

Outreach and Media Summary



January - February 2021

OC SAN Public Affairs Office

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Outreach Report February 2021

Date	Tours	Attendees	Tour Guide
2/8/2021	Oak Park High School Virtual Tour	32	Mike Zedek
2/10/2021	Oak Park High School Virtual Tour	33	Mike Zedek
2/16/2021	El Modena High School Virtual Tour	21	Sam Choi
2/18/2021	New Board Member Virtual Tour	40	EMT
2/25/2021	CSUF Nursing Class Virtual Tour	15*	Cortney Light
Date	Speaking Engagements	Attendees	Presenter
2/2/2021	Career Fair Presentation	173	Kevin Escobar
2/12/2021	ACC- OC Presentation	20	Rebecca Long
2/24/2021	Anaheim District 5 Presentation	30*	Daisy Covarrubias
	*These events have not occurred at time of this report, therefore # of attendees is estimated.		
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim	3 notifications	8300	3 website posts / 3 text alerts
Westminster	1 notification	260	2 website posts / 1 text alerts
External Communications	Distribution	# of People Reached	
Board Member Talking Points	One	25	
Member Outreach Toolkit	One	25	
Website Posts	2 posts	17 views	
Facebook	27 posts	2.8k people	
Twitter	21 tweets	11.4k people	
Instagram	24 posts	1k people	

Facebook Posts Jan- Feb 2021

Results from Jan 19, 2021 - Feb 15, 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

<p>Actions on Page ⓘ</p> <p>January 19 - February 15</p> <p>1</p> <p>Total Actions on Page ▼67%</p>	<p>Page Views ⓘ</p> <p>January 19 - February 15</p> <p>121</p> <p>Total Page Views ▲21%</p>	<p>Page Previews ⓘ</p> <p>January 19 - February 15</p> <p>We have insufficient data to show for the selected time period.</p>
<p>Page Likes ⓘ</p> <p>January 19 - February 15</p> <p>3</p> <p>Page Likes ▲0%</p>	<p>Post Reach ⓘ</p> <p>January 19 - February 15</p> <p>901</p> <p>People Reached ▲47%</p>	<p>Story Reach ⓘ</p> <p>January 19 - February 15</p> <p>Get Story Insights</p> <p>See stats on how your Page's recent stories have performed.</p> <p>Learn More</p>
<p>Recommendations ⓘ</p> <p>January 19 - February 15</p> <p>We have insufficient data to show for the selected time period.</p>	<p>Post Engagement ⓘ</p> <p>January 19 - February 15</p> <p>357</p> <p>Post Engagement ▲146%</p>	<p>Videos ⓘ</p> <p>January 19 - February 15</p> <p>385</p> <p>3-Second Video Views ▲41%</p>
<p>Page Followers ⓘ</p> <p>January 19 - February 15</p> <p>3</p> <p>Page Followers ▲0%</p>		

