

Outreach and Media Summary



April 2022

OC San Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 2
TWITTER POSTINGS	PAGE 5
INSTAGRAM POSTINGS.....	PAGE 6
LINKEDIN POSTINGS.....	PAGE 8
NEWS ARTICLES.....	PAGE 13



Outreach Report April 2022

Date	Tours	Attendees	Tour Guide
04/08/2022	Chair Withers/and Director Gallagher	2	Jim Herberg
04/14/2022	Director Brooke Jones	2	Jim Herberg
04/22/2022	Director Andrew Nguyen	2	Jim Herberg
Date	Speaking Engagements/Events	Attendees	Presenter
04/06/2022	Utility Exec Peer to Peer on Large Scale Battery Storage	20	Jim Herberg
04/21/2022	WEF Conference Presentation on Collections System	*200	Dickie Fernandez
04/25/2022	Children's Water Festival	*6000	
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Project Update		1 website alert
Fountain Valley	Project Update		1 website alert
Los Alamitos/ Seal Beach	Project Update		1 website post/ 1 text alert
Westminster	Project Update – night work notification		2 website post / 3 text alert
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One	216	
Board Member Talking Points	One	50	
Website Posts	10 posts	423 views	
Facebook	23 posts	16k reached	
Twitter	19 tweets	5.2k reached	
Instagram	17 posts	5.7k reached	
LinkedIn	7 posts	4 k reached	

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

Page Overview

Discovery

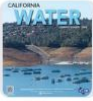









 Post reach	14,228
 Post engagement	606
 New Page Followers	6

Interactions

 Reactions	159
 Comments	21
 Shares	20
 Photo Views	78
 Link Clicks	102

Posts

Last 90 Days Date ▾

	OC San has joined other local agencies throughout the county in a California Water supplemental educational insert in the OC Register. Click here to view:... Wed, Apr 20	Post Reach 27	Engagement 1
	Lets talk about FOG baby, lets talk about Fats and Grease. (And Oils). Just a friendly OC San reminder that #FOG SHOULD NOT be put down your drain. #FOGClogs Tue, Apr 19	Post Reach 48	Engagement 11
	Night work starts tomorrow night in City of Westminster. Visit www.ocsan.gov/Westminster for details. Mon, Apr 18	Post Reach 550	Engagement 55
	A lot of our programs are run by volunteers. Our tour guides, public speakers and the team members you see at event booths, they're all OC San employees who volunteer their... Sun, Apr 17	Post Reach 194	Engagement 16
	There is still time to register for the first series of the Wastewater 101 - Citizens Academy. Visit ocsan.gov/wastewater101 to register. Sat, Apr 16	Post Reach 145	Engagement 9
	Shine Bright like a Diamo..... Welder. For #NationalWelderMonth We are showing off our highly experienced welders. Check out our stories throughout the... Fri, Apr 15	Post Reach 327	Engagement 43
	Congratulations to Raul Cuellar on his promotion to Engineering Manager in the Construction Management Division. To learn more about him and his experience visit... Thu, Apr 14	Post Reach 15	Engagement 38
	Yay to us for recently receiving the Honor Award for Optimized Odor Control and Cleaning in Sewer System from the American Academy of Environmental Engineers and... Wed, Apr 13	Post Reach 365	Engagement 51
	OC San lab named first California public laboratory to receive accreditation to detect PFAS in wastewater. What does that mean for OC San? Visit ocsan.gov to find out. Tue, Apr 12	Post Reach 41	Engagement 16
	Teamwork makes the dream work and an essential part of that team are our interns! They come from all sorts of educational backgrounds and schools. It just felt right to... Mon, Apr 11	Post Reach 321	Engagement 43



Orange County Sanitation District created a class.
Mon, Apr 11

Post Reach Engagement
0 --



Construction work is coming to the City of Seal Beach. Visit ocsan.gov/losalamitos for more info @sealbeachpolice
Sat, Apr 9

Post Reach Engagement
128 5



The secret is out! OC San is holding a Virtual Wastewater 101-Citizens Academy and it was made specifically for you. To register for this FREE Academy visit...
Fri, Apr 8

Post Reach Engagement
11720 84



A Special Board of Directors Meeting is happening on March 13 at 4:30 p.m. It will be followed by the Administration Committee Meeting at 5 p.m. Click here to view the agenda:
Thu, Apr 7

Post Reach Engagement
100 8



Don't get caught flushing wipes down the pipes. Remember that #MomKnowsBest and that only Pee, Poop and Toilet Paper belongs in the toilet. #WipesAreTrash #3Ps
Wed, Apr 6

