

# Outreach and Media Summary



**February 2023**

OC San Public Affairs Office

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# Outreach Report February 2023

Date	Tours	Attendees	Tour Guide
02/08/23	City of Corona	8	Ernie Castro
02/09/23	Orange Coast College	20	Matt Hirsch
02/21/23	LA City Engineers	12	Jim Spears
Date	Speaking Engagements/Events	Attendees	Presenter
02/01/23	LA Times Photo Interview	2	Rob Thompson
02/07/23	OCWD/OC San Webinar	160	Jim Herberg
02/16/23	Tustin-Santa Ana Rotary Club	20	Rich Leon
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update		1 website posts/ 1 text alerts
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update	4,500	2 website posts/ 2 text alert
Westminster	Westminster Sewer - project update	4,500	2 website post / 1 text alert
Service Area	Community newsletter – winter issue	4500	1 website post
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One	216	
Board Member Talking Points	One	50	
Website Posts	9 posts	5.5k views	Website
Facebook	19 posts	6.7k reached	Social Media
Twitter	15 tweets	2.5k reached	Social Media
Instagram	38 posts	6.3k reached	Social Media
LinkedIn	5 posts	3.2 k reached	Social Media

## Post performance - Facebook Pages

Data from 01 Feb, 2023 to 28 Feb, 2023

### Sources

Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Feb 27, 19:29	It's Pokemon Day, here's an OC San tie-in. Pikachu. Lighting. OC San. What? Let me explain... OC San is now part of the Weather-Ready Nation Ambassador program. This means we are committing to going the extra mile to prepare for...	13.43%	73	67
Feb 25, 16:02	Engineers week is ending, but what doesn't end is the excellent work our engineering team puts in every day. Because of them, we continue to expand and move our agency toward the future.	12.5%	127	120
Feb 24, 21:57	OC San has THE BEST Government Communicators around. We make a simple post go from this ... to this (next picture). And we wrote this caption. So might be some biases. So we thought we'd toot our own horn just for today. If you'd like t...	9.68%	107	93
Feb 23, 19:16	The Operations Committee Meeting is happening on March 1 at 5 pm. Click here to view the agenda:	1.85%	59	54
Feb 23, 14:04	Trust us; engineers work here. If you're interested in a career at OC San, visit <a href="https://ocsan.gov">ocsan.gov</a>	11.39%	92	79
Feb 22, 20:05	The latest issue of the OC San Connection is here! To read the entire issue visit <a href="https://ocsan.gov/newsletter">ocsan.gov/newsletter</a>	8.09%	148	136
Feb 21, 21:39	It's Engineers Week! Lucky for you, we have plenty of those on our OC San team. Let's see where it all started for them. Make sure you check out our stories for more engineering fun.	5.38%	107	93
Feb 18, 16:01	Fun fact: Clarifiers are settling tanks where heavy solids settle at the bottom and the lighter materials float to the top. The solids are then skimmed off, and the water continues to be treated. Just another step in the wastewater treatment...	1.46%	768	753
Feb 16, 16:02	Do you know what happens to the water that drains from your sink and toilet and into the pipes? To address these concerns and many more, we established a Wastewater 101 - Citizens Academy! Visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> for...	1.03%	418	390
Feb 16, 15:28	The OC San Steering Committee Meeting (5 p.m.) and Board of Directors Meeting (6 p.m.) are happening on February 22, 2023. To view the agenda visit:	6.41%	91	78
Feb 15, 16:10	Construction Alert in City of Seal Beach and Westminster. Paving on Westminster Boulevard starts today, February 15. Details at <a href="https://www.ocsan.gov/westminster">www.ocsan.gov/westminster</a> .	5.65%	2,078	2,017
Feb 14, 20:02	Do you know what's not in the air here at OC San? Odors! They can't go far because of our advanced odor control system. It is important for us to be good neighbors to the community around us because... ummmmm we love you...	10.75%	102	93
Feb 12, 16:01	It's Superbowl Sunday! Remember to make the right call and dispose of fats, oils & grease in the trash, not the drain. #FOG #FOGclogs	1.81%	1,305	1,216
Feb 09, 18:22	Wondering what construction projects are happening around Orange County? Visit <a href="https://ocsan.gov/construction">ocsan.gov/construction</a> to learn about all the latest construction updates. #OCSanConstruction	0.91%	574	548
Feb 07, 21:49	It's no longer a secret! Wastewater 101-Citizens Academy is being held by OC San and was created especially for you. Visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> to sign up for this FREE Academy	1.84%	463	435
Feb 05, 16:01	Can you walk on water? Neither can we. That is why we built these catwalks to get from process area to process area inside our treatment plants. #InsiderLook #BehindTheWalls	9.49%	313	295
Feb 03, 22:01	M3GAN Voice: "Research shows common household items clog pipes and toilets. I'm here to protect those pipes". Visit <a href="https://ocsan.gov/education">ocsan.gov/education</a> to learn more about the #3Ps and #What3Flush. #NoWipesDownThePipes	2.53%	89	79
Feb 02, 16:43	The Administration Committee Meeting is happening next week on Feb. 8 at 5 pm. Click here to view the agenda:	7.02%	68	57
Feb 01, 20:03	NEW DATES ANNOUNCED! The Wastewater 101 Citizens Academy is back. Visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> to view all the details.	4.55%	97	88

