

Outreach and Media Summary



May-June 2021

OC SAN Public Affairs Office

Outreach Report May and June 2021

Date	Tours	Attendees	Tour Guide
05/18/2021	OC San/ OCWD Joint Tour	72	Jim Herberg/ Mike Marcus
05/19/2021	UCI	5	Andrew Brown
05/28/2021	Public Tour	9	Mike Zedek
Date	Speaking Engagements/Events	Attendees	Presenter
06/2/2021	Corona Del Mar High School	23	Dickie Fernandez
06/10/2021	CWEA Presentation	100	Adam Newsom
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim	1 printed notice	9500	4 website posts / 4 text alerts
Newport Beach	1 printed notification	23	
Huntington Beach	Newsletter	1500	
Westminster			4 website posts / 3 text alerts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	2	434	
Board Member Talking Points	2	50	
Website Posts	14 posts	171 views	
Facebook	51 posts	5,000	
Twitter	24 tweets	8,000	
Instagram	51 posts	5.4k likes	
LinkedIn	5 posts	39 people	

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Facebook Posts May-June 2021

Page Summary Last 28 days ↕

Export Data 

Results from May 11, 2021 - Jun 7, 2021

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

May 11 - June 7

1

Total Actions on Page  100%



Page Views

May 11 - June 7

97

Total Page Views  13%



Page Likes

May 11 - June 7



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

Post Reach

May 11 - June 7

940

People Reached  33%



Story Reach

May 11 - June 7

Get Story Insights

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

[Learn More](#)

Recommendations

May 11 - June 7



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

Post Engagement

May 11 - June 7

199

Post Engagement  63%



Videos

May 11 - June 7

41

3-Second Video Views  86%



Page Followers

May 11 - June 7

1

Page Followers  75%



All Posts Published

■ Reach: Organic / Paid
 ▾
■ Post Clicks
 ■ Reactions, Comments

Published	Post	Type	Targeting	Reach	Engagement
06/13/2021 9:00 AM	Time for some Sunday comics... #What2Flush #3Ps			36 ■	4 3
06/10/2021 1:02 PM	VOTE by LIKING! This is video 17/20 submitted for our video contest. Like			48 ■	1 0
06/10/2021 1:01 PM	VOTE by LIKING! This is video 6/20 submitted for our video contest. Like			36 ■	1 0
06/10/2021 1:01 PM	VOTE by LIKING! This is video 13/20 submitted for our video contest. Like			94 ■	15 22
06/10/2021 1:01 PM	VOTE by LIKING! This is video 15/20 submitted for our video contest. Like			42 ■	2 1
06/10/2021 1:01 PM	VOTE by LIKING! This is video 8/20 submitted for our video contest. Like			38 ■	1 0
06/10/2021 1:01 PM	VOTE by LIKING! This is video 10/20 submitted for our video contest. Like			112 ■	61 50
06/10/2021 1:01 PM	VOTE by LIKING! This is video 16/20 submitted for our video contest. Like			35 ■	1 0
06/10/2021 1:01 PM	VOTE by LIKING! This is video 12/20 submitted for our video contest. Like			38 ■	1 0
06/10/2021 1:01 PM	VOTE by LIKING! This is video 7/20 submitted for our video contest. Like			32 ■	1 0
06/10/2021 1:01 PM	VOTE by LIKING! This is video 18/20 submitted for our video contest. Like			35 ■	1 3
06/10/2021 1:01 PM	VOTE by LIKING! This is video 5/20 submitted for our video contest. Like			31 ■	1 1
06/10/2021 1:01 PM	VOTE by LIKING! This is video 20/20 submitted for our video contest. Like			31 ■	1 0

