

Outreach and Media Summary



March 2023

OC San Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 3
TWITTER POSTINGS	PAGE 4
INSTAGRAM POSTINGS.....	PAGE 5
LINKEDIN POSTINGS.....	PAGE 6
NEWS ARTICLES.....	PAGE 7

Outreach Report March 2023

Date	Tours	Attendees	Tour Guide
3/1/23	Operations Committee members	12	Rob Thompson
3/8/23	Administration Committee members	13	Rob Thompson
3/15/23	Cypress College	31	Pegah Behrehan
3/18/23	Residential Tour	9	Rob Thompson
3/25/23	Bassett Adult School	10	Shabbir Basrai
3/28/23	Costa Mesa Neighbors	15	April Frost/ Jim Spears
Date	Speaking Engagements/Events	Attendees	Presenter
3/6/23	University of Irvine	23	Yiping Cao/ Anthony Pimentel/ Margil Jimenez
3/8/23	Construction Network Water Event	100	Raul Cuellar
3/8/23	Orange County Science and Engineering Fair	200	Cindy Murra/ Jeff Brown/ Rachel Van Exel/ Yiping Cao/ David Lo/ Dawn Myers/ Jenna Obenshain
3/14/23	Newport Beach City Council	40	Rob Thompson
3/21/23	PFA's Source Investigation- Panel	60	Lan Wiborg
3/29 & 3/30	Children's Water Festival	340	Victoria Pilko/ Dickie Fernandez/ Randa AbuShaban/ Dawn Myers/ Yiping Cao/ Dindo Carrillo/ Jacob Dalgoff
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update	100	1 website posts/ 1 text alerts
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update	600	1 website posts/ 1 text alert
Westminster	Westminster Sewer - project update	710	2 website post / 4 text alert
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One	216	

Board Member Talking Points	One	50	
Website Posts	6 posts	1.1k views	Website
Facebook	17 posts	2.9k reached	Social Media
Twitter	12 tweets	1.1k reached	Social Media
Instagram	22 posts	4.3k reached	Social Media
LinkedIn	4 posts	3.1 k reached	Social Media

