Emerging Constituents Task Force
SOCIAL MEDIA SERVICES
YourSoCalTapWater.org
July 2018 – June 2019
Emerging Constituent Program Task Force

21 signatories (including all SAWPA member agencies) to Task Force Agreement, but over 250 on email contact list:

- Water Wholesalers
- Water Retailers
- Wastewater Treatment Operators
- Regional Board Staff
- CDPH Staff
- USGS Staff
- Analytical Lab Staff
- NWRI Staff
- Environmental NGOs
Emerging Constituent Program Task Force
Participating Task Force Agencies in Outreach

- Eastern Municipal Water District
- Inland Empire Utilities Agency
- City of Riverside
- Temescal Valley Water District
- Elsinore Valley Municipal Water District
- Irvine Ranch Water District
- Colton/San Bernardino Regional Tertiary Treatment and Wastewater Reclamation
- Jurupa Community Services District
- Yucaipa Valley Water District
- City of Corona
- City of Redlands
- City of Rialto
- Western Riverside Co Regional Wastewater Authority
Emerging Constituent Task Force
Public Outreach Benefits

- Build awareness about water-quality related issues
- Share information on safety of local water supply
- Correct misinformed media
- Provide credible resources to share with customers
WEEKLY SOCIAL MEDIA PLANNING

• Weekly social media calendars
• Over 326 posts in 2018-2019
• Original posts, shares and retweets
BLOG POSTS

How do you Dispose of Old Medications?
July 2018

Is Trichloroethylene (TCE) in our Drinking Water?
August 2018

Lead Testing in Schools
September 2018

Careers in Water Treatment and Operations
October 2018

What is the Reuse of Wastewater for Indirect Drinking Water Use?
November 2018

Healthy Watersheds: Preventing Pollution
December 2018

From Rock to Shinning Rock: How Big Bear Got its Dam
January 2019

Four Reasons to Fall in Love with Water
February 2019

World Water Day 2019: Leaving No One Behind
March 2019

Santa Ana River Commemorates 50 Years of Collaboration
April 2019

Orange County is Setting the Pace for New Water Monitoring Standards
May 2019

Emerging Constituents Task Force
PENDING JUNE 2019
**BLOG HIGHLIGHTS**

- 7,658 Views
- 5,686 Visitors
- *Is Tap Water Safe?* post - 26,851 views
- Featured in Maven’s Notebook
- Google search remains highest referrer
VIDEOS

Water Reservoirs

Lead Testing in Schools

Fall in Love with Tap Water
@YourSoCalTapWater
FACEBOOK
FACEBOOK HIGHLIGHTS

• Reach and engagement:
  12-month high in March 2019

• Broke 1,000 followers threshold

• Increase in referrals from FB to blog
ENGAGEMENT

any click or story  
Click on link, view photo, watch video
Organic Reach

Paid Reach

REACH

May-18 Aug-18 Nov-18 Jan-19 Apr-19 Jul-19
**FOLLOWERS**

- **SoCalTapWater (2012):** 1,002 followers
- **EMWD (2009):** 1,345 followers
- **IEUA (2013):** 605 followers
- **OCWD (2009):** 1,201 followers
- **SBVMWD (2019):** 37 followers
- **WMWD (2010):** 1,187 followers
TWITTER HIGHLIGHTS

• Averaged 13,458 impressions in 2018, 17,470 in 2019
• Followers all-time high of 1,135
• 4% increase since the previous year
• Notable followers: ACWA, Maven’s Notebook, NGWA, MWD
Followers
BRAND REFRESH
ORANGE COUNTY WATER DISTRICT IS SETTING THE PACE FOR NEW WATER MONITORING STANDARDS

Posted on May 20, 2019 by SAWPA
Water is necessary for survival, hygiene, and to maintain our yards, but cities also utilize water supplies for everyday uses that benefit their community in ways we never think about. Learn more on how cities use water at https://yourcalitantwater.org/.../08/24/how-do-cities-use-wa.../ #CAWater #TapWater
NEXT STEPS

BLOG TOPIC PLANNING
SOCIAL MEDIA CALENDARING
EVALUATION
QUESTIONS?