06/10/2021 1:01 PM	 VOTE by LIKING! This is video 2/20 submitted for our video contest. Like			32		1 0	
06/10/2021 1:01 PM	 VOTE by LIKING! This is video 11/20 submitted for our video contest. Like			31		1 0	
06/10/2021 1:01 PM	 VOTE by LIKING! This is video 19/20 submitted for our video contest. Like			33		1 0	
06/10/2021 1:01 PM	 VOTE by LIKING! This is video 14/20 submitted for our video contest. Like			36		2 3	
06/10/2021 1:01 PM	 VOTE by LIKING! This is video 4/20 submitted for our video contest. Like			69		7 6	
06/10/2021 1:01 PM	 VOTE by LIKING! This is video 9/20 submitted for our video contest. Like			29		1 0	
06/10/2021 1:01 PM	 VOTE by LIKING! This is video 3/20 submitted for our video contest. Like			28		1 2	
06/10/2021 1:01 PM	 VOTE by LIKING! This is video 1/20 submitted for our video contest. Like			26		1 0	
06/10/2021 1:00 PM	 Being a judge is always fun. Take a break and watch the videos			22		0 0	
06/09/2021 5:00 PM	 Construction alert @city_of_anaheim – tomorrow night starting at 8pm at			48		0 1	
06/09/2021 9:41 AM	 Happy Birthday to Us! Today marks our 67th Birthday. We began official			76		5 12	
06/08/2021 9:00 AM	 It's #WorldOceansDay so it's the perfect time to focus on the			68		1 2	
06/07/2021 9:17 AM	 OC San in a nutshell... Learn more about how OC San fulfils its mission			103		4 3	

06/01/2021 12:30 PM	 Don't forget to join us tomorrow at 5 pm for the Operations Committee			64		1 1	
05/31/2021 9:00 AM	 On #MemorialDay we remember all who lost their lives for our freedom			75		0 6	
05/29/2021 9:00 AM	 If there was ever a good time to apply, it's now! Visit ocsan.gov/jobs to			446		13 15	
05/27/2021 4:17 PM	 A reminder that our Administration offices will be closed on Monday, May			60		0 2	
05/25/2021 10:45 AM	 Construction Alert City of Anaheim-Municipal Government – Final paving			143		3 7	
05/23/2021 9:01 AM	 Flounders face says it ALL! Dinghoppers, water bottles, or any			129		3 7	
05/21/2021 9:00 AM	 Group photos are great. Since we havent been able to get together to			173		7 13	
05/20/2021 4:09 PM	 It is #SpecialDistrictsWeek. OC San is a Special District because we are a			84		1 2	
05/20/2021 1:59 PM	 Another huge accomplishment for this partnership!			138		8 7	
05/19/2021 3:35 PM	 Don't forget to join us on Wednesday, May 26 for the Steering Committee			65		1 1	
05/18/2021 2:41 PM	 OC San is hiring, join our team now. Visit ocsan.gov/jobs to apply.			391		21 16	
05/17/2021 9:21 AM	 Regardless of what we do, or where we do it, as Public Workers we are			104		1 5	
05/13/2021 4:27 PM	 UPDATE: All lanes are open now. Thank you for your patience. Traffic			71		1 1	
05/12/2021 10:32 AM	 Leave your answer in the comment section. #TellMeWithoutTellingMe			87		1 3	

05/11/2021 12:17 PM	 For the 27th consecutive year OC San has been awarded the			153		5 5	 
05/10/2021 9:00 AM	 Join the OC San and OCWD General Managers for a Virtual Tour!			202		3 12	 
05/08/2021 9:00 AM	 Let's finish the week with #InternationalCompostWeek. Why			160		2 6	 
05/07/2021 9:00 AM	 ATTN: Wipes Clog Pipes. Not just at OC San but everywhere. Read all			497		59 41	 
05/06/2021 3:16 PM	 Construction Alert City of Westminster Construction work this			76		3 2	 
05/06/2021 9:27 AM	 The Admin Committee Meeting is happening next week on Wednesday,			42		1 1	 
05/06/2021 9:00 AM	 Last week was #WaterWeek, well guess what, this week is			67		6 1	 
05/05/2021 3:30 PM	 BE PRESENT. BE FOCUSED. BE SAFE. Construction work is hard			398		15 21	 
05/04/2021 1:34 PM	 The Legislative and Public Affairs Meeting will be on Monday, May 10			40		2 3	 
05/04/2021 10:54 AM	 The CASA Education Foundation helps ensure clean water for			67		1 2	 
05/03/2021 10:15 AM	 It's just another Manhole Monday... Check out #OCSanAtWork , they are			140		2 14	 
04/30/2021 12:16 PM	Reminder City of Westminster, Saturday work at the intersection of Westminster Blvd			54		1 1	 
04/30/2021 11:31 AM	 Something you may want to do: Be a "Green" Worker (we don't mean like			312		27 16	 

