

Outreach and Media Summary



March- April 2021

OC SAN Public Affairs Office

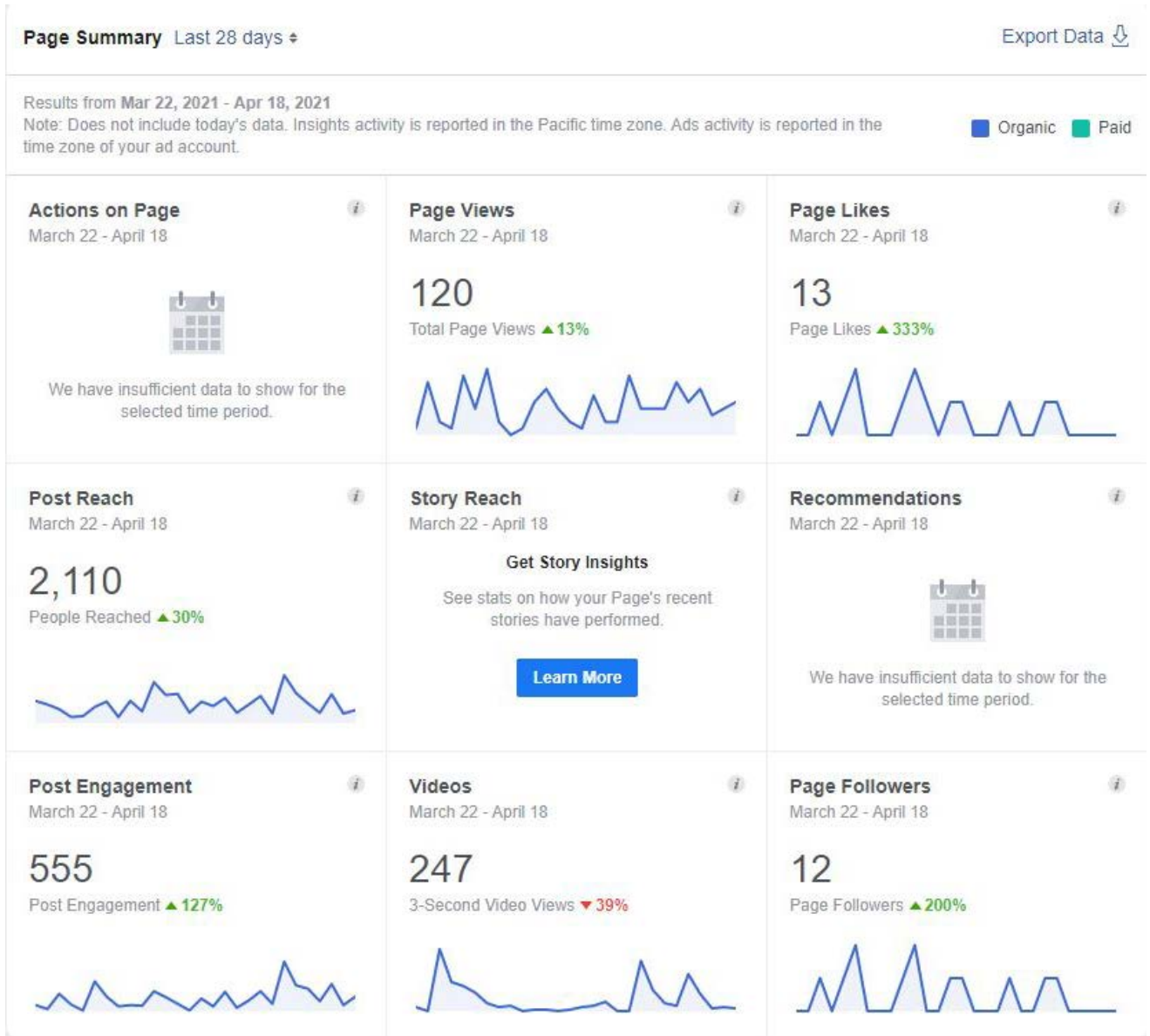
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Outreach Report April 2021