# Post performance - Twitter

Data from 01 Feb, 2023 to 28 Feb, 2023

## Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
Feb 27, 19:29	It's Pokemon Day, here's an OC San tie-in. Pikachu. Lighting. OC San. What? Let me explain...OC San is now part of the Weather-Ready Nation Ambassador program. This means we are committing to going the extra mile to prepare for...	5.06%	8	158
Feb 25, 16:00	Engineers week is ending, but what doesn't end is the excellent work 🔥 our engineering team puts in every day 🧠. Because of them, we continue to expand and move our agency toward the future. <a href="https://twitter.com/OCSanDistrict/st...">https://twitter.com/OCSanDistrict/st...</a>	4.44%	12	270
Feb 23, 14:00	Trust us; engineers work here 🤖. If you're interested in a career at OC San, visit <a href="http://ocsan.gov">http://ocsan.gov</a> <a href="https://twitter.com/OCSanDistrict/status/1628756602294599688/video/1">https://twitter.com/OCSanDistrict/status/1628756602294599688/video/1</a>	3.19%	3	94
Feb 22, 20:49	No better place to work, but we might be a bit biased. If you qualify, apply now! <a href="https://twitter.com/careersingov/status/1628451120170369024">https://twitter.com/careersingov/status/1628451120170369024</a>	3.88%	5	129
Feb 22, 20:05	The latest issue of the OC San Connection is here! To read the entire issue visit <a href="http://ocsan.gov/newsletter">http://ocsan.gov/newsletter</a> <a href="https://twitter.com/OCSanDistrict/status/1628486195935170562/photo/1">https://twitter.com/OCSanDistrict/status/1628486195935170562/photo/1</a>	0%	0	32
Feb 21, 21:39	It's Engineers Week! Lucky for you, we have plenty of those on our OC San team. Let's see where it all started for them. Make sure you check out our stories for more engineering fun. <a href="https://twitter.com/OCSanDistrict/status/16281474002...">https://twitter.com/OCSanDistrict/status/16281474002...</a>	2.4%	3	125
Feb 18, 16:01	Fun fact: Clarifiers are settling tanks where heavy solids settle at the bottom and the lighter materials float to the top. The solids are then skimmed off, and the water continues to be treated. Just another step in the wastewater treatment...	2.91%	3	103
Feb 16, 16:02	Do you know what happens to the water that drains from your sink and toilet and into the pipes? To address these concerns and many more, we established a Wastewater 101 - Citizens Academy! Visit <a href="http://ocsan.gov/wastewater101">http://ocsan.gov/wastewater101</a> f...	0%	0	46
Feb 14, 20:00	Do you know what's not in the air here at OC San? Odors! They can't go far because of our advanced odor control system. It is important for us to be good neighbors to the community around us because... ummmmmmm we love you....	13.54%	85	628
Feb 12, 16:01	It's Superbowl Sunday! Remember to make the right call and dispose of fats, oils & grease in the trash, not the drain. #FOG #FOGclogs <a href="https://twitter.com/OCSanDistrict/status/1624800774264963079/photo/1">https://twitter.com/OCSanDistrict/status/1624800774264963079/photo/1</a>	1.25%	1	80
Feb 09, 18:22	Wondering what construction projects are happening around Orange County? Visit <a href="http://ocsan.gov/construction">http://ocsan.gov/construction</a> to learn about all the latest construction updates. #OCSanConstruction <a href="https://twitter.com/OCSanDistrict/status/1623...">https://twitter.com/OCSanDistrict/status/1623...</a>	11.63%	5	43
Feb 07, 21:49	It's no longer a secret! Wastewater 101-Citizens Academy is being held by OC San and was created especially for you. Visit <a href="http://ocsan.gov/wastewater101">http://ocsan.gov/wastewater101</a> to sign up for this FREE Academy <a href="https://twitter.com/OCSanDistrict/status/16...">https://twitter.com/OCSanDistrict/status/16...</a>	6.61%	29	439
Feb 05, 16:01	Can you walk on water? Neither can we. That is why we built these catwalks to get from process area to process area inside our treatment plants. #InsiderLook #BehindTheWalls <a href="https://twitter.com/OCSanDistrict/status/16222640674768...">https://twitter.com/OCSanDistrict/status/16222640674768...</a>	6.44%	13	202
Feb 03, 22:01	M3GAN Voice: "Research shows common household items clog pipes and toilets. I'm here to protect those pipes". Visit <a href="http://ocsan.gov/education">http://ocsan.gov/education</a> to learn more about the #3Ps and #What3Flush. #NoWipesDownThePipes <a href="https://twitt...">https://twitt...</a>	10.23%	9	88
Feb 01, 20:03	NEW DATES ANNOUNCED! The Wastewater 101 Citizens Academy is back. Visit <a href="http://ocsan.gov/wastewater101">http://ocsan.gov/wastewater101</a> to view all the details. <a href="https://twitter.com/OCSanDistrict/status/1620875508845010944/photo/1">https://twitter.com/OCSanDistrict/status/1620875508845010944/photo/1</a>	2.22%	1	45