04/29/2021 4:12 PM		Construction Alert for @cityofanaheim – Please use extra			131		3 6	
04/29/2021 12:44 PM		Join us on Wednesday, May 5 at 5 pm for the Operations Committee			48		1 1	
04/29/2021 11:48 AM		Something you can do: Think “What Would OC San Do?” when flushing			105		4 7	
04/28/2021 11:53 AM		A whole lot of water! For #WaterWeek we want to highlight			148		8 9	
04/26/2021 1:26 PM		We need your feedback! At OC San maintaining our infrastructure is a top			103		3 5	
04/24/2021 7:50 PM		Remember! The deadline to submit your videos is this Friday! Submit all			94		0 1	
04/22/2021 1:13 PM		Steering Committee Meeting (5 pm) and Board of Directors Meeting			64		0 1	
04/22/2021 8:10 AM		#EarthDay should be Every Day. Words OC San lives by in more ways			96		1 7	
04/21/2021 3:30 PM		MAINTENANCE IN NEWPORT BEACH - as part of our routine			75		3 1	
04/21/2021 12:04 PM		It's Administrative Professionals' Day and we all know we could not get by			126		5 9	
04/21/2021 7:31 AM		Construction Alert City of Anaheim-Municipal Government. Intermittent			124		0 6	

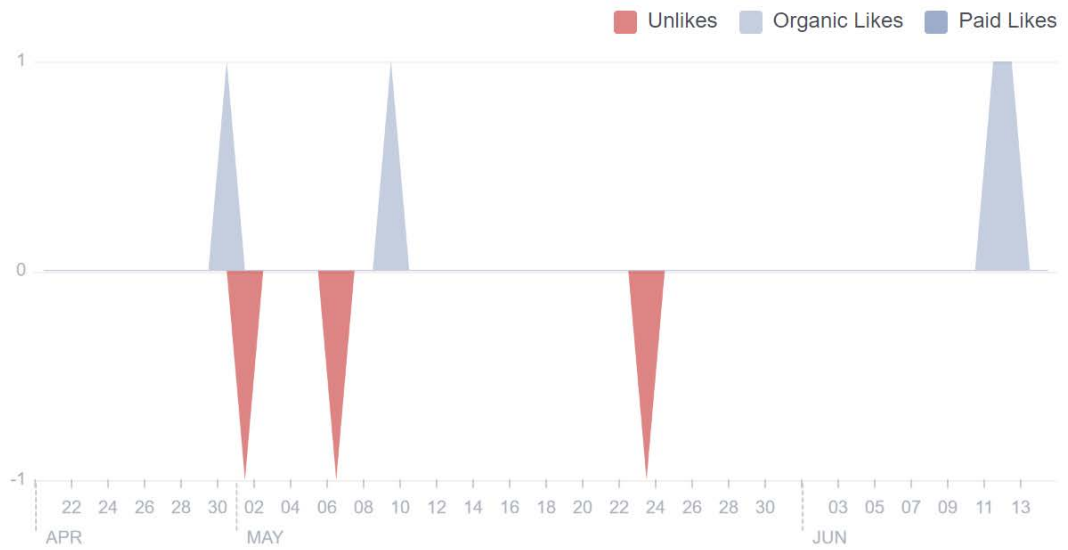
Graphs of Page Likes, Post Reach and Total Views for May-June 2021