Date	Tours	Attendees	Tour Guide
04/7/2021	Irvine Virtual Tour	2	Jim Herberg
04/20/2021	Cypress City College	19	Pegah Behravan
04/22/2021	Servite High School	38	Dickie Fernandez
Date	Speaking Engagements/Events	Attendees	Presenter
03/30/2021	CWEA Women in Water	150	Violet Renick
04/22/2021	Anaheim Kiwanis Club	14	Daisy Covarrubias
04/19-04/22	YES Conference	6000	Dawn Myers, Cortney Light, Matthew Hirsch
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/Fullerton	4 notifications	8300	3 website posts / 2 text alerts
Newport Beach	1 notification	550	1 website post
FV/HB/CM	1 notification (newsletter)	1450	
Westminster			2 website posts / 3 text alerts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	1	315	
Board Member Talking Points	1	25	
Website Posts	12 posts	55 views	
Facebook	27 posts	4.5k people	
Twitter	33 tweets	11k people	
Instagram	18 posts	712 likes	
LinkedIn	8 posts	85 people	

Facebook Posts March- April 2021



Published	Post	Type	Targeting	Reach	Engagement
04/20/2021 9:00 AM	 If your pill organizer or medicine cabinet is starting to look like this.. it			18 	2 1 
04/19/2021 5:06 PM	 UPDATE: Streets will be restored and lanes opened up in the next few			44 	2 0 
04/19/2021 8:49 AM	 Ever wonder how water travels out of your home and down the drain? How			121 	5 6 
04/16/2021 9:00 AM	 If you haven't signed up for an #OCSanVirtualTour you're missing			299 	36 16 
04/14/2021 3:46 PM	 Construction alert for City of Anaheim- Municipal Government –			154 	1 10 
04/14/2021 1:34 PM	 A Special Board of Directors Meeting is coming up on April 21 at 2 p.m. to			56 	2 1 
04/14/2021 1:27 PM	It's all about having a plan, and OC San knows that very well. The Orange County			73 	3 1 
04/14/2021 9:00 AM	 #WaterWednesday. Protecting the environment has always been			113 	6 7 
04/12/2021 4:16 PM	 Construction Alert for City of Fullerton, CA Government. Nightwork			82 	1 1 
04/12/2021 9:00 AM	 Less than 2 weeks away! Make sure you submit your video submissions			139 	2 6 
04/10/2021 9:00 AM	 Siblings push each other to do better, that's exactly the type of relationship			163 	10 16 
04/09/2021 9:00 AM	 Bet you didn't know that April is #WeldingMonth. Bet you didn't know			727 	69 95 
04/08/2021 10:45 AM	 The OC San Administration Committee Meeting is on			51 	1 1 
04/07/2021 9:48 AM	 Many flush and forget, but you know who doesn't. Your pipes and			221 	10 17 
04/06/2021 4:32 PM	 April 12 at 4 pm is the next Legislative and Public Affairs			53 	1 0 
04/05/2021 4:45 PM	 Traffic restrictions have been lifted, thanks for your patience.			33 	0 0 
04/05/2021 2:58 PM	 Traffic alert for City of Anaheim- Municipal Government at State			106 	1 3 

04/05/2021 9:00 AM	 To the left, to the left. All your wipes go in the trash to the left. (Or right,			147		6 7	
04/03/2021 9:00 AM	 OC San has a variety of jobs open. Visit ocsan.gov/jobs to check them			185		2 5	
04/01/2021 4:31 PM	 Construction alert for City of Fullerton, CA Government at the			83		0 1	
04/01/2021 2:12 PM	 Don't miss out. The Operations Committee Meeting is happening			66		1 1	
04/01/2021 9:00 AM	 Your toilets clogged! Someone flushed down wipes. #AprilFools. We			216		4 11	
03/31/2021 1:17 PM				92		0 4	
03/30/2021 9:00 AM	 If you know a student in grades 6-12, make sure you tell them that OC San			604		13 25	
03/28/2021 9:00 AM	 #OCSan in the News. Today! Check out the water insert in today's OC			215		18 10	
03/27/2021 9:00 AM	 Wipes down the pipes are a serious PROBLEM! Don't believe us? Just			218		12 43	
03/26/2021 9:00 AM	 Heads up City of Westminster if you're driving through the			49		2 1	
03/24/2021 8:45 AM	 Still celebrating the WI! Our staff was so excited to hear that #OCSan had			111		16 12	
03/23/2021 2:08 PM	 Our deepest condolences to the Dalton and Garden Grove family for			173		6 5	

