From January – March 2017, DeGrave Communications conducted communication support for SAWPA, in accordance to the social media services contract set forth in the original proposal. The following includes a summary of all outreach efforts conducted on SAWPA’s behalf.

1. Weekly Social Media Planning
DeGrave Communications has created weekly social media calendars, to include posts found through content curation and reposting of content from the existing blog. As blog articles continue to be posted, an increase in sharing these posts via social media planning will continue. From January – March 2017, a total of 85 posts have been calendared and posted. Additional relevant posts are made, shared and retweeted based on daily basis.

<table>
<thead>
<tr>
<th>DATE</th>
<th>Twitter</th>
<th>BB</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 17</td>
<td>Happy #ThirstSaturday from SAWPA and Your SoCalTapWater.org</td>
<td>Happy St. Patrick’s day from SAWPA and Your SoCalTapWater.org</td>
</tr>
<tr>
<td>March 18</td>
<td>Stay current on SoCal tap water issues, subscribe to yoursoctapwater.org</td>
<td>Stay current on SoCal tap water issues, subscribe to yoursoctapwater.org</td>
</tr>
</tbody>
</table>
2. Blog Articles
Over the past twelve months, DeGrave Communications has written 12 blog posts for YourSoCalTapWater.org. Combined these posts received a total of 6,855 views. The month of December yielded a record high of 2,267 total views, from a record high of 1,684 visitors. The year 2016 had a total of 10,254 views from 6,858 visitors. Currently, 2017 has received a total of 6,143 views from 4,604 visitors. The total visitor and view count from 2017 is expected to exceed all prior years. Stakeholders’ interest in the, “Safety of tap water,” article is made evident by 4,848 views, the highest yielding views of all articles on the blog.
3. Videos
From March 2016 – February 2017 DeGrave Communications created/posted ten videos to the Facebook “videos” section. Key videos include: “Turn off the Tap,” “Tap Water Facts,” “No FOG Down the Drain,” “Tap Water Day,” and “Snowpack, Snowmelt and Drinking Water.” The videos were embedded into the relevant articles. Combined, all videos combined have received a total of 5,597 views.

4. Analytics
YourSoCalTapWater.org

Quick stats
97.1% visitors- Google search
2.5% visitors – Facebook
.8% visitors- Twitter

107% increase in visitors (from 822 to 1,707 per month)
86% increase in page views (from 1,227 to 2,269 per month)
50% increase in visitors from search
20% decrease in traffic from Facebook
11% increase in traffic from Twitter

Monthly average (Q3) – 2,269 views / 1,707 visitors

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Views: 2,267</td>
<td>Views: 2,165</td>
<td>Views: 1,711</td>
</tr>
<tr>
<td>Visitors: 1,684</td>
<td>Visitors: 1,611</td>
<td>Visitors: 1,309</td>
</tr>
</tbody>
</table>
Facebook: Your So Cal Tap Water

Engagement spiked in December, due to paid boosts. Page likes continue to increase. In December 2016, gained 120 likes, average 30/ month. Average of 41 visitors monthly from Facebook directly went to blog.

January: 688 likes
February: 734 likes
March: 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 FB
Post Highlights

“Even with the return of rain and snow, California’s water challenges are here to stay. Read the Los Angeles Times editorial on why California has to rethink its water use.”
REACH: 854
21 reactions, comments, shares

“Do pesticides and nutrients eventually flow into rivers and groundwater basins that become a source for drinking water? https://yoursocaltapwater.org/…/minimizing-agricultural-an.../”
REACH: 580
28 reactions, comments, shares

#TapWaterTuesday Tap water is everywhere! It’s an essential part of life. In Southern California we are fortunate to have clean, reliable water even at #Disneyland. Water is life.
REACH: 529
28 reactions, comments, shares
**Twitter: @SoCalTapWater**

Traffic from Twitter to the blog is yielding 3 visits per week. Traffic to the blog is <1% from Twitter. Twitter site has averaged 8,730 impressions in the last 3 months. Followers are at an all time high of 924, which averages a trend of approximately 18 new followers per month.

Gaining approximately 8 followers per week.

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

**Twitter “FOLLOWERS” Comparison**

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>SoCal Tap Water (2012):</td>
<td>924 followers</td>
</tr>
<tr>
<td>EMWD (2009):</td>
<td>2,074 followers</td>
</tr>
<tr>
<td>IEUA (2014):</td>
<td>330 followers</td>
</tr>
<tr>
<td>OCWD (2009):</td>
<td>4,567 followers</td>
</tr>
<tr>
<td>WMWD (2009):</td>
<td>3,848 followers</td>
</tr>
<tr>
<td>SBVMWD - not on Twitter</td>
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</tbody>
</table>
Engagement (TWTR)

Jan 2017 - Jan 17

Top Tweet - earned 870 impressions
Top mention - earned 5 engagements
Top media Tweet - earned 492

JAN 2017 SUMMARY
Tweets: 62
Retweets: 277
Imagery: 13
New Followers: 26