

# Outreach and Media Summary



**March 2022**

OC San Public Affairs Office

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# Outreach Report March 2022






Date	Tours	Attendees	Tour Guide
03/02/2022	Cypress College	20	Pegah Behravan
03/15/2022	General Tour	4	Justin Fenton
Date	Speaking Engagements/Events	Attendees	Presenter
03/03/2022	American Council of Engineering Companies – Orange County Chapter	50	Dean Fisher/ Raul Cuellar
03/09/2022	Orange County Science and Engineering Fair	9	Cindy Murra Jeff Brown Dickie Fernandez Charles Falzone Rachel Van Exel Dawn Myers David Lo Violet Renick Shawn Carman
03/23/2022	Huntington Beach Southeast Council Committee Meeting	25	Tanya Chong
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim			1 website post/ 1 text & email alert
Los Alamitos/Seal Beach	1 printed notification	12,500	1 website post/ 1 text & email alert
Westminster	1 printed notification	4500	1 website post / 1 text alert
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One	216	
Board Member Talking Points	One	50	
Website Posts	5 posts	246 views	
Facebook	19 posts	2.6k reached	
Twitter	13 tweets	3.4k reached	
Instagram	14 posts	2k reached	
LinkedIn	4 posts	6k reached	

## Page Overview

### Discovery

 Post reach	1,560
 Post engagement	448
 New Page Followers	3

### Interactions

 Reactions	172
 Comments	34
 Shares	9
 Photo Views	48
 Link Clicks	28

# Posts

Last 90 Days

Date ▾



**Happy #worldwaterday! OC San supplies Orange County Water District with more than 130 million gallons a day of treated wastewater which is then reclaimed and reused for...**  
Tue, Mar 22

Post Reach **16** Engagement **7**



**Happy #worldwaterday! OC San supplies @ocwd with more than 130 million gallons a day of treated wastewater which is then reclaimed and reused for treatment processes,...**  
Tue, Mar 22

Post Reach **13** Engagement **0**



**Spring has begun! Did you know that biosolids can help plants grow? Biosolids can increase water infiltration and retention in soils, which are important for plant growth....**  
Mon, Mar 21

Post Reach **63** Engagement **5**



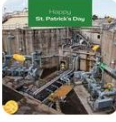
**Do you know What to Flush? You should only flush the 3Ps. PEE, POOP, and PAPER. And we mean toilet paper. Not "flushable" wipes, kitchen towels, or shredded printer pap...**  
Sat, Mar 19

Post Reach **392** Engagement **43**



**It's one thing to win at the local level, but to win at the state level! Guess what? OC San did THAT! CWEA just recognized OC San for 2 major awards: First Place for Safety Plant of t...**  
Fri, Mar 18

Post Reach **259** Engagement **33**



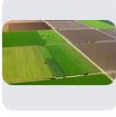
**Happy St. Patrick's Day! Can you spot the leprechaun in our plant? While the leprechaun chases for the gold, for us the pot of gold is always the wastewater coming into our plant.**  
Thu, Mar 17

Post Reach **63** Engagement **10**



**The OC San Steering Committee Meeting (5 p.m.) and Board of Directors Meeting (6 p.m.) are both happening on Wednesday, March 23. Click here to view the agenda:**  
Wed, Mar 16

Post Reach **63** Engagement **3**



**OC San is a Resource Recovery agency. Not only do we recycle the wastewater that comes into our treatment facilities, but we also recover and reuse organic solids and...**  
Tue, Mar 15

Post Reach **82** Engagement **22**



**There is still time to sign up for the OC San Virtual Tour this Tuesday at noon. Visit [ocsan.gov/tours](https://ocsan.gov/tours) to register for FREE!**  
Sun, Mar 13

Post Reach **116** Engagement **2**



**It's FlashbackFriday! Let's travel back in time to 1989 and check out the Primary Clarifiers from Plant No. 2 in Huntington Beach. The clarifiers are covered with geodesi...**  
Fri, Mar 11

Post Reach **169** Engagement **12**



**Are you an electrical engineer? Or do you know any electrical engineers? If so, check out our latest job posting on [ocsan.gov/jobs](https://ocsan.gov/jobs)**  
Thu, Mar 10

Post Reach **109** Engagement **6**



**Did you know our Ocean Monitoring Program collects water samples along 21 miles of OC beaches to test for bacteria levels? It's true! From Seal Beach all the way to Crystal...**  
Wed, Mar 9

Post Reach **72** Engagement **6**



**A Special Operations Meeting will be held on Wednesday, March 16 at 4 p.m. Click here to view the agenda:**  
Wed, Mar 9

Post Reach **50** Engagement **2**



**The Legislative and Public Affairs Committee Meeting will be happening on Monday, March 14 at 4:30 pm. Click here to view the agenda:**  
Tue, Mar 8