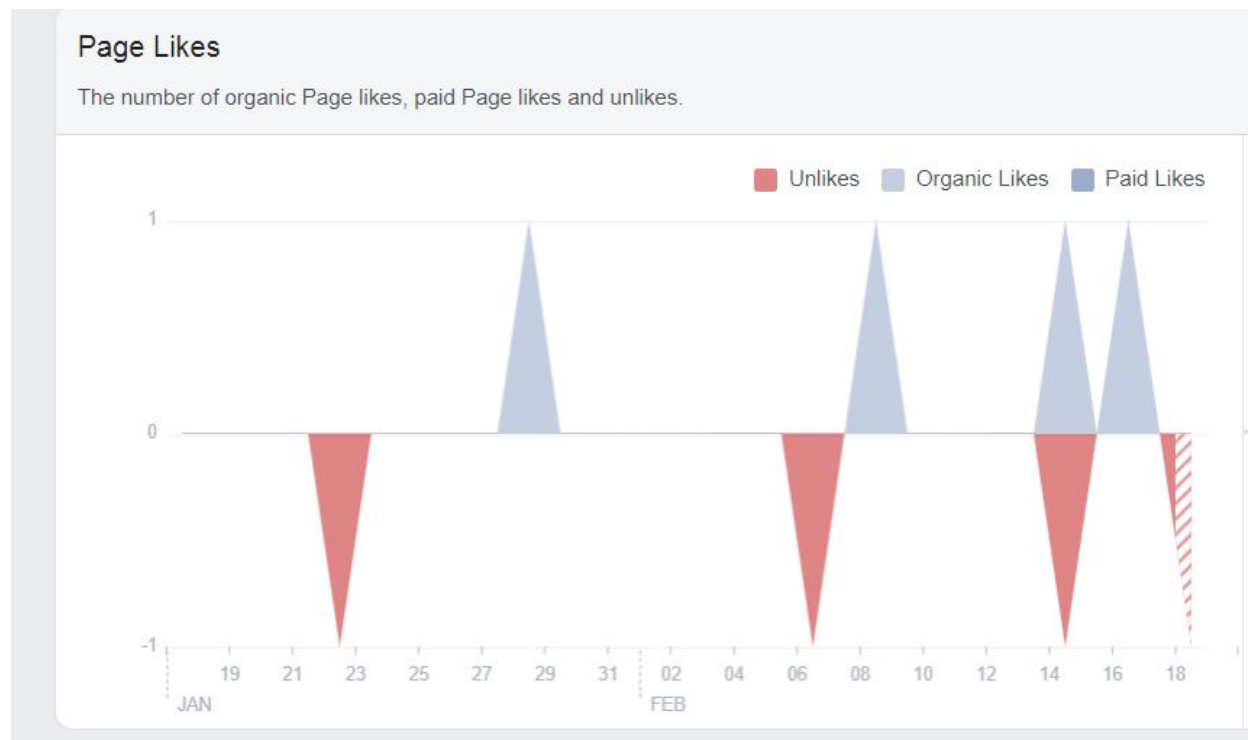
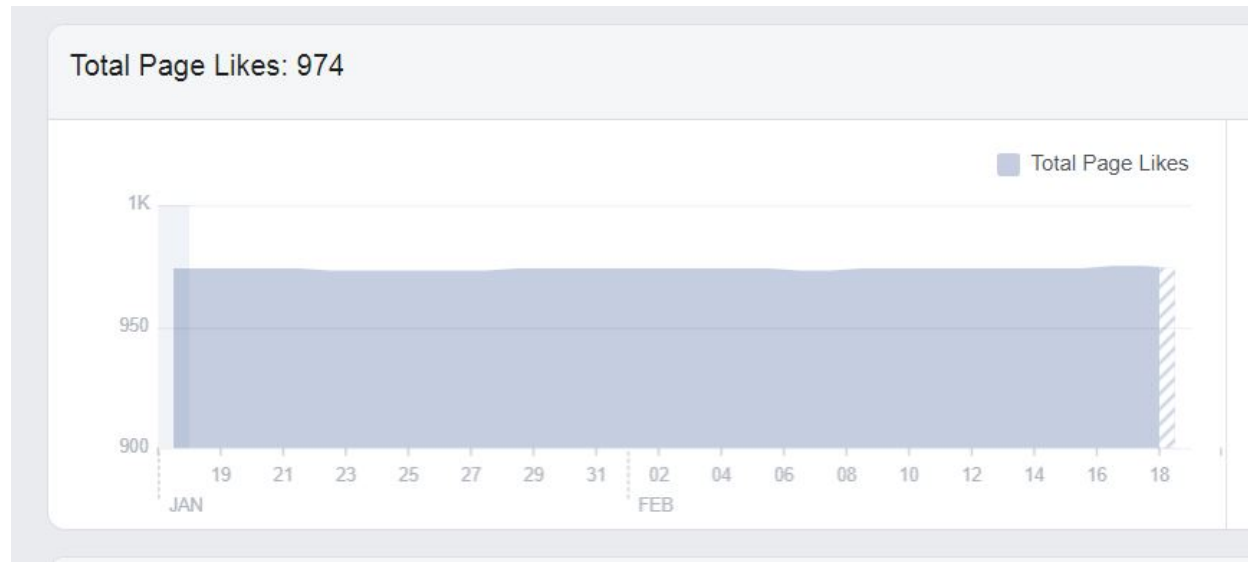
All Posts Published