Total Page Likes: 986



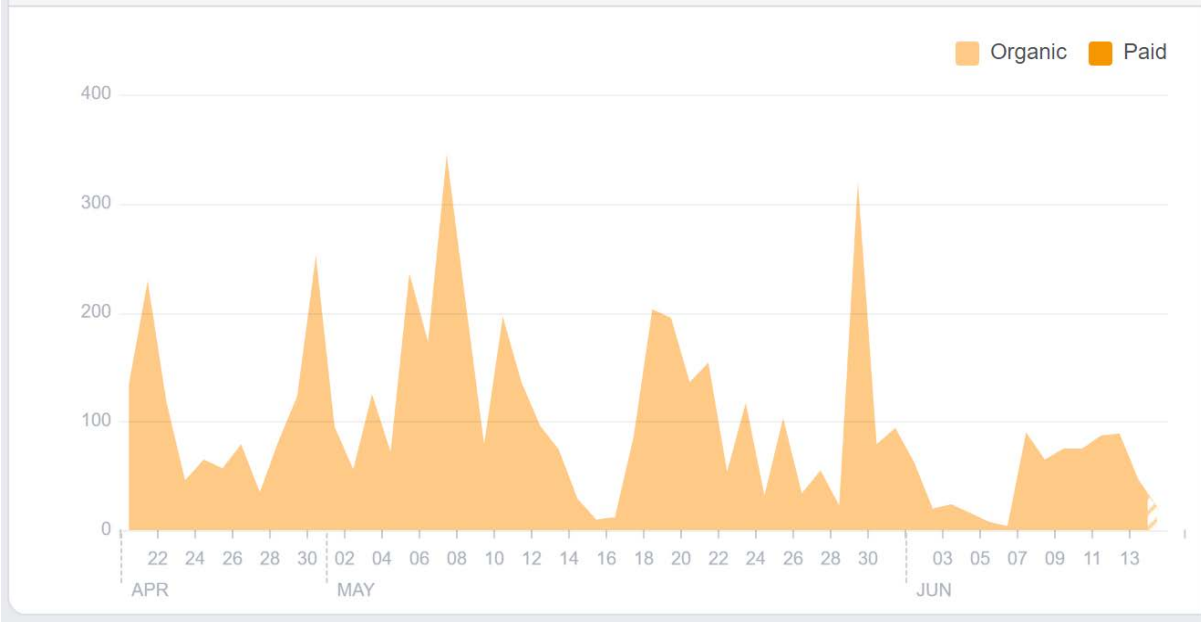
Page Likes

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



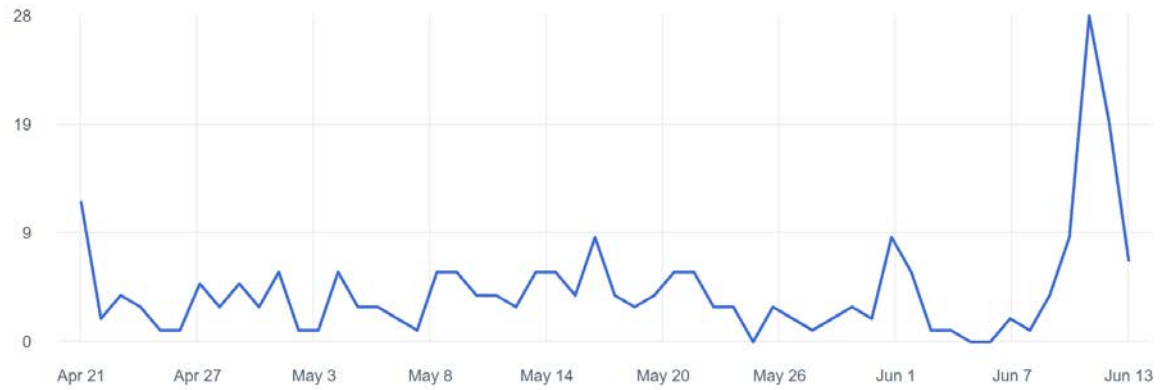
Post Reach

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



Total Views

Total Views



Twitter Posts May-June 2021

28 day summary with change over previous period



Jun 2021 - 13 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 117 impressions

OC San in a nutshell... Learn more about how OC San fulfills its mission and much more at picsan.gov
pic.twitter.com/lqQrf4dn6b



[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 51 people



Ak Limo Services
@AkTransportati1 [FOLLOWS YOU](#)
For Airport Transfers in LA, Orange & San Diego Counties go with the best.