## Post performance - Instagram Business

Data from 01 Feb, 2023 to 28 Feb, 2023

### Sources


ocsandistrict











DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
Feb 27, 19:29	It's Pokemon Day, here's an OC San tie-in. Pikachu. Lighting. OC San. What? Let me explain... OC San is now part of the Weather-Ready Nation Ambassador program. This means we are committing to going the extra mile to prepare for...	2.83%	130	3	106
Feb 25, 18:25	(No description)	0%	101	0	101
Feb 25, 18:25	(No description)	0%	115	0	114
Feb 25, 16:02	Engineers week is ending, but what doesn't end is the excellent work our engineering team puts in every day. Because of them, we continue to expand and move our agency toward the future.	5.49%	200	10	182
Feb 24, 21:57	OC San has THE BEST Government Communicators around. We make a simple post go from this... to this (next picture). And we wrote this caption. So might be some biases. So we thought we'd toot our own horn just for today. If you'd like t...	6.9%	290	13	203
Feb 24, 19:23	(No description)	0%	125	0	125
Feb 24, 19:21	(No description)	0%	144	0	142
Feb 24, 19:21	(No description)	0%	151	0	149
Feb 24, 19:21	(No description)	0%	173	0	169
Feb 23, 18:49	(No description)	0%	121	0	121
Feb 23, 16:44	(No description)	0%	113	0	111
Feb 23, 16:44	(No description)	0%	120	0	119
Feb 23, 16:44	(No description)	0%	123	0	120
Feb 23, 16:44	(No description)	0%	127	0	125
Feb 23, 16:44	(No description)	0%	144	0	140
Feb 23, 14:03	Trust us; engineers work here. If you're interested in a career at OC San, visit <a href="https://ocsan.gov">ocsan.gov</a>	3.68%	187	6	163
Feb 22, 20:08	(No description)	0%	121	0	116
Feb 22, 20:08	(No description)	0%	135	0	132
Feb 22, 20:05	The latest issue of the OC San Connection is here! To read the entire issue visit <a href="https://ocsan.gov/newsletter">ocsan.gov/newsletter</a>	0.92%	130	1	109
Feb 21, 22:04	(No description)	0%	111	0	104
Feb 21, 21:41	(No description)	0%	128	0	121
Feb 21, 21:39	It's Engineers Week! Lucky for you, we have plenty of those on our OC San team. Let's see where it all started for them. Make sure you check out our stories for more engineering fun.	5.41%	215	10	185
Feb 18, 16:01	Fun fact: Clarifiers are settling tanks where heavy solids settle at the bottom and the lighter materials float to the top. The solids are then skimmed off, and the water continues to be treated. Just another step in the wastewater treatment...	8.11%	481	26	407
Feb 16, 16:13	Learn about what 2 flush at:	0%	192	0	191
Feb 16, 16:02	Do you know what happens to the water that drains from your sink and toilet and into the pipes? To address these concerns and many more, we established a Wastewater 101 - Citizens Academy! Visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> for...	9.78%	217	14	184
Feb 15, 16:10	Construction Alert in City of Seal Beach and Westminster Paving on Westminster Boulevard starts today, February 15. Details at <a href="https://www.ocsan.gov/westminster">www.ocsan.gov/westminster</a>	1.27%	189	2	158
Feb 14, 20:04	Do you know what's not in the air here at OC San? Odors! They can't go far because of our advanced odor control system. It is important for us to be good neighbors to the community around us because...ummmmm we love you....	7.31%	245	16	219
Feb 12, 16:01	It's Superbowl Sunday! Remember to make the right call and dispose of fats, oils & grease in the trash, not the drain. #FOG #FOGclogs	8.64%	253	19	220
Feb 10, 19:56	(No description)	0%	211	0	208
Feb 10, 19:55	(No description)	0%	232	0	231
Feb 09, 18:22	Wondering what construction projects are happening around Orange County? Visit <a href="https://ocsan.gov/construction">ocsan.gov/construction</a> to learn about all the latest construction updates. #OCSanConstruction	4.12%	199	6	170
Feb 07, 21:49	It's no longer a secret! Wastewater 101-Citizens Academy is being held by OC San and was created especially for you. Visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> to sign up for this FREE Academy	2.83%	243	6	212
Feb 07, 02:28	(No description)	0%	100	0	100
Feb 05, 16:01	Can you walk on water? Neither can we. That is why we built these catwalks to get from process area to process area inside our treatment plants. #InsiderLook #BehindTheWalls	4.31%	262	10	232
Feb 04, 19:31	(No description)	0%	169	0	168
Feb 03, 22:01	M3GAN Voice: "Research shows common household items clog pipes and toilets. I'm here to protect those pipes". Visit <a href="https://ocsan.gov/education">ocsan.gov/education</a> to learn more about the #3Ps and #What3Flush. #NoWipesDownThePipes	3.87%	336	11	310
Feb 01, 20:51	(No description)	0%	121	0	121
Feb 01, 20:03	NEW DATES ANNOUNCED! The Wastewater 101 Citizens Academy is back. Visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> to view all the details.	8.5%	345	20	294