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

Published	Post	Type	Targeting	Reach	Engagement
02/15/2021 2:00 PM	 Construction Alert for @city_of_anaheim. Both DAY and			39 ■	1 1
02/15/2021 7:00 AM	 The OC San Admin offices will be closed today in observance of			107 ■	1 1
02/14/2021 8:30 AM	 We LOVEEEEEEEEEEEEEEE when someone tells us these 4 sweet			82 ■	5 6 ■ ■
02/12/2021 8:30 AM	 This is the #YearOfTheOx. The Ox has traits of strength, reliability,			126 ■	2 5 ■
02/11/2021 2:41 PM	 #WomenInScience are everyday but today we want to give you all an			281 ■	21 34 ■ ■
02/11/2021 8:30 AM	 REMINDER*** Our Admin offices will be closed tomorrow in			71 ■	0 2 ■
02/10/2021 2:34 PM	 We will be having a Special Board of Directors Meeting on Wednesday,			59 ■	2 1 ■
02/09/2021 2:08 PM	 WOOT! WOOT! OC San received 4 Santa Ana River Basin Section			187 ■	5 10 ■ ■
02/07/2021 8:00 AM	 We wait for Super Bowl Sunday as much as everyone else. Our			132 ■	4 7 ■ ■
02/06/2021 7:30 AM	 Reminder! Construction Alert for @city_of_anaheim. Northbound			81 ■	1 1 ■
02/05/2021 12:47 PM	 Street is now open, thank you for your patience.			50 ■	1 0 ■
02/05/2021 9:09 AM	 Construction Alert in City of Anaheim- Municipal Government.			44 ■	2 2 ■
02/04/2021 1:05 PM	 Construction Alert for @cityofanaheim. Northbound State			88 ■	2 0 ■
02/03/2021 1:43 PM	 If you've gone to ocsd.com/jobs and haven't seen the posting for the job			85 ■	7 2 ■ ■
02/03/2021 12:28 PM	 Make sure to join us next week on Wednesday, Feb. 10 at 5 p.m. Click			33 ■	1 0 ■
02/02/2021 1:35 PM	 Join us for the Legislative and Public Affairs Committee on Monday, Feb.			65 ■	0 0 ■

02/02/2021 1:35 PM	 Join us for the Legislative and Public Affairs Committee on Monday, Feb.			65		0 0	
02/02/2021 9:04 AM	 #Nationalgreenweek is here. Remember, every item has its place			91		0 0	
01/28/2021 2:24 PM	 In this weather, you have to stay toasty even when you're inside			116		1 6	
01/28/2021 12:26 PM	 The Operations Committee Meeting is happening on Wednesday, Feb. 3			59		2 1	
01/24/2021 9:00 AM	 Just an inside look at some of the views you see inside a Wastewater			223		14 18	 
01/23/2021 12:09 PM	 Construction Alert in Cityof Fullerton. Starting Monday crews will begin			64		2 2	
01/22/2021 9:00 AM	 Always Safe, Always There. The OC San Team ensures that work gets			160		22 11	 
01/21/2021 11:16 AM	 Join us in congratulating the new OC San Environmental Laboratory			228		48 29	 
01/20/2021 12:10 PM	 The Steering Committee Meeting (5 p.m.) and Board of Directors			67		2 0	
01/20/2021 9:00 AM	 There are many types of gasses, but do you know what biogas is?			102		5 4	 
01/17/2021 9:00 AM	 Word searches on a Sunday morning sounds like a dream to us.			121		1 2	

Graphs of Page Likes, Post Reach and Total Views for January- February 2021



Total Views By Section



Post Reach

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



Twitter Posts Jan- Feb 2021

28 day summary with change over previous period



Feb 2021 • 17 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 3,811 impressions

Construction Alert for @cityofanaheim. Northbound State College Blvd. will be closed at Westport Dr. on Saturday. Please use alternate routes to reach your destination. Visit ocsan.gov/statecollege for details. #OC SanConstruction @City_of_Anaheim
pic.twitter.com/gA4XMrzA9z



View Tweet activity View all Tweet activity

Top mention earned 16 engagements

Los Angeles County Sanitation Districts
@SanDistricts · Feb 7
@OC SanDistrict Sewer treatment plants are the real MVPs today! #flushbowl #what2flush
View Tweet

Top media Tweet earned 472 impressions

We wait for Super Bowl Sunday as much as everyone else. But for us it's the Flush Bowl because it is 1 of our peak flow days. When you hit the restroom during the commercial breaks, make sure you keep in mind to only flush pee, poop, and paper. Nothing more. #what2flush #flushbowl
pic.twitter.com/5IHdyXVqSB



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](#)

FEB 2021 SUMMARY

Tweets 13	Tweet Impressions 7,072
Profile visits 119	Mentions 4
New followers 8	

Top Follower followed by 3,013 people

SoCal Water Coalition
@SoCalWaterComm follows you

We're a nonprofit, nonpartisan public education partnership dedicated to informing Southern Californians about our water needs and our state's water resources.