[View profile](#)

Top mention earned 15 engagements

Orange County Water District
@OCWDWaterNews - Jun 8

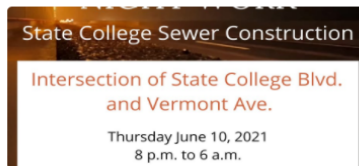
GWRS has an extremely high recovery rate & the small amount that can't be recovered via our purification process is sent to the ocean. Our friends at @OCSanDistrict have an extensive monitoring program to ensure the ocean stays healthy for humans & animals alike. [#worldoceansday](#)
pic.twitter.com/vUuQXM8x0j



♥ 4
[View Tweet](#)

Top media Tweet earned 108 impressions

Construction alert @City_of_Anahaim - tomorrow night starting at 8pm at the intersection of State College Blvd. and Vermont Ave. No left turns allowed. Questions at 657.208.7900.
[#OCSanConstruction](#)
pic.twitter.com/Uws2E4Nw1M



[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](#)

JUN 2021 SUMMARY

Tweets 5	Tweet impressions 1,650
Profile visits 30	Mentions 2
New followers 0	

TWEET HIGHLIGHTS

Top Tweet earned 582 impressions

Group photos are great. Since we haven't been able to get together to take a group photo for [#PublicWorksWeek](#) or [#SpecialDistrictsWeek](#) we decided to go through old albums & we found this gem. Since the early days until now, we've always been & will always be [#OCSanFamily](#) [#PWW2021](#) pic.twitter.com/Vir8YDhKxH



↩ 1 ↻ 4 ❤ 6

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,259 people



TheLiberalOC

@TheLiberalOC [FOLLOWS YOU](#)

The Best Liberal Blog in Orange County, CA. Challenging the right-wing noise machine. National, California, and Local OC Politics, News, and Debate.

[View profile](#)

Top mention earned 38 engagements



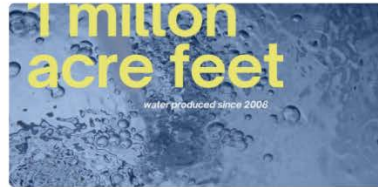
Orange County Water District

@OCWDWaterNews · May 20

1 million acre feet produced! Add that to the long list of GWRS accomplishments. This milestone further solidifies that water reuse is a reliable, safe and cost effective way to serve the water needs of a community.

[@OCSanDistrict](#)

pic.twitter.com/2KCKZCncmH



↻ 8 ❤ 11

[View Tweet](#)

Top media Tweet earned 519 impressions

Leave your answer in the comment section.

[#TellMeWithoutTellingMe](#) [#What2Flush](#)

pic.twitter.com/bgI31uYLt0



↩ 1 ↻ 1 ❤ 1

[View Tweet activity](#)

[View all Tweet activity](#)

MAY 2021 SUMMARY

Tweets
19

Tweet impressions
6,351

Profile visits

245

Mentions

8

New followers

-10

**Instagram Posts
May- June 2021**



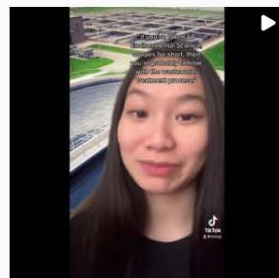
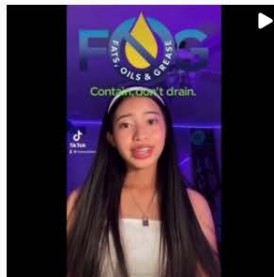
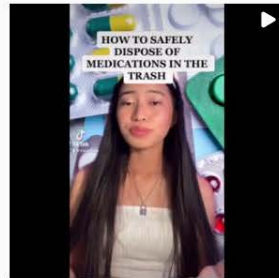
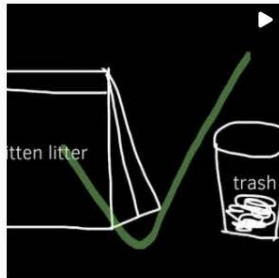
ocsandistrict [Edit Profile](#)

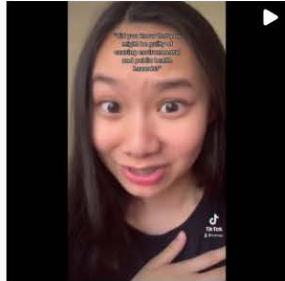
619 posts 1,219 followers 77 following

OC Sanitation District

The OC Sanitation District provides wastewater collection, treatment, and recycling for approx 2.6 million people in central & north Orange County.
www.ocsan.gov

[POSTS](#) [IGTV](#) [SAVED](#) [TAGGED](#)





A RESOURCE NOT A WASTE VIDEO CONTEST
Time to VOTE!

