

Outreach and Media Summary



February 2022

O C S A N P u b l i c A f f a i r s O f f i c e

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Outreach Report February 2022

Date	Tours	Attendees	Tour Guide
02/17/2022	Oak Park High School	31	Anthony Pimental
02/17/2022	Oak Park High School	30	Mike Zedek
Date	Speaking Engagements/Events	Attendees	Presenter
03/03/2022	American Council of Engineering Companies – Orange County Chapter	*50	Dean Fisher/ Raul Cuellar
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim		40	1 text alert
Los Alamitos/ Seal Beach/ Rossmoor	1 printed notification	12,500	1 website post/ 2 text & email alerts
Westminster		100	2 website posts / 1 text alerts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One	216	
Board Member Talking Points	One	50	
Website Posts	8 Posts	133 views	
Facebook	16 posts	4k reached	
Twitter	12 tweets	2.7k reached	
Instagram	13 posts	2.4k reached	
LinkedIn	3 posts	1.6k reached	


*These events have not occurred at time of this report, therefore # of attendees is estimated.

Page Overview

Discovery

 Post reach	2,976
 Post engagement	444
 New Page Followers	4

Interactions

 Reactions	137
 Comments	30
 Shares	20
 Photo Views	38
 Link Clicks	34

Posts

Last 90 Days

Date ▾



Today we wanted to highlight GWRs! OC San partners with @OCWDnews on the Groundwater Replenishment System (GWRs) which goes through a three-step advanced...

Wed, Feb 23

Post Reach 32 Engagement 0



This week we celebrate #EngineersWeek so its only right to showcase the work our engineers do. OC San's Capital Improvement Program allows us to create, refurbish, and...

Tue, Feb 22

Post Reach 79 Engagement 5



This week we celebrate Engineer's Week so its only right to showcase the work our engineers do. OC San's Capital Improvement Program (CIP) allows us to create, refurbish,...

Tue, Feb 22

Post Reach 187 Engagement 26



OC San is happy to announce that Riaz Moinuddin is the new Director of Operations and Maintenance. Riaz is responsible for the 24-hr operations and maintenance of the regional...

Thu, Feb 17

Post Reach 168 Engagement 51



Did you know our Ocean Monitoring Program regularly checks the water, sediment quality and marine life within 35 square miles of ocean? That's the size of the city of Santa...

Wed, Feb 16

Post Reach 72 Engagement 9



Need last minute plans this valentine's day?! Take a virtual tour of OC San with your plus one, on a romantic virtual getaway through our wastewater facilities!

Mon, Feb 14

Post Reach 177 Engagement 9



Having a super bowl feast today? Remember to enjoy the game, have fun with friends, and to avoid throwing Fats, Oil, and Grease down your drain when disposing of all those...

Sun, Feb 13

Post Reach 93 Engagement 2



#WomanInScience. #WomanDoingScience. Woman Doing Science At OC San. We couldn't be more proud to have all these smart and powerful women being a part of our team....

Fri, Feb 11

Post Reach 190 Engagement 45



Day work is starting this Monday on the Los Alamitos Trunk Sewer Project. To view the full details visit ocsan.gov/LosAlamitos City of Los Alamitos Rossmoor...
Thu, Feb 10

Post Reach **75** Engagement **2**



Our offices will be closed on Friday, February 11 in observance of Lincoln's Birthday. In case of emergency call: (714)962-2411
Thu, Feb 10

Post Reach **123** Engagement **10**



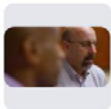
We're always adding new employment opportunities to our jobs page. Make sure to visit ocsan.gov/jobs to view all the current openings or leave a job interest card.
Wed, Feb 9

Post Reach **201** Engagement **15**



Construction is moving along smoothly and work continues to progress. For details visit ocsan.gov/LosAlamitos City of Los Alamitos Rossmoor Rossmoor Community Services...
Mon, Feb 7

