

Outreach and Media Summary



September & October 2021

OC SAN Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 3
TWITTER POSTINGS	PAGE 7
INSTAGRAM POSTINGS.....	PAGE 9
LINKEDIN POSTINGS.....	PAGE 11
NEWS ARTICLES.....	PAGE 14




Outreach Report September and October 2021

Date	Tours	Attendees	Tour Guide
09/09/2021	Cal State Fullerton Nursing	12	Cortney Light
09/09/2021	Cypress College	23	Justin Fenton
09/09/2021	Cypress College	16	Dickie Fernandez
10/13/2021	University of Irvine	35	Pegah Behravan
10/23/2021	New Employee Tour	30*	Jim Herberg/ Rob Thompson
	*These events have not occurred at time of this report, therefore # of attendees is estimated.		
Date	Speaking Engagements/Events	Attendees	Presenter
09/14/2021	Orange County Business Council	50	Jim Herberg
09/30/2021	US Green Building Council- LA Thought Leadership Series	90	Rob Thompson
09/30/2021	CASSEE: Elements of a Successful Odor Control Program	20	Brian Reed
10/12/2021	Rossmoor Community Services District	15	Kathy Millea
10/13/2021	Mentorship for Women in Water	150	Violet Renick
10/15/2021	University of Irvine	30	Violet Renick
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim	printed notification	1,800	3 website posts
Los Alamitos/ Seal Beach/ Rossmoor	printed notification	11,000	2 website posts/ 2 text alerts/ 2 emails
Westminster	Printed notification	1,500	3 website posts / 2 text alerts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	2	434	
Board Member Talking Points	2	100	
Community Newsletter	Service Area	4500	
Website Posts	12 posts	154 views	
Facebook	19 posts	2.3k reached	






Twitter	28 tweets	6.8k reached	
Instagram	18 posts	3.6k likes	
LinkedIn	4 posts	1,829 people	












Page Overview

Discovery

 Post Reach	1,251
 Post Engagement	217
 New Page Followers	4

Interactions

 Reactions	80
 Comments	5
 Shares	22
 Photo Views	21
 Link Clicks	14

	<p>On Oct. 27 the Steering Committee Meeting (4:30 p.m.) and Board Meeting (6 p.m) will take place. Click here to view the calendar:</p> <p>Wed, Oct 20</p>	Post Reach 45	Engagement 2
	<p>Here are some fun facts about OC San! Swipe through to learn a little more about us! To learn more visit ocsan.gov/about-us</p> <p>Wed, Oct 20</p>	Post Reach 86	Engagement 4
	<p>Its been awhile since we've done some #TuesdayTrivia..... Did you get the answer right? About 70%</p> <p>Tue, Oct 19</p>	Post Reach 92	Engagement 4
	<p>Reminder, construction starts tonight! City of Los Alamitos Rossmoor Community Services District Rossmoor</p> <p>Sun, Oct 17</p>	Post Reach 101	Engagement 3
	<p>We're proud of you too! Learn about all the other things that shouldn't go down your sink at what2flush.com or ocsan.gov</p> <p>Sun, Oct 17</p>	Post Reach 136	Engagement 6
	<p>Construction Alert in City of Los Alamitos - work is starting Sunday night at Lexington Dr. Stay in the know by signing up for alerts at www.OCSan.gov/LosAlamitos...</p> <p>Thu, Oct 14</p>	Post Reach 356	Engagement 20
	<p>Great news for your pipes and ours. A new California law just passed (AB 818 requiring all wet wipes packages to include a "Do Not Flush" symbol (pictured above) and...</p> <p>Wed, Oct 13</p>	Post Reach 134	Engagement 11
	<p>Very excited to see this happen...remember, only flush the 3 Ps. Pee, poop, and (toilet) paper!</p> <p>Mon, Oct 11</p>	Post Reach 87	Engagement 4
	<p>Ever wanted to work at a wastewater treatment plant? Now's your chance! Visit ocsan.gov/jobs to learn more about our current open positions. #OCSanJobs #CareersinWastewater</p> <p>Mon, Oct 11</p>	Post Reach 227	Engagement 17
	<p>Construction Alert @cityofwestminsterca – Work is starting on the intersection of Westminster Blvd. and Rancho Road on the week of October 11. Sign up for email and text alert...</p> <p>Sat, Oct 9</p>	Post Reach 207	Engagement 10
	<p>Did this week go by in a flash for you too? It sure did for us, this is us taking a quick break to remind you that everything you flush ends up with us. Make sure you're only putting...</p> <p>Fri, Oct 8</p>	Post Reach 138	Engagement 13



The Administration Committee Meeting is happening on Wednesday, October 13 at 5...

