Social Media Services
Your So Cal Tap Water
Emerging Constituents Task Force

March 2017
Emerging Constituent Program Task Force
Participating Task Force Agencies in Outreach

<table>
<thead>
<tr>
<th>Eastern Municipal Water District</th>
<th>Jurupa Community Services District</th>
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<tbody>
<tr>
<td>Inland Empire Utilities Agency</td>
<td>Yucaipa Valley Water District</td>
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<td>City of Riverside</td>
<td>City of Corona</td>
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<td>Temescal Valley Water District</td>
<td>City of Redlands</td>
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<td>Elsinore Valley Municipal Water District</td>
<td>City of Rialto</td>
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<tr>
<td>Irvine Ranch Water District</td>
<td>Western Riverside Co Regional Wastewater Authority</td>
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<td>Colton/San Bernardino Regional Tertiary Treatment and Wastewater Reclamation</td>
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Emerging Constituent Program Task Force

Benefits to Funding Agencies

**SAMPLING**
- Alternative to new regulation for recharge (cost savings of $100,000 per year)
- Improved regional evaluation of EC

**SOCIAL MEDIA**
- Build awareness about water related issues
- Share information on safety of local water supply
- Correcting misinformed media exposure through outreach
Blog Posts
YourSoCalTapWater.org

- 12 Articles
- 6,855 Views
- Dec. 2016 record high: 2,267 views, 1,684 visitors
Key Metrics - Quarterly Growth

- 86% increase in page views
- 107% increase in visitors
- 50% increase in visitors from search

January - March 2017

- Views: 2,269 avg.
- Visitors: 1,707 avg.

- 2016: 10,254 views/6858 visitors
- 2015: 9,052 views/6,441 visitors
Videos
YourSoCalTapWater.org

- 12 Social Media Videos
- 5,597 Views
Facebook @YourSoCalTapWater
Analytics

Facebook
@YourSoCalTapWater

March 2017 - 770 likes

Facebook "LIKES" Comparison

SoCalTapWater (2012): 770 likes
EMWD (2009): 890 likes
IEUA (2013): 354 likes
OCWD (2009): 387 likes
WMWD (2010): 575 likes
SBVMWD - not on Facebook
Twitter
@SoCalTapWater
Analytics

Twitter

@SoCalTapWater

Key Metrics

• Average 8,730 impressions
  (last 3 months)

• Gaining approximately 18 followers per month

• Total Twitter followers are 924: 33% increase since March 2016

Twitter “FOLLOWERS” Comparison

SoCalTapWater (2012): 924 followers
EMWD (2009): 2,074 followers
IEUA (2014): 330 followers
OCWD (2009): 4,567 followers
WMWD (2009): 3,848 followers
SBVMWD - not on Twitter
Next Steps

- #ChooseTapWater Reusable Water Bottle Campaign

1. Follow: YourSoCalTapWater.org &
2. Tweet: @SoCalTapWater or
3. Share: @YourSoCalTapWater

Tag us in a photo of you, your family or pet enjoying tap water. 
#ChooseTapWater

For campaign rules visit: YourSoCalTapWater.org
Thank You