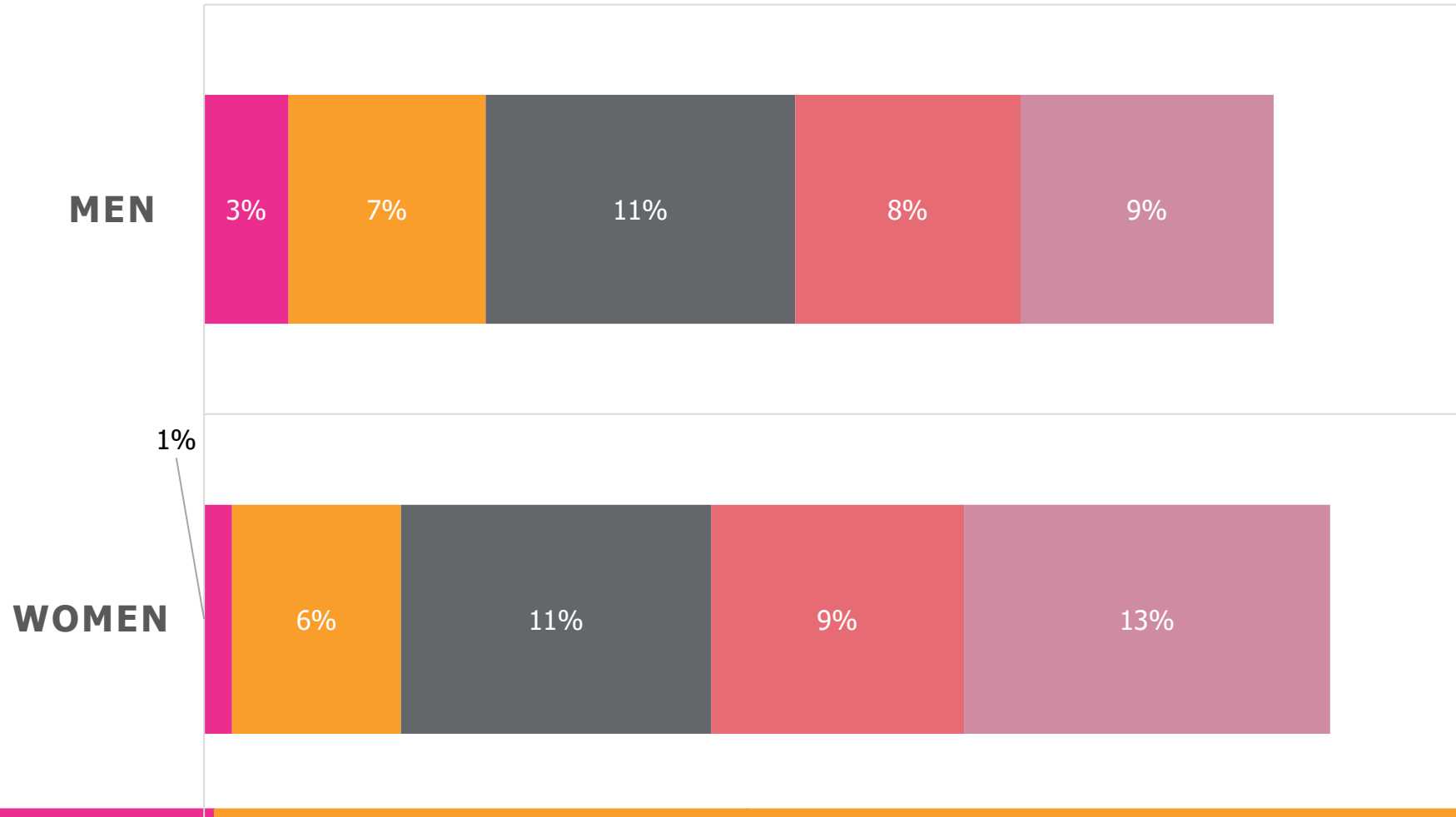
- Total Page Likes: **234**
(started at 0 with relaunch)
- Total Posts: **134**
- Total Reach: **165,793**
- Total Impressions: **28,900**
- Total Engaged Users: **1,366**

Top five geographic locations for Facebook followers

| City | Number of followers |
|-------------|---------------------|
| Los Angeles | 74 |
| Long Beach | 9 |
| Anaheim | 7 |
| Corona | 6 |
| Santa Ana | 4 |


FACEBOOK DEMOGRAPHICS

■ 18-24 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



Your SoCal Tap Water
March 3 · 🌐

Save so MULCH water this spring by adding mulch to your flower beds this season. 🌱 Mulch helps to reduce evaporation of the water you feed your plants which in turn can save you water usage and lower your next bill.