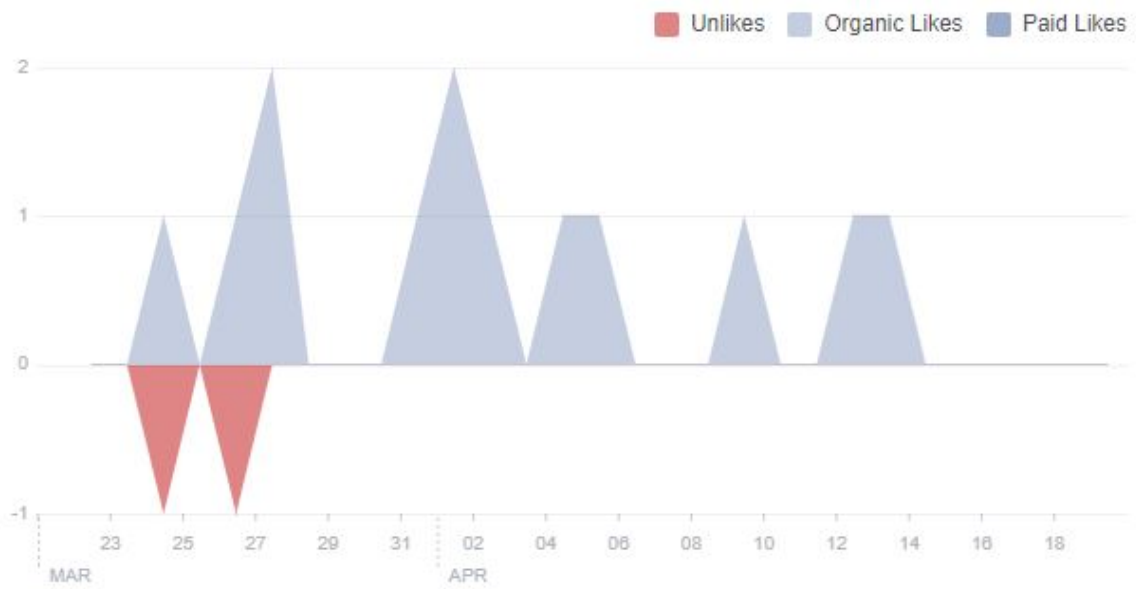
Graphs of Page Likes, Post Reach and Total Views for March - April 2021

Total Page Likes: 984



Page Likes

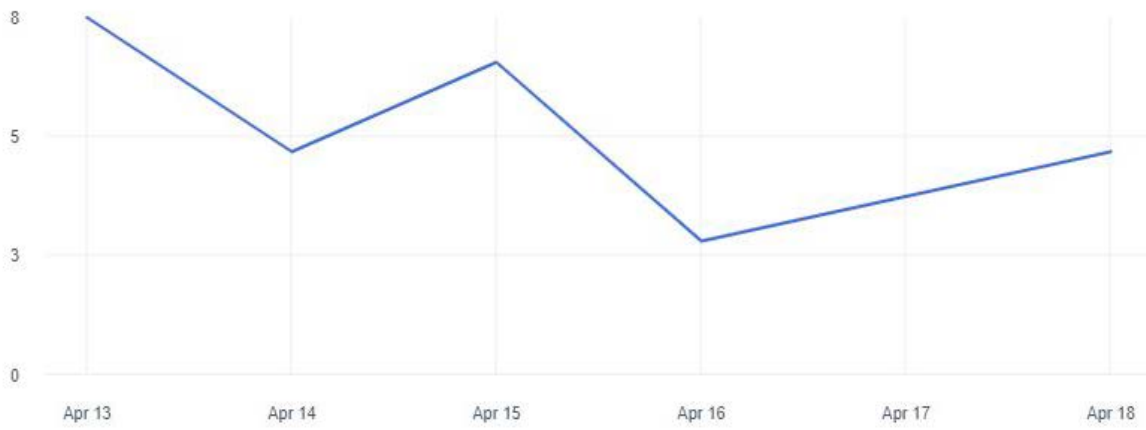
The number of organic Page likes, paid Page likes and unlikes.