Wed, Oct 6

Post Reach **34** Engagement **1**



The OC San Board of Director Meeting is happening on Oct. 5 at 5 pm and the Operations...

Tue, Oct 5

Post Reach **67** Engagement **1**



From operator, scientist, accountant, and so much more. We are OC San Wastewater...

Tue, Oct 5

Post Reach **87** Engagement **37**



We do our part and we ask you to do yours. By not dumping fats, oils, or grease down you...

Sat, Oct 2

Post Reach **127** Engagement **6**



Construction is set to begin in a couple of weeks in City of Los Alamitos- get all the details a...

Fri, Oct 1

Post Reach **128** Engagement **8**



The CIP Annual Report is ready for your eyes to see! Visit ocsan.gov and be transporte...

Thu, Sep 30

Post Reach **109** Engagement **9**



Construction Alert City of Anaheim- Municipal Government – striping along...

Wed, Sep 29

Post Reach **141** Engagement **5**



Theres still time! OC San has an opening for the Environmental Protection...

Tue, Sep 28

Post Reach **90** Engagement **3**



If you havent yet, we'd recommend heading over to ocsan.gov/jobs right away to...

Mon, Sep 27

Post Reach **96** Engagement **3**



Although we are all about the sewer system, some properties in Orange County are still on...

Thu, Sep 23

Post Reach **504** Engagement **19**



Construction alert for City of Anaheim- Municipal Government and Cityof...

Wed, Sep 22

Post Reach **130** Engagement **5**



Don't forget to join us on Wednesday, Sept. 29 for a Special Steering Committee...

Wed, Sep 22

Post Reach **64** Engagement **2**



Today we'd like to show our gratitude to our amazing I.T. Department, in recognition of...

Tue, Sep 21

Post Reach **151** Engagement **11**



Happy National Beach Clean Up Day! Whether you're in Huntington, Newport, Seal...

Sat, Sep 18

Post Reach **79** Engagement **2**



Construction alert for City of Anaheim- Municipal Government. Heavy traffic on...

Fri, Sep 17

Post Reach **69** Engagement **1**



Its been awhile since we shared a good #WaybackWednesday photo. Here is this gem our...

Wed, Sep 15

Post Reach **200** Engagement **18**



Its #ConstructionAppreciationWeek so let's hi five our talented...

Tue, Sep 14

Post Reach **86** Engagement **9**



Construction alert for City of Anaheim- Municipal Government- final paving on...

Mon, Sep 13

Post Reach **80** Engagement **1**



9/11 is a day of remembrance and how hope, resilience and unity lifted us up as a nation i...

Sat, Sep 11

Post Reach **97** Engagement **7**

**Twitter Posts
Sept.- Oct. 2021**

28 day summary with change over previous period



Oct 2021 • 20 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 2,082 impressions
Great news for your pipes and ours. A new California law just passed (AB 818 requiring all wet wipes packages to include a "Do Not Flush" symbol & warning on each individual package. This new symbol will make it clear that wipes are not flushable. #3Ps @CASA_CleanWater pic.twitter.com/DFIrNN03tV



1 retweet 7 replies 25 likes

View Tweet activity View all Tweet activity

Top mention earned 6 engagements
Anthony Kuo @anthonykuo · Sep 28
Congratulations to Aminah Rangwala, who was recently recognized by the @OCSanDistrict for producing a stop motion Public Service Announcement about the proper disposal of "FOG" or fats, oils, and grease. youtube.com/watch?v=M6i2RU... #Irvine #fog #bacongrease