Your SoCal Tap Water
Water Treatment Service [Sign Up](#)

619 People Reached **22** Engagements [Boost Again](#)

Boosted on Mar 16, 2021 By Annie Pierce Completed

| | | | |
|----------------|------------|-------------|-----------|
| People Reached | 529 | Link Clicks | 12 |
|----------------|------------|-------------|-----------|


[View Results](#)

👍 Julia Woods, Laurel Woods and 2 others 1 Share

👍 Like 💬 Comment ➦ Share

Your SoCal Tap Water
January 19 · 🌐

Tap into water to decrease stress! Water is a natural way to nourish your mind and body. Pair a glass of tap water with daily meditation and you are ready to increase your everyday Zen. 🧘 Read more at www.yoursocaltapwater.org



656 People Reached **18** Engagements [Boost Post](#)

👍 Your SoCal Tap Water, Julia Woods, Gary Lynch and 5 others 2 Shares

👍 Like 💬 Comment ➦ Share

Your SoCal Tap Water
January 11 · 🌐

Tap into water for a smile! Staying hydrated throughout the day helps your brain to produce the essential chemicals it needs to have balanced moods. 😊 Think of it as hydrating for happiness! Learn more at www.yoursocaltapwater.org



947 People Reached **171** Engagements [Boost Again](#)

Boosted on Jan 13, 2021 By Annie Pierce Completed

| | | | |
|----------------|------------|-----------------|------------|
| People Reached | 728 | Post Engagement | 123 |
|----------------|------------|-----------------|------------|

[View Results](#)

👍 🧡 🍷 138 3 Comments 3 Shares

Facebook weekly post examples

Your SoCal Tap Water Facebook top post

Total reactions:

