



# SAWPA Report and Look Ahead

ANNUAL REVIEW

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Jan. 30, 2023



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# 2023: A Look Ahead

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# A Look Ahead

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## GOALS

- Build long-lasting trust in tap water
- Educate through engagement
- Promote efficient water use





# A Look Ahead

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## STRATEGIC OBJECTIVES

- Inject more personality into social media
- Vary content more on the blog
- Integrate partner agencies to advance regional thought leadership





# Next Steps

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## TACTICAL NEXT STEPS

- Reassess and refine content calendar for blog
- Bring Your SoCal Tap Water to life on social media





# 2022: Year in Review

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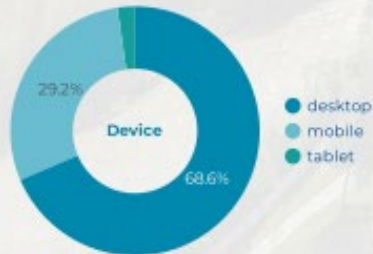
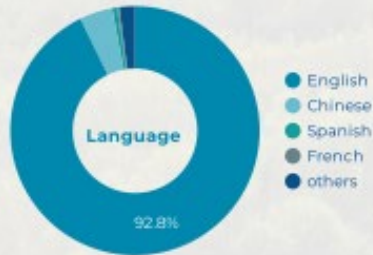
LESLIE SPRING



### Analytics Highlights



### Total Users/Language/Device



### Source/Medium

Session source	Session medium	Total users	New users
google	organic	3,429	3,412
(direct)	(none)	1,255	1,247
bing	organic	186	186
(not set)	(not set)	90	61
facebook.co m	referral	80	80

### City

City	Total users	Engagement rate
(not set)	586	84.74%
Los Angeles	503	88.13%
San Bernardino	107	88.52%
San Diego	99	82.35%

### Event Name

Event name	Total users	Event count	Event count per user
page_view	5,460	14,166	2.59
session_start	5,457	6,511	1.19
first_visit	5,445	5,446	1
user_engagement	3,525	4,650	1.33

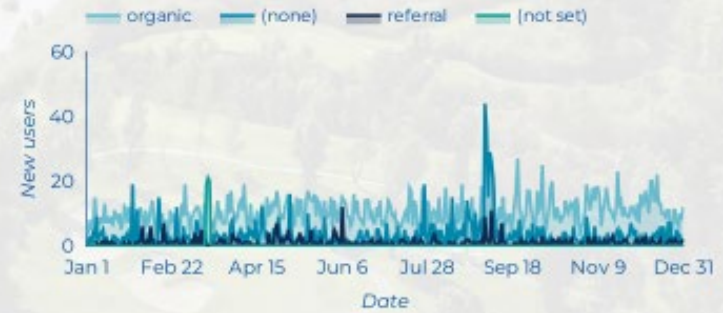
### Medium

Session medium	Total users	Engagement rate
organic		
(none)		
referral		
(not set)		

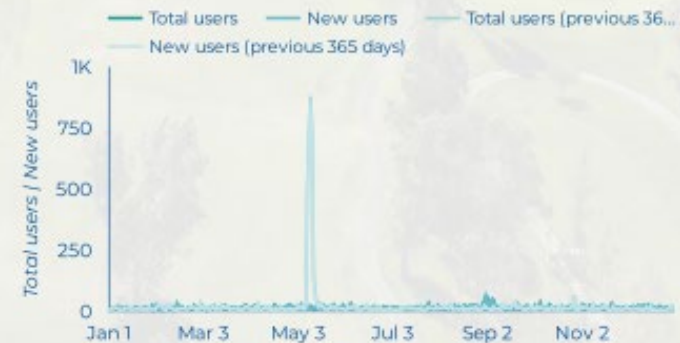
### Page/Views

Page title	Views	Event count
Your SoCal Tap Water	2,212	4,682
Water Reservoirs – Storing Water for our CommunitiesYour SoCal Tap Water	1,477	3,686
Hidden in a Hill – Perris Hill ReservoirYour SoCal Tap Water	906	1,990
Hard Water: Unsafe or Just a Nuisance?Your SoCal Tap Water	762	1,939
How Do Cities Use Water?Your SoCal Tap Water	626	1,565

### Medium/New Users/Date

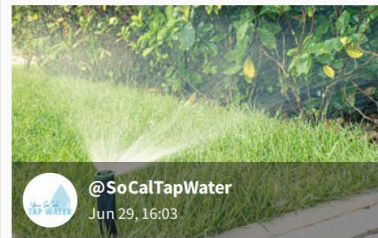


### Daily Users Compared to Last Month





### Top tweets by engagement rate June 2021-2022



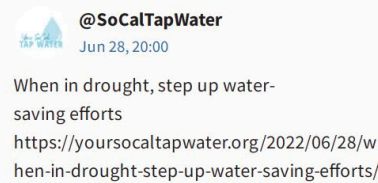
It'll be raining savings instead of excess water when you look into turf replacement programs. Visit our blog to learn more:

**22.92%** engagement rate



Summertime remodel ✂️ in your schedule? If you're in the market to save on new toilets 🚽, clothes washers 🧺, or other

**14.1%** engagement rate



**8.62%** engagement rate

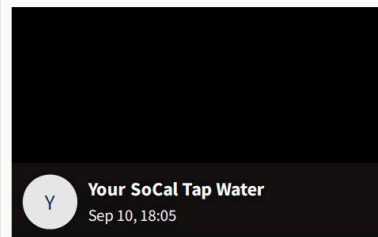
### Post engagement %



**1.98%**  
engagement rate

↗️ 1.98 from 0%

### Top posts by engagement rate June 2021-2022



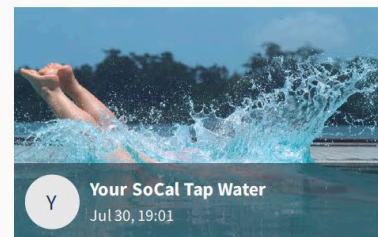
At the Santa Ana Watershed Project Authority, we celebrate the high-quality, clean and reliable drinking water that comes

**37.5%** engagement rate



Save the date! October 21 is "Imagine a Day Without Water" day. Dive into the festivities by sitting down and letting your imagination

**33.33%** engagement rate



We all love running through the sprinklers on a warm, summer day ... but we also love using water efficiently. Here are some tips for