Total Views By Section

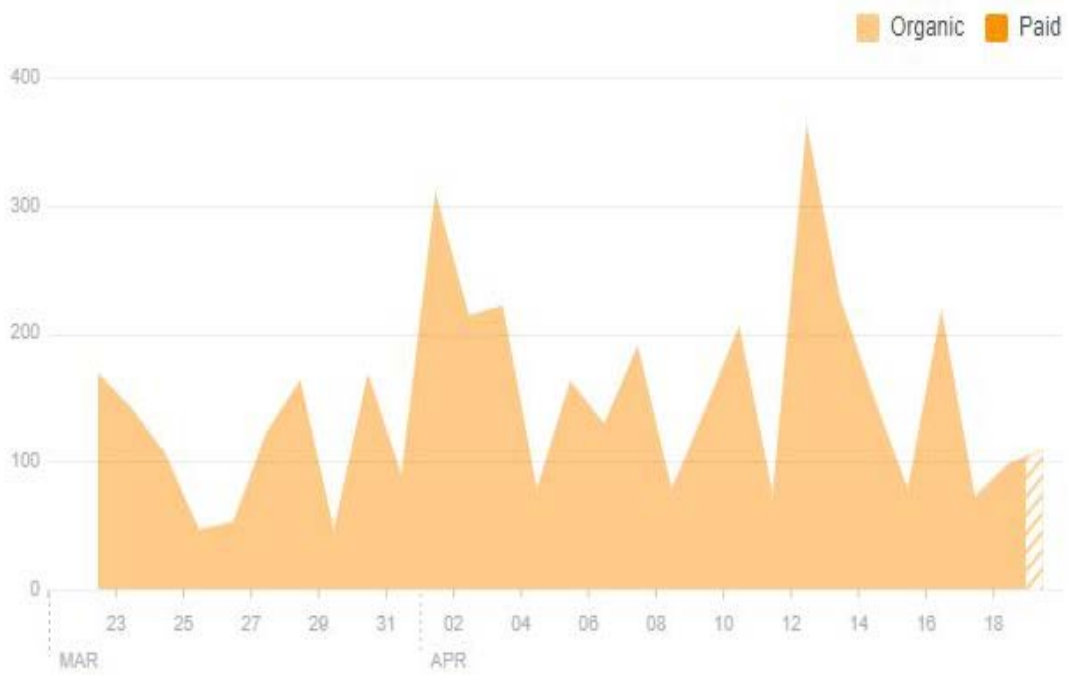


Total Views



Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



Twitter Posts March- April 2021

28 day summary with change over previous period



Apr 2021 • 18 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 931 impressions
To the left, to the left. All your wipes go in the trash to the left. (Or right, depending on where your trash can is.) Wipes should never go in the toilet and through the sewer system because they can cause a clog in your and our pipes. #W2F #3Ps
pic.twitter.com/qITFFjx3aj



👍 3 ❤️ 11

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 17 engagements

Costa Mesa Sanitary District
@CostaMesaSD · Apr 1

Ever wonder what happens to your trash after it gets picked up? How about the water that travels down your drains? Join us for our 2021 CEPA - a free video series of tours & presentations from @ocwaste, CR&R, @CityofCostaMesa, @IRWDnews, @OC SanDistrict, & @OCWDWaterNews.
pic.twitter.com/lcWochFw7E