1 retweet 1 reply 4 likes

View Tweet

Top media Tweet earned 383 impressions
From operator, scientist, accountant, and so much more. We are OC San Wastewater Professionals. To join the team visit ocsan.gov #WaterProfessionalsWeek #CAWaterWeek #EssentialWorkers #WeAreCAWater #ThankWaterPros #WorkForWater #WatersWorthIt pic.twitter.com/RwSiCTyGaB



2 retweets 6 likes

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

OCT 2021 SUMMARY

Tweets	Tweet impressions
11	4,409
Profile visits	Mentions
179	3
New followers	
1	

Top Follower followed by 2,405 people
WAXIE Sanitary Supply, An Envoy Solutions
We help businesses keep their facilities cleaner, healthier, greener & safer. WAXIE Sanitary Supply - The Most Trusted Name In Clean. Since 1945.

Sep 2021 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 220 impressions

Construction alert for @City_of_Anaheim . Heavy traffic on southbound State College Blvd. from La Palma to Lincoln, please use alternate routes. Traffic will be impacted until 7pm tonight. Thank you for your patience. Question call 657-208-7900.

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 471 people



H2OGlobalNews

@H2OGlobalNews [FOLLOWS YOU](#)

We deliver all the latest news from the world of water covering the Drinking/Potable Water and Wastewater industries.

[View profile](#)

Top mention earned 9 engagements



JWC Environmental

@JWCmonsters · Sep 26

Since many people seem to have forgotten their 3 P's, here's a clever reminder from the @OCSanDistrict 🐸 🗑️

[#nomorewipes](#) [#wipesclogpipes](#)
[#muffinmonster](#) [#JWCEnvironmental](#)
ow.ly/EQ4C50Ggucx

👤 3 🍷 3

[View Tweet](#)

Top media Tweet earned 166 impressions

Happy Labor Day! Today is a day to celebrate the contributions of every hard working individual near and far! We recognize the hard work every single member of the [#OCSanFamily](#) [#HappyLaborDay](#)

In case of emergency call: (714)962-2411
pic.twitter.com/XEkaj4Om9R



[View Tweet activity](#)

[View all Tweet activity](#)

SEP 2021 SUMMARY

Tweets
20

Tweet impressions
3,518

Profile visits
741

Mentions
5

New followers
3

Instagram Posts Sept. – Oct. 2021

ocsandistrict Edit Profile

693 posts 1,240 followers 83 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 VIDEOS SAVED TAGGED

OC San

Did You Know?

TUESDAY TRIVIA

Can you guess the number of people who use water in your home every day?

Answer: 100 gallons.

Remembers coffee grounds belong in trash, not down the drain

AND LOOK AT ALL YOU HAVE DONE

AND ALL YOU HAVE ACCOMPLISHED

Construction is Starting
Sunday, October 17 at 8 p.m.

Levington Drive

Asafie Avenue

Construction Begins 11/15/21

OC SAN

WE ARE HIRING!

- ENVIRONMENTAL PROTECTION MANAGER (SOURCE CONTROL)
- MAINTENANCE SUPERVISOR (POWER PLANT OPERATIONS)
- POWER PLANT OPERATOR II
- SENIOR REGULATORY SPECIALIST

VISIT OCEAN.GOV/CAREERS TO APPLY

Westminster Blvd. Sewer P

Rancho Road Hammon Pla Intersection

Starting week of October 11
Monday, 7:00 a.m. – 4 p.m.

What to Expect:

- No left turns at the intersection allowed
- Plan to use alternate routes
- Increase in construction-related activity

Construction Begins 11/15/21

OC SAN

ONLY PEE POOP AND TOILET PAPER

HELP KEEP THE PIPES CLEAR!

NO TO FOG!

Avoid dumping fats, oils, and greases down your garbage disposal or sink!

Los Alamitos Trunk Sewer Project

Construction is Starting Soon...

Sign Up

Email alerts

Text alerts

OC SAN

TOGETHER
We Can Do So Much

Capital Improvement Program ANNUAL REPORT

Fiscal Year 2020/21

ENVIRONMENTAL PROTECTION MANAGER (SOURCE CONTROL)

Orange County Sanitation District

WE ARE Hiring

- Contracts/Purchasing Assistant
- Engineer
- Environmental Protection Manager
- Information Technology Analyst II
- Information Technology I
- Operations Technician

OC SAN

DID YOU KNOW?