Post Reach **1428** Engagement **35**



Our version of a #MovieMonday . Today we're highlighting the importance and function of our budgetary process! Efficiently managing our budgetary recourses here at OC...
Mon, Feb 7

Post Reach **524** Engagement **80**



Did you hear the news? OC San is implementing a new technology from 374Water! An AirSCWO system will be installed which will help treat raw primary and secondary...
Thu, Feb 3

Post Reach **249** Engagement **22**



So many chances to get involved! The Operations Committee Meeting is happening today at 5 pm. The Legislative and Public Affairs Committee Meeting is...
Wed, Feb 2

Post Reach **73** Engagement **4**



Hot Off The Press....the winter issue of the OC San Connection Newsletter is here. Get the latest news on what OC San is doing throughout the service area. Check it out ...
Tue, Feb 1

Post Reach **306** Engagement **23**

Twitter Posts February 2022

28 day summary with change over previous period



Feb 2022 • 22 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 481 impressions

Did you hear the news? OC San is implementing a new technology from 374Water! An AirSCWO system will be installed which will help treat raw primary and secondary sludge, biosolids, and food waste. To learn more, visit 374water.com/technology pic.twitter.com/IFyjxUeT22



1 2

View Tweet activity

View all Tweet activity

Top Follower followed by 2,158 people



Supervisor Don Wagner 
@DonWagnerCA [FOLLOWS YOU](#)

Orange County Supervisor, representing over 630,000 diverse residents in the Third District. Husband and father. Practicing attorney. Go [@UCLA](#)

View profile

Top mention earned 9 engagements

 **Children's Water Education Festival**
@ocwaterfest · Feb 7

Thank you Festival sponsors [@NWRWater](#), [@MesaWater](#), [@OCSanDistrict](#), [@YLWD](#), [@RutanTucker](#), Dopudja & Wells Consulting, Orange County's Credit Union, & Pacific Hydrotech! Learn how you can sponsor this year's Festival at childrenwaterfestival.com. pic.twitter.com/EMFmP7xYJg

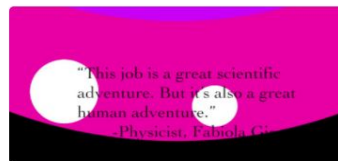


1

View Tweet

Top media Tweet earned 191 impressions

[#WomanInScience](#). [#WomanDoingScience](#). Woman Doing Science At OC San. We couldn't be more proud to have all these smart and powerful women being a part of our team. [#womaninscienceday2021](#) pic.twitter.com/7NZRtyOfcb



1 4

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

FEB 2022 SUMMARY

Tweets 12	Tweet impressions 2,710
Profile visits 907	Mentions 3
New followers 4	

**Instagram Posts
February 2022**

ocsandistrict Edit Profile

759 posts 1,241 followers 83 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.
youtu.be/9rEOR8DQ34I

POSTS VIDEOS SAVED TAGGED

MEET OC SAN PARTNER
G W R S
WASTEWATER REUSE SYSTEMS

Riaz Moinuddin
Director of Operations and Maintenance

OCEAN MONITORING PROGRAM

OUT OF IDEAS?
SIGN UP FOR A VIRTUAL TOUR AT [OCSAN.GOV/TOURS](https://ocsan.gov/tours)

SUPERBOWL SUNDAY
Today and every day, Remember to dispose of leftovers responsibly. Fats, Oils and Grease belong in the trash, not the drain.