Post Reach Engagement
118 16



Wondering what constructions projects are happening around OC? Visit ocsan.gov/construction to learn about the regional sewer upgrades OC San is working on....
Mon, Apr 4

Post Reach Engagement
120 3



The Legislative and Public Affairs Committee Meeting is happening on April 11 at 4 p.m. Click here to view the agenda:
Mon, Apr 4

Post Reach Engagement
34 0



Starting April right with some action shots of the first grade beam an pile cap concrete pour at the site of our new Headquarters Building in Fountain Valley. #OCSanAtWork
Fri, Apr 1

Post Reach Engagement
246 33



The Operations Committee Meeting is happening on April 6 at 5 p.m. Click here to view the agenda:
Wed, Mar 30

Post Reach Engagement
59 0



If you're an educator in the area. Check this event out and see how you and your class can get involved.
Tue, Mar 29

Post Reach Engagement
147 12



More OC San career opportunities have been added! Check out ocsan.gov/jobs to apply. #CareersInWastewater #OCSanJobs
Tue, Mar 29

Post Reach Engagement
841 22



The latest and greatest on the Los Alamitos Trunk Sewer Project. Construction on Northbound Los Alamitos Blvd. at Bradbury Rd from 8:30am - 5pm. Details at...
Fri, Mar 25

Post Reach Engagement
116 1



Interested in working for a wastewater treatment plant? Apply to one of our open positions at ocsan.gov/jobs
Thu, Mar 24

Post Reach Engagement
455 44

Twitter Posts April 2022

28 day summary with change over previous period



Apr 2022 • 19 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,415 impressions

OC San lab named first California public laboratory to receive accreditation to detect PFAS in wastewater. What does that mean for OC San? Visit ocsan.gov to find out. pic.twitter.com/p2Hs7Wwee5J



↩️ 2 ↻️ 3 ❤️ 16

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 3,840 people



Jimmy Bernot, PhD 🇸🇪 🇩🇪

@JimmyBernot FOLLOWS YOU

Marine Biologist | NSF postdoc @NMNH, @Senckenberg & @NHM_London working on crustacean genomics, parasite evolution & copepod taxonomy #TeamInvert he/him

[View profile](#)

Top mention earned 18 engagements

374Water
@374Water · Apr 14

Excellent feature with @csENGINEERmag about our work with @OCSanDistrict! lnkd.in/dJumh2Rr \$SCWO #engineering #scwo #water #pfas

🔁 4 ❤️ 5

[View Tweet](#)

Top media Tweet earned 1,172 impressions

Don't get caught flushing wipes down the pipes. Remember that #MomKnowsBest and that only Pee, Poop and Toilet Paper belongs in the toilet. #WipesAreTrash #3Ps pic.twitter.com/vf7ZM9fwaQ



❤️ 1

[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 2022 SUMMARY

Tweets	Tweet impressions
16	4,742
Profile visits	Mentions
1,124	5
New followers	
-1	

**Instagram Posts
April 2022**



ocsandistrict Edit Profile ⚙️

793 posts 1,259 followers 82 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.
ocsan.gov

POSTS VIDEOS SAVED TAGGED

CALIFORNIA
WATER
ORANGE COUNTY 2022





CELEBRATING OC SAN
VOLUNTEERS
WE THANK YOU ALL!



**Wastewater 101
Citizens Academy**

COMING MAY 2022





ENGINEERING MANAGER



RAUL CUELLAR

HONOR AWARD

AMERICAN ACADEMY
OF ENVIRONMENTAL ENGINEERS & SCIENTISTS

**OPTIMIZED ODOUR CONTROL AND CLEANING
IN SEWER SYSTEM**



**1ST CALIFORNIA PUBLIC
LAB TO RECEIVE
ACCREDITATION
TO DETECT PFAS IN
WASTEWATER**





- Marilyn - IT Intern
Computer Information Systems
CIO Perrine
- Kathryn - Operations Intern
Civil & Environmental Engineering
CIO Perrine
- Maria - Public Affairs Intern
Graphic Design
CIO Perrine
- Ruby - Planning Intern
Civil Engineering
CIO Long Beach

**Manhole Work
Starting Sunday, April 10
In the City of Seal Beach**

Los Alamitos Trunk Sewer Project



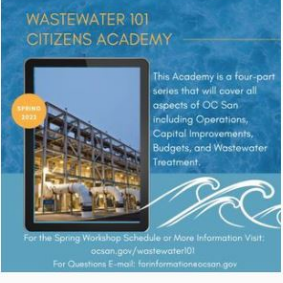
For more info:
ocsan.gov/LosAlamitos
(714) 378-2965

**WASTEWATER 101
CITIZENS ACADEMY**



This Academy is a four-part series that will cover all aspects of OC San including Operations, Capital Improvements, Budgets, and Wastewater Treatment.