Post Reach **39** Engagement **0**



**Congratulations to our General Manager, Jim Herberg. He was awarded the 2022 Excellence in Advocacy Achievement from the WaterReuse Association for his contributions and...**  
Tue, Mar 8

Post Reach **387** Engagement **135**



**Tomorrow is the day. Saturday work starts and will be ongoing through March. To see full details on the project visit [ocsan.gov/LosAlamitos](https://ocsan.gov/LosAlamitos) Rossmoor Rossmoor...**  
Fri, Mar 4

Post Reach **151** Engagement **8**



**Today is #employeeappreciationday! We wanted to say thank you to all of our 600+ employees here at OC San. A special shoutout to our Maintenance Team for taking on any proje...**

Post Reach **226** Engagement **28**



**The Administration Committee Meeting is happening on Wed., March 9 at 5 p.m. Click here to view the agenda:**  
Wed, Mar 2

Post Reach **59** Engagement **3**



**We are currently recruiting for our next Engineering Manager. To view the full details on this position and view other openings visit [ocsan.gov/jobs](https://ocsan.gov/jobs) #OCSanJobs...**  
Wed, Mar 2

Post Reach **272** Engagement **19**

# Twitter Posts March 2022

## 28 day summary with change over previous period



Mar 2022 • 21 days so far...

### TWEET HIGHLIGHTS

#### Top Tweet earned 973 impressions

Happy St. Patrick's Day! Can you spot the leprechaun in our plant? While the leprechaun chases for the gold, for us the pot of gold for us always the wastewater coming into our plant.  
[pic.twitter.com/DXg0xqn3h](https://pic.twitter.com/DXg0xqn3h)



♥ 4

[View Tweet activity](#)

[View all Tweet activity](#)

#### Top Follower followed by 24 people



**Wendy Wert**

@WendyWert1 FOLLOWS YOU

Sanitation Districts of Los Angeles County Environmental Engineer - Facilities Planning Department, Public Information Office.

[View profile](#)

#### Top mention earned 10 engagements

**WateReuse**  
@WateReuseAssoc · Mar 16

Congratulations to James Herberg, recognized with a WateReuse Advocacy Achievement Award for his role in the Groundwater Replenishment System, the world's largest project for indirect potable reuse. @OCSanDistrict  
[pic.twitter.com/LPpwG43iok](https://pic.twitter.com/LPpwG43iok)



👤 1 ♥ 3

[View Tweet](#)

#### Top media Tweet earned 550 impressions

Congratulations to our General Manager, Jim Herberg. He was awarded the 2022 Excellence in Advocacy Achievement from the WateReuse Association for his contributions and impact to the water world. To learn more visit [ocsan.gov](https://ocsan.gov)  
[pic.twitter.com/8KH9muWSN](https://pic.twitter.com/8KH9muWSN)



👤 1 🗨️ 2 ♥ 6

[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](#)

### MAR 2022 SUMMARY

Tweets	Tweet impressions
13	3,468
Profile visits	Mentions
754	6
New followers	
1	

**Instagram Posts  
March 2022**

OCSandDISTRICT [Edit Profile](#)

776 posts 1,242 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.  
[youtu.be/9rEOR8DQ34I](https://youtu.be/9rEOR8DQ34I)

POSTS VIDEOS SAVED TAGGED

**CWEA**  
AWARDS EARNED BY OCSAN  
Safety Plant of the Year (Plant No. 1) & Operator Of the Year - Anthony Chang

Happy St. Patrick's Day

Join Us For A Virtual Tour

FLASH BACK FRIDAY  
PRIMARY CLARIFIERS HUNTINGTON BEACH 1985

NEW JOB ALERT!  
Electrical Engineer

We Care About The Ocean  
LEARN MORE ABOUT OUR OCEAN MONITORING PROGRAM  
VISIT OCSAN.ORG/PROTECTION

Jim Herberg  
President  
The Excellence in Advocacy Achievement Award

LOS ALAMITOS TRUNK SEWER PROJECT  
SATURDAY WORK STARTS TOMORROW  
FROM 7 AM - 4 PM  
For more info: [ocsan.gov/losalamitos](https://ocsan.gov/losalamitos)  
(714) 378-2843

HAPPY EMPLOYEE APPRECIATION DAY!  
Thank you to our staff for protecting public health and the environment!

