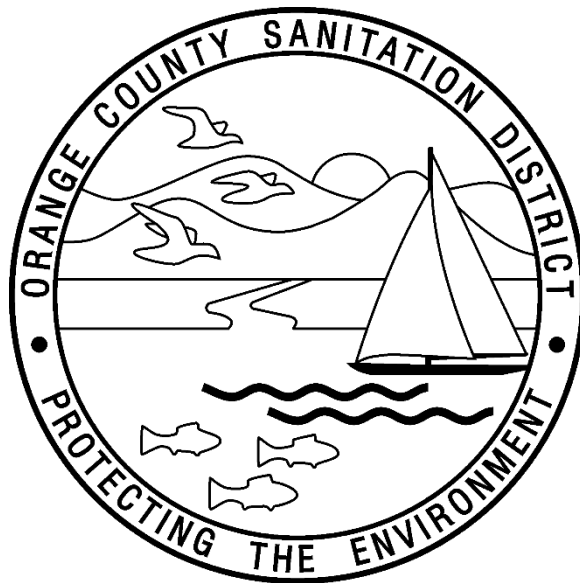


Outreach and Media Summary



February 2020

OCSD Public Affairs Office

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Outreach Report February 2020

Date	Event	Attendees
1/28/20	New Employee/Open Tour	7
1/28/20	Construction Network Event	200
1/29/20	Japan Delegation Tour	11
1/30/20	International Exec. Council Tour	17
2/4/20	Home School Group Tour	23
2/4/20	MWD/City of Fullerton Staff Tour	8
2/6/20	Mc Pherson Magnet School Sciece Fair	50
2/6/20	Operator Class Tour	15
2/8/20	Nelson Academy tour P2	9
2/18/20	WEROC Tour	8
2/19/20	CSUF Nursing Tour	13
2/20/20	McBride Career Day	30
2/21/20	HBHS Tour	30
2/25/20	Santiago HS Tours	60
2/27/20	CSUF Nursing Tour	26
2/28/20	HBHS Tour	30
2/28/20	P2 Neighbor Tour	8

Facebook Posts

February 2020

Page Summary Last 28 days ↕

Export Data 

Results from Jan 24, 2020 - Feb 20, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

January 24 - February 20

1

Total Actions on Page ▲ 100%



Page Views

January 24 - February 20

423

Total Page Views ▼ 10%



Page Previews

January 24 - February 20

17

Page Previews ▲ 0%



Page Likes

January 24 - February 20

3

Page Likes ▼ 56%



Post Reach

January 24 - February 20

1,187

People Reached ▼ 14%



Story Reach

January 24 - February 20

Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

Recommendations

January 24 - February 20



We have insufficient data to show for the selected time period.

Post Engagement

January 24 - February 20

562

Post Engagement ▲ 7%



Videos

January 24 - February 20

625

3-Second Video Views ▲ 565%



■ Reach: Organic / Paid ▼
■ Post Clicks ■ Reactions, Comments &

Published	Post	Type	Targeting	Reach	Engagement
02/20/2020 8:57 PM	 The moment when an OCSD engineer, on #EngineersWeek , goes			61 ■	8 4 ■ ■
02/20/2020 1:27 PM	 Less than a week away! Join us on Wednesday, Feb.26, at our Steering			55 ■	0 0 ■ ■
02/19/2020 10:55 AM	 Imagine engineering a system that successfully and thoroughly recycles			577 ■	78 69 ■ ■
02/18/2020 12:00 PM	 Did you know that a leaky toilet might not sound like a big deal, but it can			215 ■	7 7 ■ ■
02/17/2020 8:00 AM	 Reminder that we are closed today celebrating all of our wonderful			132 ■	0 2 ■ ■
02/15/2020 9:00 AM	 We are celebrating the Presidents on Monday so our Administrative offices			146 ■	3 5 ■ ■
02/14/2020 11:06 AM	 Stop by this Wednesday at 5 P.M. for our Administration Committee			112 ■	7 4 ■ ■
02/11/2020 9:00 AM	 Just a friendly reminder that our Administrative offices are closed			179 ■	10 6 ■ ■
02/07/2020 12:00 PM	 We are proud of our past in Orange County. Take a look at this invitation			205 ■	15 16 ■ ■
02/05/2020 9:00 AM	 Just now jumping on the bandwagon. Check out the many faces of OCSD!			271 ■	18 31 ■ ■
02/04/2020 1:19 PM	 Join us for OCSD's Operations Committee meeting tomorrow night			133 ■	1 5 ■ ■
02/02/2020 10:00 AM	 It's Super Bowl Sunday!!! At OCSD we might as well call it Flush Bowl			390 ■	17 18 ■ ■
01/31/2020 9:00 AM	 Did you know that throughout our treatment processes we rely on the			218 ■	5 11 ■ ■
01/30/2020 3:30 PM	 Construction Alert for City of Anaheim- Municipal Government -			171 ■	2 5 ■ ■
01/29/2020 12:00 PM	 It's Wednesday, which means it's time for OCSD's Wastewater Word of			155 ■	8 9 ■ ■