OC San has uploaded videos from this year's video contest to our Instagram and Facebook feed. Now it is up to you to vote for your favorite one by LIKING the video.

NIGHT WORK
State College Sewer Construction

Intersection of State College Blvd and Vermont Ave.

Thursday June 10, 2021
8 p.m. to 6 a.m.

OC SAN
ORANGE COUNTY SANITATION DISTRICT

OC San 24 Hour Construction Hotline (657) 208-7900



OC SAN

OC San has an Ocean Monitoring Program that monitors over 35 sq. miles of ocean. Learn more at ocean.gov

OC SAN
ORANGE COUNTY SANITATION DISTRICT

Fulfill our mission of protecting public health and the environment.

Be a great agency to work for.

Educate the Public.

MEMORIAL DAY

OCASAN
We're Hiring

Construction Inspector
 Engineering Supervisor
 Lead Plant Operator
 Operations Supervisor
 Senior Plant Operator
 Senior Regulatory Specialist
 Student Intern - Process Engineering
 Student Intern - Public Affairs/Graphics

Visit ocsan.gov/jobs

 ADMINISTRATIVE
 OFFICES WILL BE
 CLOSED ON
 MEMORIAL DAY
 MONDAY, MAY 31

State College Sewer
 Construction

State College Blvd. Street Pav

As early as May 27 - June 4, 2021*
 Monday - Friday, 6 a.m. - 6 p.m.
 No work on Memorial Day - May 31

State College Blvd. between
 Ball Rd. and 91 Freeway

OC San 24 Hour
 Instruction Hotline
 (657) 208-7900

OCASAN
 ORANGE COUNTY SANITATION DISTRICT



**DISTRICTS
 IN DIFFERENCE**

Special Districts Week
 May 16-22, 2021

#SpecialDistrictsWeek

Current Openings **Work With Us**

- Lead Plant Operator
- Operations Supervisor
- Principal Environmental Specialist
- Senior Plant Operator
- Senior Regulatory Specialist

Visit ocsan.gov/jobs for more information.

NATIONAL PUBLIC WORKS WEEK
 MAY 19-22, 2021

Stronger Together

Tell Me You
 Know What 2
 Flush Without
 Telling Me You
 Know What 2
 Flush

**Distinguish the Budget
 Award**

Joint Virtual Tour
 Tuesday, May 18 at 10 am

OC San Virtual Tour
 Tour Guide: Jim Herberg
 OC San General Manager

&

OCWD Virtual Tour
 Tour Guide: Mike Marikus
 OCWD General Manager



Westminster Blvd.
 Sewer
 Construction

Saturday Work

Construction Hotline
 (657) 208-7900
www.ocsan.gov/construction

OCASAN
 ORANGE COUNTY SANITATION DISTRICT





State College Sewer Construction



NB State College Blvd. at Center Street

Cones to remain in place after hours

Questions:
ConstructionHotline@ocsan.gov




Have you been impacted by an OC San Construction Project? **Take our survey today to rate our communications efforts!**

bit.ly/OCSanCommunications



HOW OC SAN CELEBRATES EARTH DAY EVERYDAY:

- WE TREAT WASTEWATER TO SEND TO THE Groundwater Replenishment System or to discharge into the ocean.**
- WE TAKE THE GAS PRODUCED during the wastewater treatment process and turn it into energy.**
- WE USE OUR BEST, THE Horizon, to ensure that the marine life along our coast is healthy.**



**LinkedIn Posts
May- June 2021**

Analytics
Last 30 day activity

247	▲ 15%
Unique visitors	
22	▼ 60%
New followers	
Invite connections to follow	
2.5K	▼ 46%
Post impressions	
Start a post	
32	▲ 23%
Custom button clicks	

 Orange County Sanitation District
3,196 followers
1w • 🌐

It's [#WorldOceansDay](#) so it's the perfect time to focus on the importance of protecting our ocean water. At OC San we do our part by maintaining an extensive Ocean Monitoring Program that monitors the water we put c...see more