## Post performance - LinkedIn Pages

Data from 01 Feb, 2023 to 28 Feb, 2023

### Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 <b>Orange County Sanitation District</b> Feb 27, 19:29	 <p>It's official! OC San is now part of the Weather-Ready Nation Ambassador program. This means we are committing to going the extra mile to prepare for the event of a weather disaster.</p>	1.76%	510	8	0
 <b>Orange County Sanitation District</b> Feb 22, 20:05	 <p>The latest issue of the OC San Connection is here! To read the entire issue visit <a href="https://ocsan.gov/newsletter">ocsan.gov/newsletter</a></p>	2.92%	411	2	0
 <b>Orange County Sanitation District</b> Feb 16, 16:02	 <p>Do you know what happens to the water that drains from your sink and toilet and into the pipes? To address these concerns and many more, we established a Wastewater 101 - Citizens Academy! Visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> for...</p>	5.08%	669	12	1
 <b>Orange County Sanitation District</b> Feb 07, 21:49	 <p>It's no longer a secret! Wastewater 101-Citizens Academy is being held by OC San and was created especially for you. Visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> to sign up for this FREE Academy</p>	5.99%	784	14	0
 <b>Orange County Sanitation District</b> Feb 01, 20:03	 <p>NEW DATES ANNOUNCED! The Wastewater 101 Citizens Academy is back. Visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> to view all the details.</p>	7.26%	826	13	1

## News Articles

Happy New Year: Local Water supply updates	1-Feb-23	Seal Beach Times	<a href="https://www.ocsan.gov/home/showdocument?id=33653&amp;t=638109232164021127">https://www.ocsan.gov/home/showdocument?id=33653&amp;t=638109232164021127</a>
O.C. Sanitation to demo tech that kills 'forever chemicals,' turning waste into water, clean energy	5-Feb-23	Daily Pilot	<a href="https://www.latimes.com/socal/daily-pilot/news/story/2023-02-04/o-c-sanitation-demo-that-will-kill-forever-chemicals-turn-waste-into-water-electricity">https://www.latimes.com/socal/daily-pilot/news/story/2023-02-04/o-c-sanitation-demo-that-will-kill-forever-chemicals-turn-waste-into-water-electricity</a>
H2OC	Feb-23	Orange Coast Magazine	<a href="https://issuu.com/lamcs/docs/ocm_0223_digital_rev/70">https://issuu.com/lamcs/docs/ocm_0223_digital_rev/70</a>
374Water Tech Severs Carbon Bond in Organics	8-Feb-23	Waste360	<a href="https://www.waste360.com/pfas-pfoas/374water-tech-severs-carbon-bond-organics">https://www.waste360.com/pfas-pfoas/374water-tech-severs-carbon-bond-organics</a>
A World-Class System: O.C.'s Groundwater Replenishment System	6-Feb-23	Orange Coast Magazine	<a href="https://www.orangecoast.com/features/a-world-class-system-o-c-s-groundwater-replenishment-system/">https://www.orangecoast.com/features/a-world-class-system-o-c-s-groundwater-replenishment-system/</a>
Los Angeles is the chrome capital, but chemical behind the shine is too dangerous to keep using	27-Feb-23	LA Times	<a href="https://www.ocsan.gov/home/showdocument?id=33733&amp;t=638132558173876963">https://www.ocsan.gov/home/showdocument?id=33733&amp;t=638132558173876963</a>
Trunk Sewer Construction project update	2-Mar-23	Sun News	<a href="https://www.ocsan.gov/home/showdocument?id=33735&amp;t=638133401139527535">https://www.ocsan.gov/home/showdocument?id=33735&amp;t=638133401139527535</a>