👍 1 🗨️ 5 ❤️ 5

[View Tweet](#)

Top Follower followed by 337 people



Luke Schildt
@Lukeschildt2 FOLLOWS YOU

#rip to everyone that has died but isn't famous

[View profile](#)

Top media Tweet earned 358 impressions

Siblings push each other to do better, that's exactly the type of relationship OC San and OCWD has. On #SiblingsDay we want to give a shoutout to our sister agency for pushing us to do better for our community and letting us push them to do the same.
pic.twitter.com/MKhq6NGkNs



👍 1 🗨️ 1 ❤️ 3

[View Tweet activity](#)

[View all Tweet activity](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

APR 2021 SUMMARY

Tweets 16	Tweet Impressions 4,972
Profile visits 154	Mentions 3
New followers -1	

Mar 2021 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 398 impressions

Construction Alert for @WestminsterPIO and @SealBeachPolice Westminster Blvd. and Bolsa Chica intersection. Night work this Thursday and continuous weekend work starting this Friday – Monday. Go to ocsan.gov/Westminster for details. #OCSanConstruction pic.twitter.com/NdWjyJs6ln



🔗 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,307 people



Scott Coffin, Ph.D.
[@DrSCoffin](#) [follows you](#)

Environmental Toxicologist | Research Scientist
[@CAWaterBoards](#) | Microplastics, PFAS, Emerging Contaminants | RYT:200 ☐ | [@ToMExApp](#) Dev | #RStats | Views own

[View profile](#)

Top mention earned 14 engagements



Judith Marquez | The Grease Trapper

[@Innovare4Water](#) · Mar 3

On #InternationalWomensDay today, I'm making an impact in the world of wastewater at @OC SanDistrict in the #Legislative and #Political Affairs Cte mtg. Trailblazers have ideas worth mentioning to combat climate change, save \$\$, keep air and water clean! 1/ [twitter.com/OCSanDistrict/...](https://twitter.com/OCSanDistrict/)

👤 1 🍷 2

[View Tweet](#)

Top media Tweet earned 332 impressions

Today, on #EmployeeAppreciationDay we want to say THANK YOU to our employees for everything they do. Even when they are pooped, they keep going. pic.twitter.com/7xkvi6O37r



🍷 4

[View Tweet activity](#)

[View all Tweet activity](#)

MAR 2021 SUMMARY

Tweets
17


Tweet Impressions
6,707


Profile visits
340

Mentions
10

New followers
9

**Instagram Posts
March- April 2021**




ocsandistrict [Edit Profile](#) 

567 posts 1,194 followers 73 following

OC Sanitation District
The OC Sanitation District provides wastewater collection, treatment, and recycling for approx 2.6 million people in central & north Orange County.
[digitaleditiononline.com/publication/?m=62703&i=700123&p=8](https://www.digitaleditiononline.com/publication/?m=62703&i=700123&p=8)

POSTS IGTV SAVED TAGGED

It's Time!
Dispose of Expired Medication




Ever wonder what happens to wastewater after you flush?

Tune into our virtual Citizens Environmental Protection Academy (CEPA) to find out!


Earth Day
April 22 at 6 pm

Learn more at www.cmsdca.gov/cepa




When your teacher makes you choose


A two hour class lecture Join an OC San Virtual Tour



STATE COLLEGE SEWER CONSTRUCTION
Net Restoration
near to Broadway



OC&SAN
BEGINNING APRIL 15TH
LASTING APPROXIMATELY 11




RESOURCE NOT A WASTE


Use your TikTok, YouTube, and social media skills to help and create a 15-30 second video that fits the role of wastewater treatment.


AWARDS:
1st Place will receive \$100
2nd Place Winner's Choice Award \$50
3rd Place Winner's Choice Award \$25

BY ENTER:
Submit your 15-30 second video before 5:00 PM on the date of the contest.

STEPS OR ADDITIONAL INFORMATION:
1. Sign up for the contest on our website.
2. TO SUBMIT VIDEOS.