[View profile](#)

Jan 2021 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 324 impressions

You should only flush the 3 P's: Pee, Poop, and Toilet Paper. This is the Way. #3Ps #What2Flush #thisistheway
pic.twitter.com/JKpINiOLmU



🔗 1 ❤️ 1

[View Tweet activity](#)

[View all Tweet activity](#)

Top media Tweet earned 313 impressions

Happy New Year! We're ready to flow into 2021, we hope you are too!
pic.twitter.com/vq3J542LO2



❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

JAN 2021 SUMMARY

Tweets
7

Tweet impressions
4,300

Profile visits
180

Mentions
1

New followers
-1

Top Follower followed by 2,058 people



Hannah Fry

@Hannahnfy FOLLOWS YOU

Orange County reporter @latimes. Southern California native. Formerly @TheDailyPilot @ocregister Tips? hannah.fry@latimes.com

[View profile](#)

**Instagram Posts
Jan- Feb 2021**

ocсандistrict [Edit Profile](#)

533 posts · 1,161 followers · 72 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.
gco02.safelinks.protection.outlook.com/?url=https%3A%2F%2Focwd.zoom.us%2F...

POSTS · HIGHLIGHTS · SAVED · TAGGED

FREE PRIVATE VIRTUAL TOURS

WORK HOURS UPDATED TO BOTH DAY & NIGHT
State College and Rammeja / Pleasantia
8:00am - 5:00pm
6:00pm - 6:00am
OC SAN

PRESIDENTIAL DAY
OUR OFFICES WILL BE CLOSED ON
MONDAY, FEB. 15
To Report Sewer Emergencies
Call: 714.962.2411

FLUSHABLE WIPES AREN'T FLUSHABLE

2021
HAPPY NEW YEAR

LINCOLN'S BIRTHDAY
OUR OFFICES WILL BE CLOSED ON
FRIDAY, FEB. 12
To Report Sewer Emergencies
Call: 714.962.2411

LINCOLN'S BIRTHDAY
OUR OFFICES WILL BE CLOSED ON
FRIDAY, FEB. 12
To Report Sewer Emergencies
Call: 714.962.2411

SARBS Awards
Operator of the Year - Dale Michael Hahn
Innovator of the Year - Michael Hahn
Maintenance System Operator of the Year - Blake Giv
Headlines System of the Year - 400 - 304
Operator of the Year - Alvin Enhanced from
the Central

OC SAN IS READY FOR THE FLUSH BOWL DURING THE SUPER BOWL

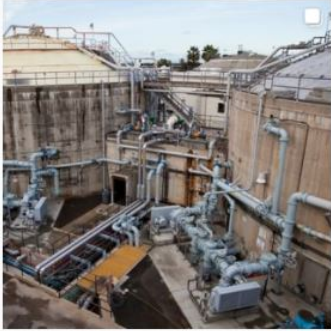
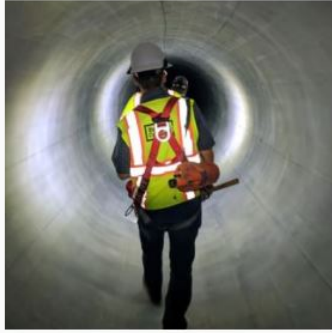
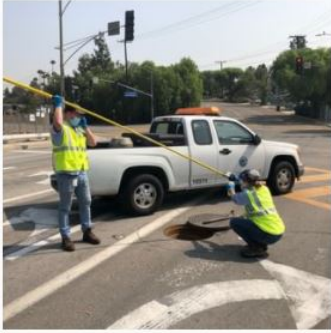
Saturday Road Closure
February 6
7 am - 7 pm
Northbound
State College
CLOSED at
Westport D
Detour using
Wagner Ave
or South St.
OC San Customer Notice at
(407) 268-7937 or
Central@ocmhd.com

Northbound State College Closed at Center St.
Please use Lincoln Ave. to Sunkist St. to cont. onto State College

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7 am - 7 pm
Northbound
State College
CLOSED at
Westport D
Detour using
Wagner Ave
or South St.
OC San Customer Notice at
(407) 268-7937 or
Central@ocmhd.com

MOST REQUESTED

Thank You, Steve Pugh
Community Support for State College
Monday, January 25



E	T	S	E	G	I	D
P	F	A	E	B	T	L
-	M	A	M	I	A	N
	F	I	R	A	L	C
<	Y	A	E	S	H	U
&	W	E	T	S	A	W
2	C	P	N	W	D	V
J	I	H	S	D	F	I
P	T	E	T	E	S	N
&	V	O	V	D	Y	P

CLA
DIGE
WAS
PIPE
OCS