For the Spring Workshop Schedule or More Information Visit:
ocsan.gov/wastewater101
For Questions E-mail: faa@ocsan.gov



Learn about OC San's Current and Upcoming Construction Projects!

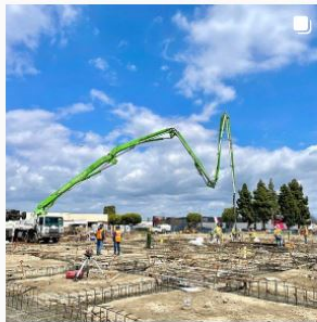
Visit ocsan.gov/construction

Capital Improvement Program

Orange County Sanitation District

CONSTRUCTION

Construction Map
Current Construction



WE ARE HIRING

- STUDENT INTERN (PUBLIC AFFAIRS)
- SOURCE CONTROL INSPECTOR II
- ENGINEER
- SENIOR ENVIRONMENTAL SPECIALIST (OCEAN MONITORING)

OC SAN
ORANGE COUNTY SANITATION DISTRICT

**MANHOLE WORK
STARTING MONDAY, MARCH 28**

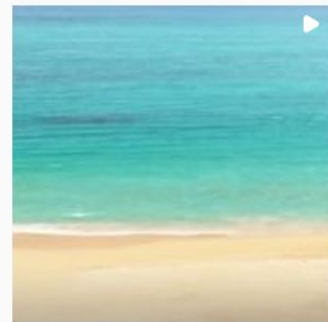
Los Alamitos Trunk Sewer Project

FOR MORE INFO:
OC SAN: 604.913.0343 / 604.913.0345
(714) 378-2965

WE ARE HIRING

OPEN POSITIONS

- OFFICE ASSISTANT (WAREHOUSE/PURCHASING)
- LEAD MECHANIC (PLANT PROCESS)
- SENIOR ENGINEER (ELECTRICAL)
- ENGINEER (ELECTRICAL) - ESTABLISH ELIGIBLE LIST
- ENGINEERING SUPERVISOR (CONSTRUCTION MANAGEMENT)
- ENGINEER (ELECTRICAL)
- IT ANALYST II (PLC/DCS PROGRAMMER)