01/28/2020 12:00 PM	 Here's something you didn't know you needed, a #ToiletTipTuesday.			199		10 11	 
01/25/2020 9:00 AM	 Happy #LunarNewYear. This is the #YearOfTheRat and according to the			180		4 9	
01/24/2020 9:00 AM	 On #NationalComplimentDay we'd like to acknowledge and thank the			136		2 4	
01/24/2020 6:00 AM	 One of the perks of working at a 24-hour wastewater treatment			283		24 33	 
01/22/2020 5:28 PM	 Traffic alert in City of Anaheim- Municipal Government for			190		6 4	 
01/22/2020 2:41 PM	 Today at the California Association of Sanitation Agencies Conference, our			209		9 13	 
01/22/2020 11:13 AM	 This week, OCSD employees and OCSD's Board Chair are attending			156		5 7	 
01/21/2020 12:00 PM	 Tomorrow at Plant No. 1 our Steering Committee and Board meeting will			125		6 3	 
01/21/2020 10:14 AM	 We know, we know. We're a week late in congratulating the #GWRS for			136		4 7	 

Twitter Posts February 2020

28 day summary with change over previous period



Feb 2020 • 20 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,358 impressions
It's Super Bowl Sunday!!! At OCSD we might as well call it Flush Bowl because today is one of our peak flow days. When you hit the restroom during the commercial breaks, make sure you keep in mind #what2flush... pee, poop, and paper. Nothing more.
ocsd.com #ocsd pic.twitter.com/aCvNEjgpA
1

Top mention

Isle Utilities @isleutilities · Feb 7
And then we visited @OCSEwers yesterday for our 28th Western Wastewater TAG! It was a great week catching up with our members and hearing about new technologies!
#watertech #watertechinnovation #wastewater #wastewatertech pic.twitter.com/d73Lxvrkzn



1 2
View Tweet

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

FEB 2020 SUMMARY

Tweets 9	Tweet Impressions 6,141
Profile visits 39	Mentions 3
New followers 1	

Top Follower



...Hazel...Vizion...
@hazelvizion follows you

The first thing that we know about ourselves is our imperfection. Simone Weil, philosopher

View profile

Top media Tweet

earned 806 impressions
Imagine engineering a system that successfully and thoroughly recycles most of OC's wastewater. Our Engineers did THAT. Happy #EngineersWeek #OCSDatWork pic.twitter.com/RMpNJW4fj9



3 12

View Tweet activity View all Tweet activity

Instagram Posts February 2020

The screenshot shows the Instagram profile for 'OCsewers'. The profile header includes the OC Sanitation District logo, the name 'OCsewers', and statistics: 309 posts, 820 followers, and 56 following. The bio states: 'OC Sanitation District. The OC Sanitation District provides wastewater collection, treatment, and recycling for approx 2.6 million people in central & north Orange County. www.ocsd.com'.

The main content area displays a grid of 21 posts:

- Post 1:** A photo of a meeting with the text 'CITY OF ANAHEIM' and 'Visit ocsd.com/StateCollege for more project information.'
- Post 2:** A photo of a man in a white shirt looking down.
- Post 3:** A blue graphic for 'HAPPY Presidents' DAY' with the text 'Our offices will be CLOSED on Monday FEBRUARY 17, 2020'.
- Post 4:** A graphic for 'LINCOLN'S BIRTHDAY' with the text 'This day our offices will be CLOSED on Wednesday FEBRUARY 12, 2020'.
- Post 5:** A photo of a wastewater treatment facility.
- Post 6:** A graphic with social media icons for LINKEDIN, FACEBOOK, INSTAGRAM, and TINDER.
- Post 7:** A photo of a sign that reads 'Operations Committee Meeting Boardroom' with an arrow pointing right.
- Post 8:** A photo of a wastewater treatment tank with a scale on the side showing 600 and 200.
- Post 9:** A graphic for 'MAJOR NIGHTWORK' with the text 'Thanking January 31 and Friday, January 31, 2020 7:00 AM - 7:00 PM'.
- Post 10:** A photo of a wastewater treatment facility.
- Post 11:** A graphic of a toilet character with the text 'TREAT ME RIGHT.'
- Post 12:** A red graphic for 'Happy Lunar New Year' featuring a golden rat.
- Post 13:** A graphic with the text 'THANK YOU! YOU'RE THE BEST'.
- Post 14:** A photo of a city skyline at night.
- Post 15:** A photo of a presentation slide.
- Post 16:** A graphic for '2020 VISION THE NEXT GENERATION'.
- Post 17:** A graphic with the text 'G W R S' and 'EXCLUSIVITY WITHIN REACH'.

Article	Date	Resource	Link
Public Officials are Obligated to be Transparent	Jan. 24, 2020	Surf City Voice	https://www.surfcityvoice.com/2020/01/24/public-officials-are-obligated-to-be-transparent/
Does the Wet Suit You	Jan. 31, 2020	Laguna Beach Independent	https://www.lagunabeachindy.com/does-the-wet-suit-you-94/
Poseidon was Delaying its Own Desal Project in 2008: Looking Back	Feb. 6, 2020	Surf City Voice	https://www.surfcityvoice.com/?s=Poseidon+was+Delaying+its+Own+Desal+Project+in+2008%3A+Looking+Back
Garbage In + Gospel Out = Poseidon's Desal Price Predictions: Looking Back to 2018	Feb. 16, 2020	Surf City Voice	https://www.surfcityvoice.com/2020/02/16/garbage-in-gospel-out-poseidons-desal-price-predictions-looking-back-to-2018/