



# SAWPA Report and Look Ahead

Q3 & Q4 REVIEW

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January 2024





# Website

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LESLIE SPRING





# A Look Ahead

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## STRATEGIC OBJECTIVES

- Continue new visual identity and more personable approach
- Integrate partners into content as much as possible
- Maximize videos to deepen engagement





# New personality, new look



Older posts on Instagram



Newer posts on Instagram





# Website analysis

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*From June to December*

**1,576** Total Visitors  
+128.7%

**2,004** Views  
+221.7%

**36.94%**  
Engagement  
Rate

**1,792** Total Sessions  
+122.6%

**662** Engaged  
Sessions  
+63.9%

Session is a website visit that could include multiple or single page views  
"+" indicates an increase from June to December compared to the previous period





# Industry Comparison – CA Water for All

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*Engagement rate*

**36.94%** SAWPA  
(September-December)

**24.4%** CA Water for All  
(July-September)

Engagement rate measures how many viewers interact with a website (e.g. scrolling, clicking on links or viewing multiple pages)





# Social Media

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*From September to December*

**+55.6%** Net followers

**+70.3%** Impressions

**+33.3%** Posts published

**+ 21.3%** Engagements

"+" indicates a percentage increase from September to December compared to the previous period





# Industry Comparison – Denver Water

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*Blended, average engagement rate*

**7.73%** SAWPA  
(September-December)

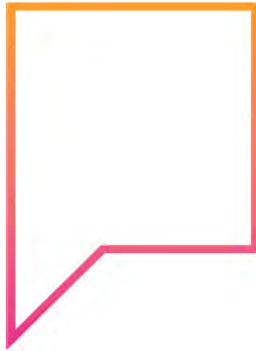
**4.9%** Denver Water  
(July-September)

Blended rate combines engagement rates from all available social media platforms









## Next steps and questions

January blog *(pending review)*

February blog and video *(in production)*

March blog on microplastics *(in production)*





# Thank You!

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