Things You Can Put Down The Toilet


PEC POOP TOILET PAPER





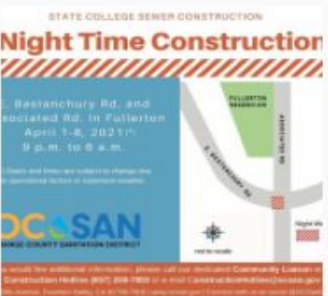
HIRING

- 01 Data Management Technician I
- 02 Source Control Inspector II
- 03 Electrical Technician I
- 04 Lead Electrical Technician
- 05 Senior Scientist



STATE COLLEGE SEWER CONSTRUCTION
Night Time Construction

Baselanchory Rd. and isolated Rd. in Fullerton
April 1-8, 2021
8 p.m. to 6 a.m.





RESOURCE NOT A WASTE

Use TikTok, YouTube, and social media skills to be and create a 15-59 second video that tells the role of wastewater treatment.

AWARDED:

- 1st place (1st year) \$200
- 2nd place (2nd year) \$150
- 3rd place (3rd year) \$100

ELIGIBLE:

Students at OCAGS (Orange County Agricultural High School) and OCAS (Orange County Agricultural School).

FOR MORE INFORMATION:

Visit www.ocsan.gov

OC & S



FRIDAY — **SATURDAY**
8 p.m. — midnight

Bolsa Chica / Westminster Intersection
Westminster Blvd. Sewer Project
www.ocsan.gov/Westminster

OC & SAN



MARCH 22

WORLD WATER DAY

LinkedIn Posts March- April 2021

Analytics

Last 30 day activity

256 ▼ 14%

Unique visitors

50 ▲ 13%

New followers

6K ▲ 199%

Post impressions

104 ▲ 181%

Custom button clicks

Visitor highlights

Data for the last 30 days 3/20/2021 - 4/19/2021

669 ▼ 21%

Page views

256 ▼ 14%

Unique visitors

104 ▲ 181%

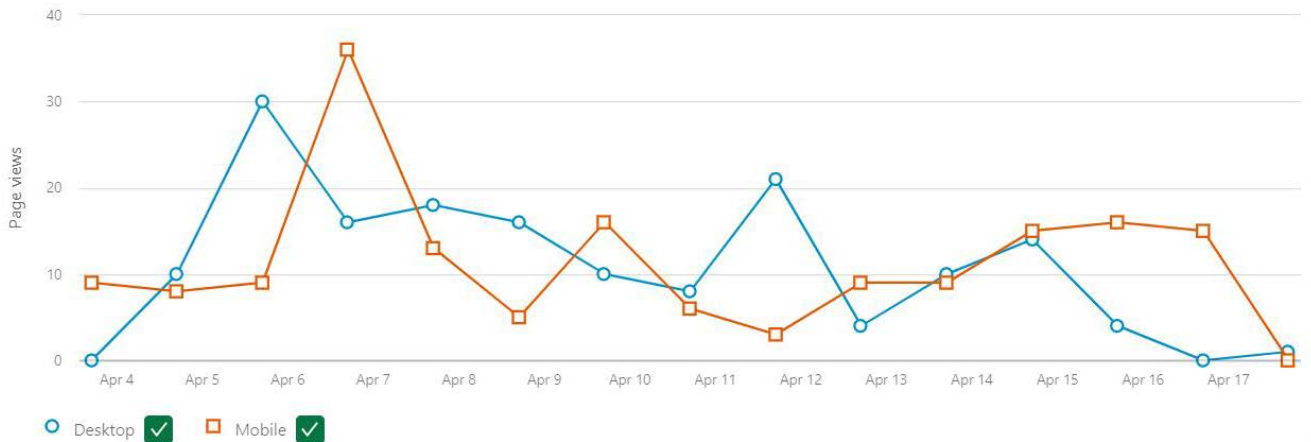
Custom button clicks

Visitor metrics

Time range: Apr 4, 2021 - Apr 18, 2021 | Page: All Pages | Metric: Page views

Aggregate desktop and mobile traffic

Off



Orange County Sanitation District
 3,125 followers
 1h · 🌐

Drug Take Back Day is April 24! Make sure you know where to dispose of those expired pills. [...see more](#)