ENGINEERING MANAGER CONSTRUCTION MANAGEMENT  
Orange County Sanitation District

We Are Hiring!  
• Engineering Supervisor - Non Industrial Sewage Control  
• Environmental Supervisor - Analytical Chemistry and Environmental To Gasoline Eligible List  
• Engineering Manager - Construction Management To Gasoline Eligible List  
Apply Now at [ocsan.gov/jobs](https://ocsan.gov/jobs)



**LinkedIn Posts**  
**March 2022**

### Analytics

Last 30 day activity

**599** ▲ 13.9%

Search appearances 

Last 7 days

**227** ▼ 3%

Unique visitors

**45** ▲ 12.5%

New followers

**8.3K** ▲ 190%

Post impressions

**15** ▲ 36.4%

Custom button clicks

 Orange County Sanitation District  
3,564 followers  
3d • 

It's one thing to win at the local level, but to win at the state level! Guess what? OC San did THAT! CWEA just recognized OC San for 2 major awards: First Place for Safety Plant of the Year and Operator of the Year. Visit [www.ocsan.gov](http://www.ocsan.gov) ...see more



**AWARDS EARNED BY**  
**OC&SAN**

Safety Plant of The Year (Plant No. 1)  
&  
Operator Of The Year - **Anthony Chang**

 21

 Orange County Sanitation District  
3,564 followers  
1w • 

Are you an electrical engineer? Or do you know any electrical engineers? If so, check out our latest job posting on [ocsan.gov/jobs](http://ocsan.gov/jobs)



**OC&SAN**  
ORANGE COUNTY SANITATION DISTRICT

**NEW JOB ALERT!**

Electrical Engineer





Apply now at [ocsan.gov/jobs](http://ocsan.gov/jobs)

 7

**Orange County Sanitation District**  
3,564 followers  
2w • 🌐

Congratulations to our General Manager, Jim Herberg. He was awarded the 2022 Excellence in Advocacy Achievement from the WaterReuse Association for his contributions and impact to the water world. To learn more visit [ocsan.gov](https://ocsan.gov)



🌐 Gina Ayala and 122 others

24 comments • 2 shares

Recruitment Announcement



Orange County Sanitation District

Article	Date	Resource	Link
State council approves strategy to reduce microplastics flowing into sea	24-Feb-22	OC Register	<a href="https://www.ocregister.com/2022/02/23/state-council-urges-key-steps-to-halt-the-flow-of-microplastics-into-sea/">https://www.ocregister.com/2022/02/23/state-council-urges-key-steps-to-halt-the-flow-of-microplastics-into-sea/</a>
Sewage Spill Closes Portion of Newport Harbor for Swimming	25-Feb-22	Newport Beach Independent	<a href="https://www.newportbeachindy.com/newport-beach-city-manager-update-helicopter-crash-sewage-spill-be-well-oc/">https://www.newportbeachindy.com/newport-beach-city-manager-update-helicopter-crash-sewage-spill-be-well-oc/</a>
Long Beach closes beaches after thousands of gallons of sewage spills into L.A. River	1-Mar-22	KTLA 5	<a href="https://ktla.com/news/local-news/long-beach-closes-beaches-after-thousands-of-gallons-of-sewage-spills-into-l-a-river/">https://ktla.com/news/local-news/long-beach-closes-beaches-after-thousands-of-gallons-of-sewage-spills-into-l-a-river/</a>
Los Alamitos Newsletter - OC San Construction	3-Mar-22	Los Alamitos Newsletter	<a href="https://www.ocsan.gov/home/showdocument?id=32607&amp;t=637835564124982532">https://www.ocsan.gov/home/showdocument?id=32607&amp;t=637835564124982532</a>
Jim Herberg has been awarded the Excellence in Advocacy Achievement Award	8-Mar-22	Press Release	<a href="https://www.ocsan.gov/home/showpublisheddocument/32562">https://www.ocsan.gov/home/showpublisheddocument/32562</a>
Advocacy Achievement Video: James Herberg	8-Mar-22	WateReuse	<a href="https://watereuse.org/news-events/awards/past-award-winners/watereuse-award-winners-2022/03-08/watereuse-announces-2022-awards-excellence-and-presidents-awards">https://watereuse.org/news-events/awards/past-award-winners/watereuse-award-winners-2022/03-08/watereuse-announces-2022-awards-excellence-and-presidents-awards</a>
WateReuse Announces 2022 Awards for Excellence and President's Awards	8-Mar-22	Pumps and Systems	<a href="https://www.ocsan.gov/home/showdocument?id=32605&amp;t=637835564109513732">https://www.ocsan.gov/home/showdocument?id=32605&amp;t=637835564109513732</a>
Los Alamitos Newsletter - OC San Construction	18-Mar-22	Los Alamitos Newsletter	<a href="https://www.waste360.com/wastewater/eliminating-forever-chemicals-and-increasing-clean-water-access-orange-county-calif">https://www.waste360.com/wastewater/eliminating-forever-chemicals-and-increasing-clean-water-access-orange-county-calif</a>
What if it were possible to eliminate 99.9% of PFAS — “forever chemicals” — from our water, food waste and landfills?	22-Mar-22	Waste 360	