

# SAWPA Report and Look Ahead

**ANNUAL REVIEW**

December 2024



**FROM GOVERNMENT.  
FOR GOVERNMENT.™**

# Strategic Objectives

- Integrate partners into content as much as possible
- Refine new visual identity and personable approach
- Boost posts for broader reach

# Improvement Opportunities

- Identify ways to integrate partners more into efforts (e.g. Eastern's podcast)
- Find topical, newsworthy topics to amplify our key messages
- Return to regular posting schedule



# Website and Social Media

[WWW.YOURSOCALTAPWATER.COM](http://WWW.YOURSOCALTAPWATER.COM)

[@YOURSOCALTAPWATER](https://www.instagram.com/YOURSOCALTAPWATER)

# Social Media Analysis

JAN. 1, 2024-DEC. 15, 2024 (COMPARED TO LAST YEAR)

FACEBOOK AND INSTAGRAM

**522** Net followers

+ 7 IG followers

+1 FB follow

**22,400** Reach

+1.600% IG

+3,000% FB

**38,000** Views

100% organic both IG and FB

**234** Visits

+100% IG

+ 14,900% FB

**41** Total posts



# Social Media Analysis

JUNE-SEPTEMBER 2024 (COMPARED TO JANUARY-MAY 2024)

FACEBOOK AND INSTAGRAM

**520** Net followers

+ 4 IG followers

+1 FB follow

**188** Reach

+12.1% IG

-38.3% FB

**93** Views

100% organic both IG and FB

**30** Visits

-78.2% IG

-28% FB

**24** Total posts

- 7.7% both IG and FB



# Instagram Top Performance

- Promotion of “Let’s get clear on your water’s quality” blog – [link here](#)
  - Views: 115
  - Reach: 103
  - Impressions: 110
- Promotion of “Let’s get clear on your water’s quality” short clip – [link here](#)
  - Views: 87
  - Reach: 76
  - Impressions: 80
- Water quality standards post – [link here](#)
  - Views: 19
  - Reach: 16
  - Impressions: 16



# Facebook Top Performance

- San Jacinto Valley Groundwater Treatment Facility groundbreaking post – [link here](#)
  - Reach: 14
  - Impressions: 16
- Water quality standards post – [link here](#)
  - Reach: 11
  - Impressions: 11
- National Water Quality month post – [link here](#)
  - Reach: 8
  - Impressions: 9



# Boosted Post Performance

## OUR BASELINE: OCTOBER 22-28

- **10,878** Views
- **8,886** Reach
- **84** Link clicks
- **85** Post engagements

Have you ever been curious about how water quality is tested? Or where your water comes from? In this month's blog 📝, we go over the in's and out's of Consumer Confidence Reports 📄. These annual reports provide a snapshot on all things water and are a great way to learn about what Your SoCal Tap Water member agencies do.

Click the link to learn more 🖱️ <https://yoursocaltapwater.org/.../there-is-nothing.../>

#WaterQuality #Water #SoCalTap

**READ OUR  
LATEST BLOG**



# Website Analysis

JAN. 1, 2024-DEC. 15, 2024 (COMPARED TO LAST YEAR)

**6,500** Total visitors

+ 156.6%

**1 min, 33 seconds**  
per session

+6.3%

**3,200** Views

**3,300** Engaged sessions

+178.9%

**43.9%** Engagement rate

+6.9%

# Website Analysis

JUNE-SEPTEMBER 2024 (COMPARED TO JANUARY-MAY 2024)

**1,902** Total visitors

-34.4%

**2,150** Total sessions

-35.9%

**2,411** Views

-34.4%

**999** Engaged sessions

-37.6%

**46.47%** Engagement rate

-2.7%





# Next Steps and Questions

- January – EMWD podcast
- Upcoming videos: Orange County Water District's Groundwater Replenishment System and Inland Empire Brine Line
- Continue to boost future posts



# Thank You!

LESLIE SPRING

LESLIE@JPWCOMM.COM



FROM GOVERNMENT.  
FOR GOVERNMENT.™