LinkedIn Posts
April 2022

Analytics

Last 30 day activity

1.1K ▲ 54.7%

Search appearances 

Last 7 days

264 ▲ 13.8%

Unique visitors

40 ▼ 13%

New followers

6.8K ▼ 15%

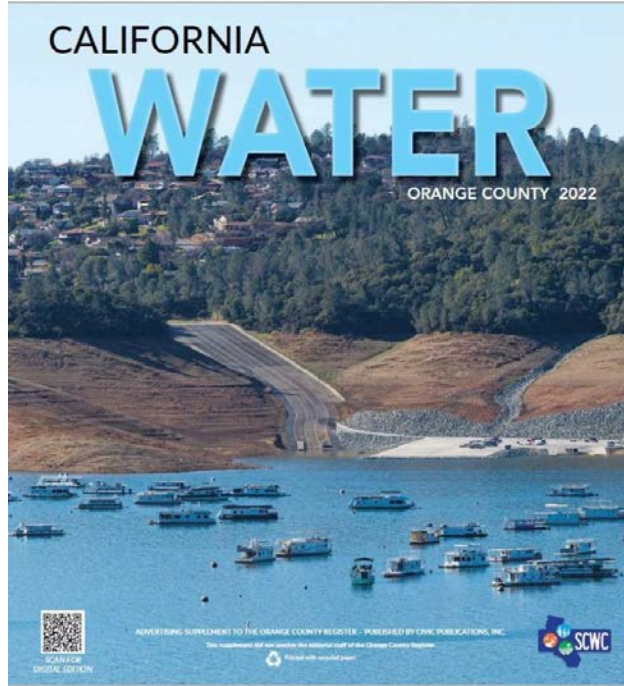
Post impressions

19 ▲ 26.7%

Custom button clicks

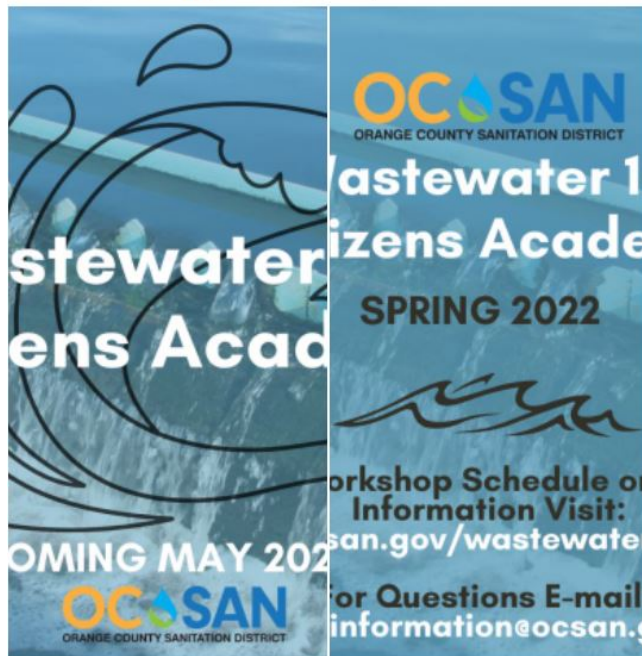
Orange County Sanitation District
3,600 followers
2h • 🌐

OC San has joined other local agencies throughout the county in a California Water supplemental educational insert in the OC Register. Click here to view: <https://lnkd.in/gZvSqvIQ>



Orange County Sanitation District
3,598 followers
3d • 🌐

There is still time to register for the first series of the Wastewater 101 - Citizens Academy. Visit ocsan.gov/wastewater101 to register.



Orange County Sanitation District
3,598 followers
3d • 🌐

374Water
1,429 followers
5d • 🌐

Excellent feature with [Civil + Structural Engineer Media](#) about our work with [Orange County Sanitation District](#)!
<https://lnkd.in/dJumh2Rr> ...see more

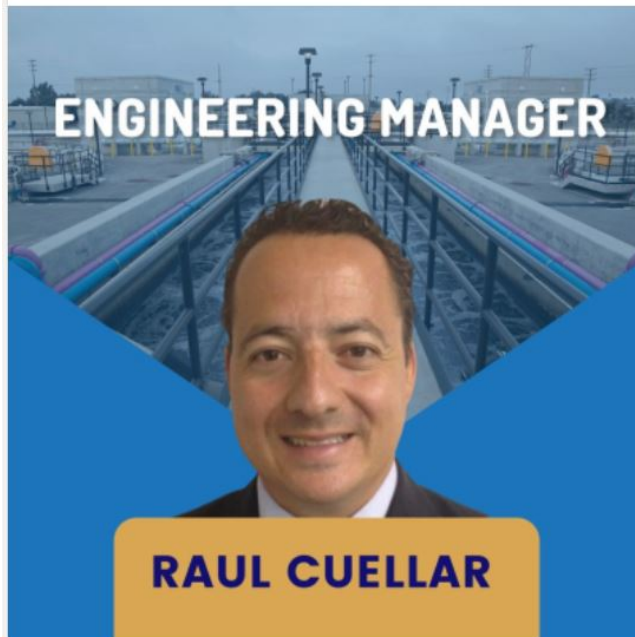


OC San and 374Water Enter into an Agreement to Deploy the First Commercial-Scale AirSCWO System

csengineermag.com • 2 min read

Orange County Sanitation District
3,598 followers
5d • 🌐

Congratulations to Raul Cuellar on his promotion to Engineering Manager in the Construction Management Division. To learn more about him and his experience visit ocsan.gov



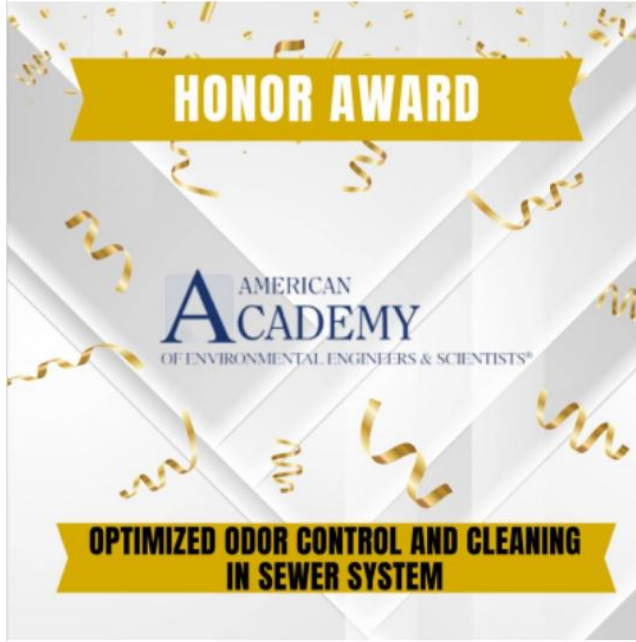


Orange County Sanitation District

3,598 followers

6d • 🌐

Congrats to OC San for recently receiving the Honor Award for Optimized Odor Control and Cleaning in Sewer System from the American Academy of Environmental Engineers and Scientists. Way to go team!