Post performance - Facebook Pages

Data from 01 Mar, 2023 to 31 Mar, 2023

Sources


Orange County Sanitation District











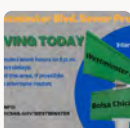



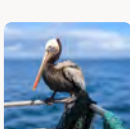

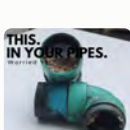



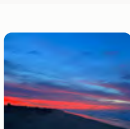

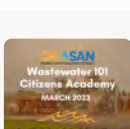

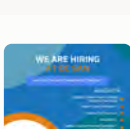
DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Orange County Sanitation District Mar 28, 16:55	Back to Testing Tuesday (yes, we made that up). We will share what a Rotifer is. Just another fact we learned from our Lab team!	0%	0	0
Orange County Sanitation District Mar 28, 16:55	Back to Testing Tuesday (yes, we made that up). We will share what a Rotifer is. Just another fact we learned from our Lab team!	2.34%	137	128
Orange County Sanitation District Mar 26, 17:00	Poop jokes aren't my favorite, but they're a solid #2. Making you laugh one last time before March is over.	0%	0	0
Orange County Sanitation District Mar 26, 17:00	Poop jokes aren't my favorite, but they're a solid #2. Making you laugh one last time before March is over.	12.46%	294	281
Orange County Sanitation District Mar 24, 15:50	OC San has officially named a new Director of Human Resources. Congratulations to Laura on her new role. Visit ocsan.gov to learn more.	23.15%	317	298
Orange County Sanitation District Mar 22, 18:06	When we saw this year's World Water Day theme... Accelerating Change, we knew it fit us perfectly. We've gone ahead and highlighted a few ways that we do this. To learn more, check out our Annual Report at http://ow.ly/M7nl50Ng...	11.43%	83	70
Orange County Sanitation District Mar 20, 19:26	(Post with no description)	4.17%	84	72
Orange County Sanitation District Mar 20, 14:30	The OC San Board of Directors Meeting is happening this week on March 22 at 6 pm. Click here to view the agenda:	4.76%	76	63
Orange County Sanitation District Mar 16, 18:43	The Steering Committee Meeting is happening on March 22 at 5 pm. Click here to view the agenda:	3.16%	111	95
Orange County Sanitation District Mar 13, 20:50	Construction Alert @cityofwestminsterca - Paving taking place TODAY at the intersection of Westminster Blvd. and Bolsa Chica. Please avoid the area and use alternate routes. Visit www.ocsan.gov/westminster . Questions? Constructio...	3.2%	887	875
Orange County Sanitation District Mar 12, 15:00	And now... Back to the OC San Boat. Check out the special guest aboard the Nerissa last week when we were out collecting samples.	0%	0	0
Orange County Sanitation District Mar 12, 15:00	And now... Back to the OC San Boat. Check out the special guest aboard the Nerissa last week when we were out collecting samples.	5.07%	149	138
Orange County Sanitation District Mar 10, 20:04	It takes an entire OC San crew, a tire, and a truck to unplug a regional sewer pipe. And that's no joke. Throw your FOG in the trash so you don't have blockages at your home too. #FOGclogs	8.79%	107	91
Orange County Sanitation District Mar 09, 20:33	Special Board of Directors Meeting - Board Orientation Part 2 is happening on March 15 at 3:00 pm. Click here for full details:	5.05%	112	99
Orange County Sanitation District Mar 08, 16:02	Taking some inspiration from Bill Nye The Science Guy. Today on Testing Tuesday (yes, we made that up) we're going to share what Flagella is.	0%	0	0
Orange County Sanitation District Mar 06, 17:21	We had to steal this line from Taylor Swift. It just fits. "I just wanna stay in that lavender haze." A perfect view from a recent beach sampling at Sunset Beach, CA.	8.64%	348	324
Orange County Sanitation District Mar 03, 20:01	The next Wastewater I01 session is around the corner, don't miss out. Register today at ocsan.gov/wastewater101	3.95%	88	76
Orange County Sanitation District Mar 02, 18:14	The Administration Committee Meeting is coming up on March 8 at 3 pm. Click here to view the agenda and get full details to join: https://ocsd.legistar.com/Calendar.aspx	6.67%	74	60
Orange County Sanitation District Mar 02, 16:14	Construction Alert in City of Westminster. Starting Thursday, paving in the Westminster Blvd./Bolsa Chica Rd. intersection from 9am - 3pm. Expect delays. Details at www.ocsan.gov/westminster .	1.39%	85	72
Orange County Sanitation District Mar 01, 19:18	Want a career instead of a job? Apply now at www.ocsan.gov/jobs and check out all of our open positions.	6.17%	177	162