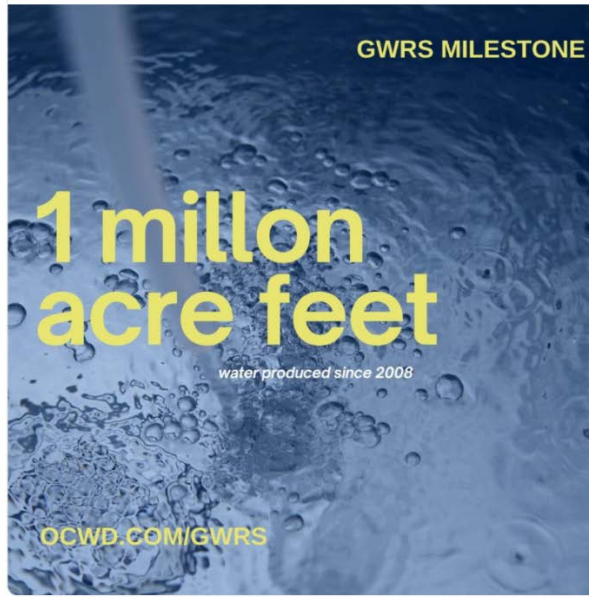
OC San has an Ocean Monitoring Program that monitors over 35 sq. miles of ocean. Learn more at ocsan.gov

Orange County Sanitation District
3,196 followers
3w • Edited •

Another huge accomplishment for this partnership!

Orange County Water District
3,906 followers
3w •

1 million acre feet produced! Add that to the long list of GWRS accomplishments. This milestone further solidifies that water reuse is a reliable, safe and cost effective way to serve the water needs of a community ...see more



Orange County Sanitation District
3,196 followers
1mo •

Regardless of what we do, or where we do it, as Public Workers we are **#StrongerTogether**. OC San is joining public agencies throughout the country to celebrate the committed men and women who work tirelessly to impr ...see more





Orange County Sanitation District

3,196 followers

1mo • 🌐

ATTN: Wipes Clog Pipes. Not just at OC San but everywhere. Read all about it:
<https://lnkd.in/dXTvagu>



A nasty pandemic problem: More flushed wipes are clogging pipes, sending sewage into homes

washingtonpost.com • 5 min read

👍 4 • 1 comment



Orange County Sanitation District

3,196 followers

1mo • 🌐

The CASA Education Foundation helps ensure clean water for Californians and energize the future of the clean water sector by awarding scholarships to promising students on a path to serving the environmental community ...see more



CASA Education Foundation

casaweb.org • 1 min read

👍 3

Article	Date	Resource	Link
A nasty pandemic problem: More flushed wipes are clogging pipes, sending sewage into homes	23-Apr-21	Washington Post	https://www.washingtonpost.com/local/trafficandcommuting/flushable-wipes-clogging-sewers/2021/04/23/5e8bbc82-a2c9-11eb-a774-7b47ceb36ee8_story.html
Bay Bridge Pump Station Update	3-May-21	Newport Beach Independent	https://www.newportbeachindy.com/newport-beach-city-manager-week-in-review-for-may-1/beaches-closed-by-sewage-spills-in-2020-among-fewest-seen-in-33-years/?utm_email=A454C573F43894F1152715F621&g2i_eui=l8ZHYW4a%2fBw8O3YhgUl3Joes79w
OC beaches closed by sewage spills in 2020 among fewest seen in 33 years	6-May-21	OC Register	https://www.ocwd.com/media/9778/ocwd-receives-acwa-clair-hill-award-for-pfas-pilot-program.pdf
Orange County Water District's PFA's Pilot project recognized as exemplary program by Association of California Water Agencies	14-May-21	Press Release	https://www.thepochtimes.com/newport-beach-wastewater-pump-station-set-for-eventual-replacement_3820605.html
Newport Beach Wastewater Pump Station Set for Eventual Replacement	18-May-21	Epoch News	https://www.globenewswire.com/news-release/2021/05/25/2235436/0/en/CapLinked-Announces-New-Government-Clients.html
CapLinked Announces New Government Clients	25-May-21	Press Release	https://www.globenewswire.com/news-release/2021/05/25/2235436/0/en/CapLinked-Announces-New-Government-Clients.html
Battle lines drawn in fight over region's water czar	8-Jun-21	OC Register	Battle over Southern California water czar is clash between old vision and new, observers say – Orange County Register (ocregister.com)