**30%** engagement rate

### Post engagement %

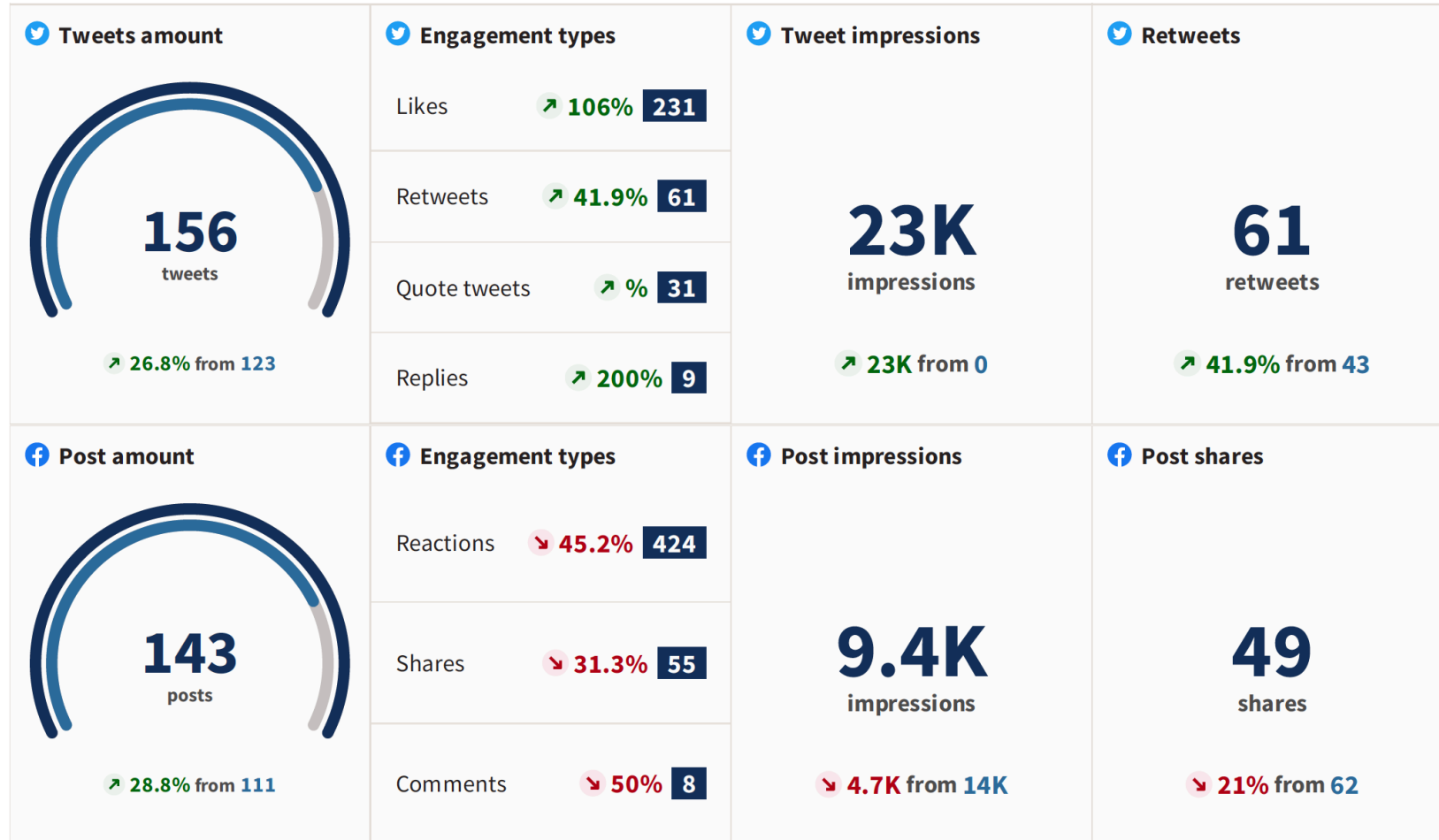


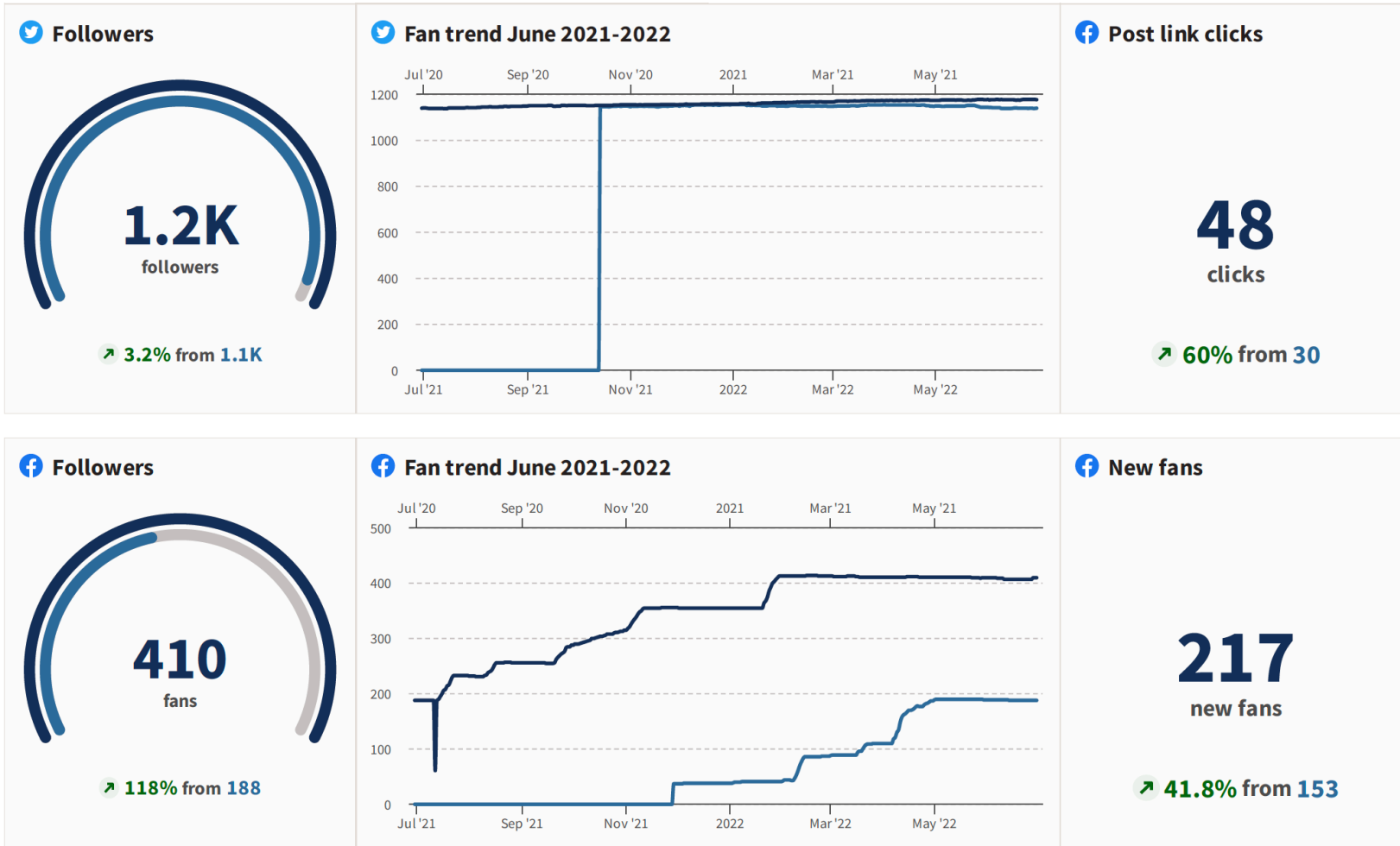
**7.86%**  
engagement rate

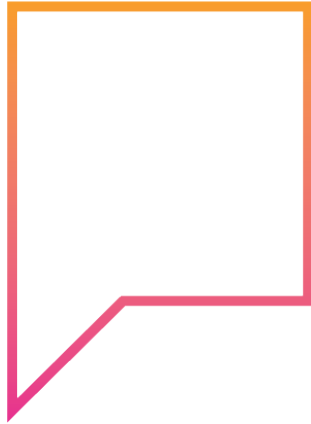
↘️ 42.3% from 13.63%











## Next steps and questions



# Thank You!

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