LOS ALAMITOS TRUNK SEWER PROJECT
DAY WORK STARTING
Construction Hotline: 714.378.2965

IN OBSERVANCE OF ABRAHAM LINCOLN'S BIRTHDAY
OUR OFFICES WILL BE CLOSED FRIDAY, FEBRUARY 11TH 2022

WE ARE HIRING!
Maintenance Specialist (Mechanical / Electrical)
Instrumentation Technician II
APPLY AT: [OCSAN.GOV/JOB](https://ocsan.gov/jobs)

OC San to Deploy First Commercial-Scale AirSCWO System

community newsletter
No Wipes in the Pipes
When it comes to keeping our sewer lines clean, there's one thing you should never do: flush wipes. Even so-called "flushable" wipes can cause blockages and backups in our sewer lines. To help protect our infrastructure, we're asking everyone to stop flushing wipes. Instead, please dispose of them in the trash. For more information, visit ocsan.gov/no-wipes.

LinkedIn Posts
February 2022

Analytics

Last 30 day activity

505 ▼ 5.3%

Search appearances 

Last 7 days

235 ▲ 24.3%

Unique visitors

37 ▲ 54.2%

New followers

2.6K ▼ 32.5%

Post impressions

[Start a post](#)

9 ▼ 40%

Custom button clicks



Orange County Sanitation District

3,521 followers

2w •

Did you hear the news? OC San is implementing a new technology from 374Water! An AirSCWO system will be installed which will help treat raw primary and secondary sludge, biosolids, and food waste. To learn more about ...see more



Orange County Sanitation District

3,521 followers

1d • Edited •

This week we celebrate Engineer's Week so its only right to showcase the work our engineers do. OC San's Capital Improvement Program (CIP) allows us to create, refurbish, and renew our infrastructure to make sure they conti ...see more

Working...

login.microsoftonline.com



OC&SAN Orange County Sanitation District
3,521 followers
2h • 🌐

OC San is happy to announce that Riaz Moinuddin is the new Director of Operations and Maintenance. Riaz is responsible for the 24-hr operations and maintenance of the regional sewer system. Learn more at www.ocsan.gov



🌐 3

1 comment

Article	Date	Resource	Link
What our poop is telling us about the omicron surge	27-Jan-22	OC Register	https://www.ocreger.com/2022/01/27/what-our-poop-is-telling-us-about-the-omicron-surge/
OC San and 374Water Enter into an Agreement to Deploy the First Commercial-Scale AirSCWO System	1-Feb-22	Digital Journal	https://www.digitaljournal.com/pr/oc-san-and-374water-enter-into-an-agreement-to-deploy-the-first-commercial-scale-airscwo-system#ixzz7Jg4tiMwv
Los Alamitos Newsletter - OC San Construction	4-Feb-22	Los Alamitos Newsletter	https://www.ocsan.gov/home/showdocument?id=32544&t=637812824903539674
Massive Santa Monica Bay sewage spill likely caused by human error, equipment failure	7-Feb-22	LA Times	https://www.latimes.com/california/story/2022-02-11/human-error-equipment-failures-caused-hyperion-sewage-spill
Los Alamitos Newsletter - OC San Construction	11-Feb-22	Los Alamitos Newsletter	https://www.ocsan.gov/home/showdocument?id=32548&t=637812825471827520
Orange County Sanitation District California : Westminster Sewer Construction Update	15-Feb-22	The Press Release Engine	https://thepressreleaseengine.com/Westminster+Sewer+Construction+Update+February+15+2022-Inid2022-5477-307802
Los Alamitos Newsletter - OC San Construction	18-Feb-22	Los Alamitos Newsletter	https://www.ocsan.gov/home/showdocument?id=32546&t=637812825451826527
O.C. Sanitation District names new director of operations	19-Feb-22	LA Times	https://www.latimes.com/socal/daily-pilot/news/story/2022-02-18/around-town-safe-beach-day-website-launched-for-huntington-beach-residents-visitors
35,000-gallon sewage spill closes Newport Bay waters	21-Feb-22	OC Register	https://www.ocreger.com/2022/02/21/35000-gallon-sewage-spill-closes-newport-bay-waters/
Sewage Leak Causes Orange County Beaches Closure	21-Feb-22	ABC 7	https://abc7.com/newport-beach-sewage-spill/11586709/