Post performance - Twitter

Data from 01 Mar, 2023 to 31 Mar, 2023

Sources

 @OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
 @OCSanDistrict Mar 28, 16:55	 Back to Testing Tuesday (yes, we made that up). We will share what a Rotifer is. Just another fact we learned from our Lab team! https://twitter.com/OCSanDistrict/status/1640759455276040206/photo/1	2.35%	2	85
 @OCSanDistrict Mar 26, 17:00	 Poop jokes aren't my favorite, but they're a solid #2. Making you laugh one last time before March is over. https://twitter.com/OCSanDistrict/status/1640036037006163970/photo/1	5.79%	19	328
 @OCSanDistrict Mar 24, 15:50	 OC San has officially named a new Director of Human Resources. Congratulations to Laura on her new role. Visit http://ocsan.gov to learn more. https://twitter.com/OCSanDistrict/status/1639293546980155395/video/1	7.29%	7	96
 @OCSanDistrict Mar 22, 18:07	 When we saw this year's World Water Day theme... Accelerating Change, we knew it fit us perfectly. We've gone ahead and highlighter a few ways that we do this. To learn more, check out our Annual Report at http://ow.ly/mp8Q50Npn...	3.64%	2	55
 @OCSanDistrict Mar 18, 03:23	@davidtedu Hi David, you can contact our control center at: (714) 593-7025 to report the smell.	0%	0	9
 @OCSanDistrict Mar 13, 20:57	 Construction Alert @WestminsterPIO – Paving taking place TODAY at the intersection of Westminster Blvd. and Bolsa Chica. Please avoid the area and use alternate routes. Visit http://www.ocsan.gov/westminster . Questions?...	12.33%	9	73
 @OCSanDistrict Mar 13, 20:51	 Construction Alert @WestminsterPIO – Paving taking place TODAY at the intersection of Westminster Blvd. and Bolsa Chica. Please avoid the area and alternate routes. Visit http://www.ocsan.gov/westminster . Questions?...	0%	0	0
 @OCSanDistrict Mar 12, 15:00	 And now.... Back to the OC San Boat. Check out the special guest aboard the Nerissa last week when we were out collecting samples. https://twitter.com/OCSanDistrict/status/1634932463213371393/photo/1	2.24%	3	134
 @OCSanDistrict Mar 10, 20:00	 It takes an entire OC San crew, a tire, and a truck to unclog a regional sewer pipe. And that's no joke. Throw your FOG in the trash so you don't have blockages at your home too. #FOGclogs https://twitter.com/OCSanDistrict/st...	1.61%	2	124
 @OCSanDistrict Mar 08, 16:02	 Taking some inspiration from @BillNye the Science Guy. Today on Testing Tuesday (yes, we made that up) we're going to share what Flagella is. https://twitter.com/OCSanDistrict/status/1633498362375983109/photo/1	6.67%	1	15
 @OCSanDistrict Mar 06, 17:21	 We had to steal this line from @taylorswift13 It just fits. "I just wanna stay in that lavender haze." A perfect view from a recent beach sampling at Sunset Beach, CA https://twitter.com/OCSanDistrict/status/1632793642556424192/photo/1	0.98%	1	102
 @OCSanDistrict Mar 03, 20:01	 The next Wastewater 101 session is around the corner, don't miss out. Register today at http://ocsan.gov/wastewater101 https://twitter.com/OCSanDistrict/status/1631746518947430419/photo/1	1.52%	1	66
 @OCSanDistrict Mar 01, 19:18	 Want a career instead of a job? Apply now at http://www.ocsan.gov/jobs and check out all of our open positions. https://twitter.com/OCSanDistrict/status/1631010963003527188/photo/1	0%	0	46