Whether you flush it down the toilet, grind it in the garbage disposal, or pour it down the sink, shower, or bath, everything that goes down your drains ends up in your septic system. What goes down the drain affects how well your septic system works.

OC SAN CELEBRATES

I.T. Professionals Day

Thank you to our entire I.T. Department here at OC San for everything that you do on a daily basis to keep us interconnected & organized.

BE YOUR PART

National Beach Clean Up Day!

OC SAN



**LinkedIn Posts
Sept.- Oct. 2021**

Analytics	
Last 30 day activity	
340	▲ 63%
Unique visitors	
72	▲ 89%
New followers	
1.7K	▼ 41%
Post impressions	
Start a post	
15	▼ 11%
Custom button clicks	

 **Orange County Sanitation District**
3,374 followers
1d • 

Great news for your pipes and ours. A new California law just passed (AB 818 requiring all wet wipes packages to include a "Do Not Flush" symbol (pictured above) and warning on each individual package. This new symbol will i ...see more



 5

Orange County Sanitation District
OC&SAN 3,374 followers
1w • 🌐

The CIP Annual Report is ready for your eyes to see! Visit ocsan.gov and be transported into the world of the OC San Capital Improvement Program.
[#OCSanConstruction](#) [#OCSanCIP](#)



Capital Improvement Program **ANNUAL REPORT**

Fiscal Year 2020/21

🌐 5 • 1 comment

Orange County Sanitation District
OC&SAN 3,374 followers
2w • 🌐

There's still time! OC San has an opening for the Environmental Protection Manager - Source Control. The job posting closes on October 12. Head on over to ocsan.gov to apply. [#WastewaterJobs](#) [#CareerInWastewater](#) [#OCSanJobs](#)

Recruitment Announcement



ENVIRONMENTAL PROTECTION MANAGER (SOURCE CONTROL)

Orange County Sanitation District

🌐 4 • 1 comment

OCASAN Orange County Sanitation District
3,374 followers
1mo • 🌐

Its #ConstructionAppreciationWeek so let's hi five our talented staff and contractors who make our projects happen so we can provide you all with reliable sewer service. Now check out some of our current construction project ...see more

IT'S CONSTRUCTION APPRECIATION WEEK!!!

Westminster Blvd. Sewer Project
Between Seal Beach Blvd and Bolsa Chica Rd
Seal Beach/Westminster

Headworks Rehabilitation at Plant No. 1
OC San Plant No. 1
Fountain Valley

State College Sewer
State College Blvd. from Underhill Ave. to Romney Dr./Placencia Ave. AND Miraloma Ave. and Miller St.
Anaheim/Fullerton

Huntington Beach Plant Construction
OC San Plant No. 2
Huntington Beach

🗨️ 11 • 1 comment

Article	Date	Resource	Link
State Report raises fresh alarms over sea-level rise	28-Aug-21	Orange County Register	State report raises fresh alarms over sea-level rise – Orange County Register (ocregister.com)
Why Groundwater flooding is becoming a serious threat to coastal cities as sea levels rise	16-Sep	Orange County Register	Why groundwater flooding is becoming a threat to coastal cities as sea levels rise – Orange County Register (ocregister.com)
Why groundwater flooding is becoming a threat to coastal cities as sea levels rise	16-Sep-21	Press Telegram	Why groundwater flooding is becoming a threat to coastal cities as sea levels rise – Press Telegram
Nearby Sewer Construction will impact traffic	14-Oct-21	Leisure World Weekly	https://www.lweekly.com/eedition-lweekly/
Effect of OC Oil Spill, Oil Subsidies highlight congressional hearing in Irvine	18-Oct-21	Orange County Register	Effects of OC oil spill, oil subsidies highlight congressional hearing in Irvine – Orange County Register (ocregister.com)
Portion of Huntington Harbours Closed after sewage spill	19-Oct-21	Orange County Register	Portion of Huntington Harbour still closed after sewage spill Wednesday – Orange County Register (ocregister.com)
Gov. Newsom Declares Drought Emergency	21-Oct-21	NBC 4	Gov. Newsom Declares Drought Emergency – NBC Los Angeles