Orange County Sanitation District
 3,125 followers
 1h · 🌐

👍 Like 🗨️ Comment

Be the first to react

Organic impressions: 38 impressions [Show stats](#)

Get more impressions by notifying coworkers. [Notify Employees](#)

Posted by Belen Camillo · 4/19/2021 · 🌐 Sponsor now ...

Orange County Sanitation District
 3,125 followers
 1d · 🌐

Ever wonder what happens to your trash after it gets picked up? How about the water that trickles out of your faucets and down your drains? Join the [Costa Mesa Sanitary District](#) and partner agencies for the CEPA [...see more](#)

CEPA IS GOING VIRTUAL!

Tune into the virtual Citizens Environmental Protection Academy (CEPA) to learn how local governments keep our community sustainable!

Earth Day
April 22 at 6 pm

Learn more at www.cmsdca.gov/cepa

👍 Like 🗨️ Comment

Be the first to comment on this

Organic impressions: 155 impressions [Show stats](#)

Get more impressions by notifying coworkers. [Notify Employees](#)

Posted by Belen Camillo · 4/14/2021 ...

Orange County Sanitation District
 3,125 followers
 1d · 🌐

It's all about having a plan, and OC San knows that very well. The Orange County Water Association highlighted our Asset Management Plan with our General Manager and Engineering Manager as guest star in the article. Check it out: <https://lnkd.in/gdnpR2X>

👍 1 comment

👍 Like 🗨️ Comment

Get more expressions by notifying coworkers.

Notify Employees

Posted by Belen Camillo · 3/25/2021 · Sponsor role

Orange County Sanitation District
3,125 Followers

Still celebrating the WI Our staff was so excited to hear that #OCSDan had more than one win from the Santa Ana River Basin Section of the California Water Environment Agency, CWEA (California Water Environment Association)



48 · 4 Comments

Like Comment

Video views: 726 total Show stats

Get more expressions by notifying coworkers.

Notify Employees

Posted by Belen Camillo · 3/25/2021 · Sponsor role

Orange County Sanitation District
3,125 Followers

CWEA (California Water Environment Association) Time to learn from #WomenInWater



30 YEARS WOMEN IN WATER

- 
Karoline Torrance
Facilities
CWEA 2021
- 
Marjorie Dyer Toney
CWEA
- 
Sylvia Rosario-Schryback
CWEA 2021
- 
Margie St. Pierre
CWEA 2021
- 
Jill Vossen
CWEA 2021

48 · 27

Like Comment

Article	Date	Resource	Link
The Role of Asset Management	28-Mar-21	CA Water	Orange County Water Association - 03-2021 OC San's Asset Management (ocwater.org)
CMSD Launches Virtual Citizens Environmental Protection Academy April 22	28-Mar-21	LA Times Daily Pilot	https://www.latimes.com/socal/daily-pilot/news/story/2021-03-26/around-town-laguna-playhouse-laguna-beach-pride-365-partner-importance-of-being-ernest
OC Sanitation District Video Contest - A Resource is Not a Waste	3-Apr-21	City of Placentia	http://placentia.org/CivicAlerts.aspx?AID=813
Wastewater Has the Best Green Jobs Workers Don't Know About	7-Apr-21	Governing.com	https://www.governing.com/work/Wastewater-Has-the-Best-Green-Jobs-Workers-Dont-Know-About.html
Seismic Evaluation	13-Apr-21	Water World	https://www.waterworld.com/water-utility-management/article/14199568/seismic-evaluation
Orange businessman indicted for dumping toxins into sewer for 3 years	15-Apr-21	OC Register	https://www.oregister.com/2021/04/15/orange-businessman-indicted-for-dumping-toxins-into-sewer-for-3-years/