Post performance - Instagram Business

Data from 01 Mar, 2023 to 31 Mar, 2023

Sources


ocsandistrict








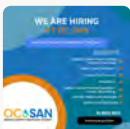
DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Mar 29, 17:03	Rain or shine! Today at the Children's Water Education Festival @ocwd	0%	180	0	170
ocsandistrict Mar 28, 16:55	Back to Testing Tuesday (yes, we made that up). We will share what a Rotifer is. Just another fact we learned from our Lab team!	5.1%	217	9	196
ocsandistrict Mar 26, 17:00	Poop jokes aren't my favorite, but they're a solid #2. Making you laugh one last time before March is over.	9.07%	568	39	518
ocsandistrict Mar 24, 18:31	(No description)	0%	138	0	137
ocsandistrict Mar 24, 15:50	OC San has officially named a new Director of Human Resources. Congratulations to Laura on her new role. Visit ocsan.gov to learn more.	10.31%	385	33	359
ocsandistrict Mar 22, 18:07	When we saw this year's World Water Day theme... Accelerating Change, we knew it fit us perfectly. We've gone ahead and highlighted a few ways that we do this. To learn more, check out our Annual Report at http://ow.ly/KZF50NqD...	4.09%	181	7	171
ocsandistrict Mar 21, 18:45	❤️❤️❤️	0%	220	0	215
ocsandistrict Mar 19, 04:53	@cweamembers OC San for the Win!	0%	196	0	191
ocsandistrict Mar 18, 02:05	(No description)	0%	75	0	75
ocsandistrict Mar 17, 21:51	(No description)	0%	74	0	71
ocsandistrict Mar 16, 22:56	(No description)	0%	155	0	155
ocsandistrict Mar 13, 20:50	Construction Alert @cityofwestminsterca - Paving taking place TODAY at the intersection of Westminster Blvd. and Bolsa Chica. Please avoid the area and use alternate routes. Visit www.ocsan.gov/westminster . Questions? Constructio...	2.53%	214	5	198
ocsandistrict Mar 12, 15:00	And now... Back to the OC San Boat. Check out the special guest aboard the Nerissa last week when we were out collecting samples.	7.66%	229	15	209
ocsandistrict Mar 10, 20:05	It takes an entire OC San crew, a tire, and a truck to unplug a regional sewer pipe. And that's no joke. Throw your FOG in the trash so you don't have blockages at your home too. #FOGclogs	2.81%	388	9	356
ocsandistrict Mar 08, 20:16	(No description)	0%	140	0	136
ocsandistrict Mar 08, 16:02	Taking some inspiration from @BillNye the Science Guy. Today on Testing Tuesday (yes, we made that up) we're going to share what Flagella is.	0%	44	0	43
ocsandistrict Mar 06, 22:46	(No description)	0%	174	0	173
ocsandistrict Mar 06, 17:22	We had to steal this line from @TaylorSwift. It just fit. "I just wanna stay in that lavender haze." A perfect view from a recent beach sampling at @SunsetBeach	7.98%	220	13	163
ocsandistrict Mar 03, 20:01	The next Wastewater 101 session is around the corner, don't miss out. Register today at ocsan.gov/wastewater101	6.29%	188	9	159
ocsandistrict Mar 03, 00:32	(No description)	0%	165	0	163
ocsandistrict Mar 02, 16:14	Construction Alert in City of Westminster. Starting Thursday, paving in the Westminster Blvd./Bolsa Chica Rd. intersection from 9am - 3pm. Expect delays. Details at www.ocsan.gov/westminster .	1.93%	225	3	207
ocsandistrict Mar 01, 19:18	Want a career instead of a job? Apply now at www.ocsan.gov/jobs and check out all of our open positions.	2.85%	342	9	316

Post performance - LinkedIn Pages

Data from 01 Mar, 2023 to 31 Mar, 2023

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Mar 24, 15:50	 <p>OC San has officially named a new Director of Human Resources. Congratulations to Laura on her new role. Visit ocsan.gov to learn more.</p>	5.86%	1,144	31	0
 Orange County Sanitation District Mar 22, 18:06	 <p>When we saw this year's World Water Day theme... Accelerating Change, we knew it fit us perfectly. We've gone ahead and highlighted a few ways that we do this. To learn more, check out our Annual Report at http://ow.ly/z62m50Np...</p>	4.71%	786	21	0
 Orange County Sanitation District Mar 03, 20:01	 <p>The next Wastewater 101 session is around the corner, don't miss out. Register today at ocsan.gov/wastewater101</p>	5.86%	495	12	0
 Orange County Sanitation District Mar 01, 19:18	 <p>Want a career instead of a job? Apply now at www.ocsan.gov/jobs and check out all of our open positions.</p>	9.76%	758	16	2

March Media News Articles

Los Alamitos Newsletter- OC San Wastewater 101	3-Mar-23	Los Alamitos Newsletter	showdocument (ocsan.gov)
ACC-OC Weekly Update- OC San Wastewater 101	9-Mar-23	ACC-OC Weekly Update	showdocument (ocsan.gov)
On the Agenda for the Newport Beach City Council Meeting on March 14, 2023	10-Mar-23	Newport Beach Independant	https://www.newportbeachindy.com/on-the-agenda-for-the-newport-beach-city-council-meeting-on-march-14-2023/
Newport Beach receives updates on groundwater replenishment system	17-Mar-23	Daily Pilot	https://www.ocsan.gov/home/showdocument?id=33791&t=638150895639122855
374Water Drives 2022 Revenue Increase Over 6,000% while Charting Progress Toward a World Without Waste	17-Mar-23	374Water Inc.	https://finance.yahoo.com/news/374water-drives-2022-revenue-increase-130000782.html
374Water demonstrates its cleantech product	29-Mar-23	Kokomo Tribune	374Water demonstrates its cleantech product News kokomotribune.com