Orange County Sanitation District

3,598 followers

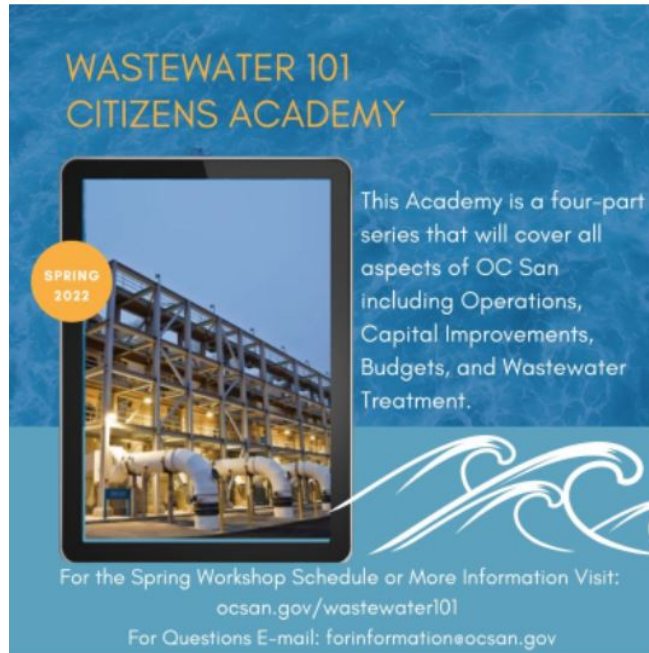
1w • 🌐

OC San lab named first California public laboratory to receive accreditation to detect PFAS in wastewater. What does that mean for OC San? Visit ocsan.gov to find out.



Orange County Sanitation District
OC&SAN 3,598 followers
1w • 🌐

The secret is out! OC San is holding a Virtual Wastewater 101-Citizens Academy and it was made specifically for you. To register for this FREE Academy visit ocsan.gov/wastewater101



**WASTEWATER 101
CITIZENS ACADEMY**

**SPRING
2022**

This Academy is a four-part series that will cover all aspects of OC San including Operations, Capital Improvements, Budgets, and Wastewater Treatment.

For the Spring Workshop Schedule or More Information Visit:
ocsan.gov/wastewater101
For Questions E-mail: forinformation@ocsan.gov

The graphic features a blue background with a white wave design at the bottom right. A central image shows a wastewater treatment facility at night, displayed on a tablet. A yellow circle with the text 'SPRING 2022' is overlaid on the left side of the tablet image.

Article	Date	Resource	Link
Los Alamitos Newsletter - OC San Construction	25-Mar-22	Los Alamitos Newsletter	https://www.ocsan.gov/home/showdocument?id=32721&t=637860508386088211
The Supervisor's Scoop: Latest Third District News	31-Mar-22	Donald Wagner Newsletter	https://www.ocsan.gov/home/showdocument?id=32635&t=637846568364614967
March Hydrospectives	31-Mar-22	OCWD	https://www.ocsan.gov/home/showdocument?id=32637&t=637846573128752821
Los Alamitos Newsletter - OC San Construction	1-Apr-22	Los Alamitos Newsletter	https://www.ocsan.gov/home/showdocument?id=32719&t=637860508371713169
Los Angeles County Sanitation Districts Achieve Carbon Neutrality	13-Apr-22	Waste 360	https://www.waste360.com/sustainability/los-angeles-county-sanitation-districts-achieve-carbon-neutrality
Los Alamitos Newsletter - OC San Construction	13-Apr-22	Los Alamitos Newsletter	https://www.ocsan.gov/home/showdocument?id=32689&t=637854428871184037
ACC-OC Weekly Update	13-Apr-22	ACC-OC Weekly Update	https://www.ocsan.gov/home/showdocument?id=32691&t=637854461211987798
2022 CA Water OC Edition	21-Apr-22	OC Register	https://www.ocsan.gov/home/showpublisheddocument/32701
OC San Announces Wastewater 101 - A Virtual Citizen's Academy!	22-Apr-22	ACC-OC WEEKLY UPDATE	https://www.ocsan.gov/home/showdocument?id=32717&t=637860498430775282
CASA Newsletter	22-Apr-22	CASA Connects	https://www.ocsan.gov/home/showdocument?id=32723&t=637861274670879219