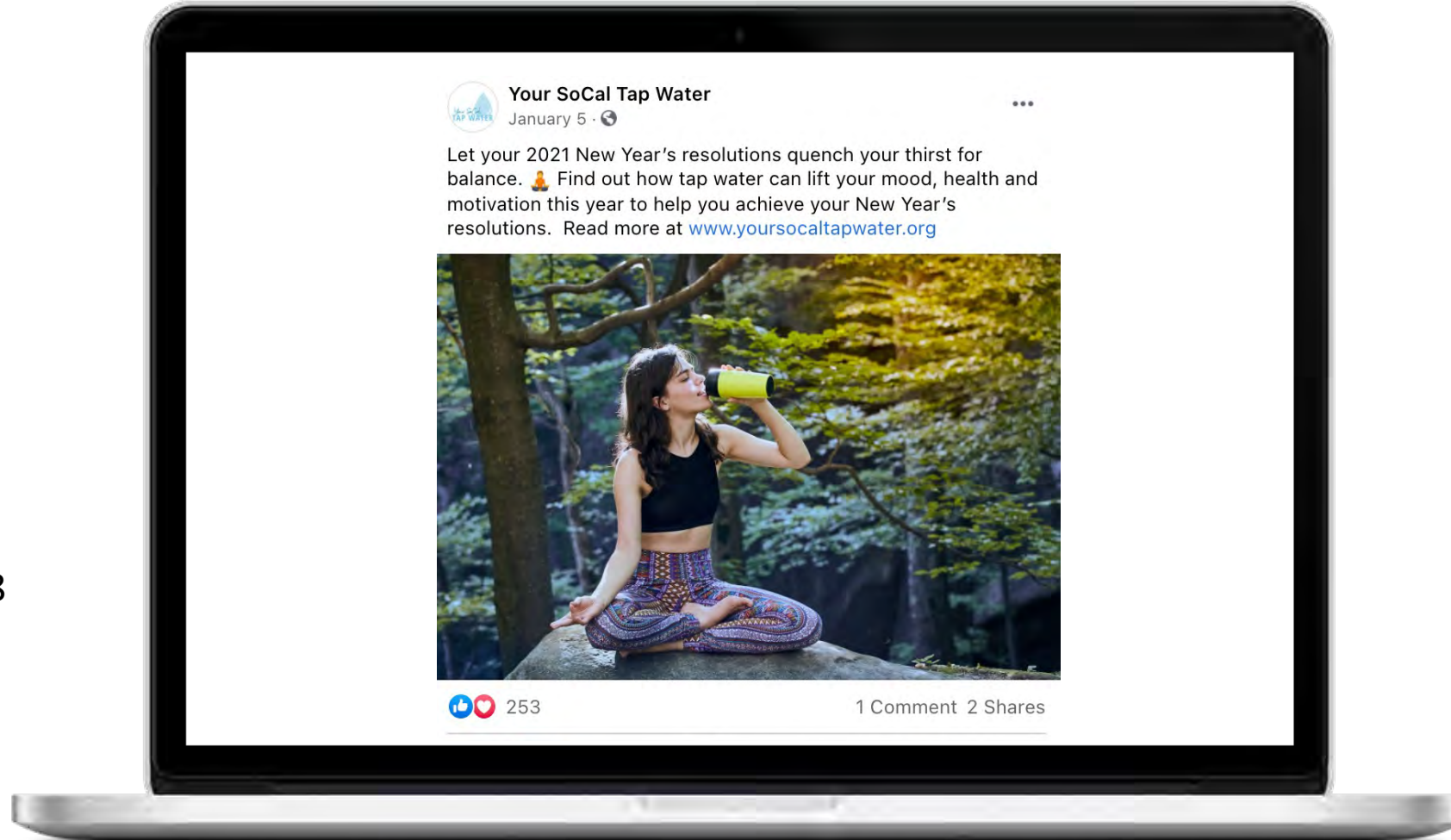
253

Total reach:

1,981

Boosted:

Yes, for \$25

Cost per**engagement: .08**

Twitter analytics

- Total Page Likes: 1,142
- Total Posts: 134
- Total Impressions: 45,238
- Total Profile Views: 1,125

Twitter Highest Performing Months

| Month | Tweets | Impressions | Profile Visits |
|---------------|--------|-------------|----------------|
| December 2020 | 13 | 5,308 | 134 |
| March 2021 | 16 | 7,303 | 113 |
| July 2021 | 12 | 5,111 | 308 |

Create your own indoor rain barrel by placing a bucket under your tub or shower head faucet to collect the water often wasted while warming up the shower. The water collected can go on to water house plants and your garden.

pic.twitter.com/2bZegcU9iD



↻ 3 ❤️ 4

It's fascinating to realize that the tap in your glass and the water that washes our cars and irrigates our crops may have begun as snow. ❄️ We are thankful for each drop because it is as precious as the snowflakes that created it. Learn more at yoursocaltapwater.org pic.twitter.com/SvNqS2erdL



↻ 2 ❤️ 2

Make sure you are picking up after your four-legged friends. 🐾 Not only is this being a good neighbor, but it's even better for the environment to ensure your pet's waste does not wash down our storm drains and pollute our waterways. pic.twitter.com/B7eMmKtMfB



↻ 2 ❤️ 2

Twitter weekly posting examples

Your SoCal Tap Water Twitter top post

Total impressions:

1,512

Total retweets:

2

Likes:

3



Social media and website recommendations based on analytics

- Gear specific messaging to the 45-54 age bracket – it is the largest demographic following shown on Facebook.
- Continue to boost posts monthly; particularly posts that link to the blog to promote more site visitors.
- Consider purchasing digital media ad space through Google Ads to further boost the website's presence, clicks and visitors.



JPW COMMUNICATIONS

2021/22 Content Development

Next Steps

- 1) Content brainstorm: Let's discuss content ideas for the coming year that you'd like to see covered in the blog and social media.
- 2) Next, we'll develop an updated master content calendar with themes outlined for each month and share with SAWPA and all partner agencies for review and approval.



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Thank You!

Any questions?