

Outreach and Media Summary



November 2020 - January 2021

O C S a n P u b l i c A f f a i r s O f f i c e

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Outreach Report November 2020 - January 2021

Date	Tours	Attendees	Tour Guide
11/12/2020	OC San Virtual Tour	38	Cortney Light
12/4/2020	CSUF Engineering Virtual Tour	10	Sam Choi
12/15/2020	OC San/ OCWD Joint Virtual Tour	90	Jim Herberg/Mike Markus
01/12/2021	Godinez High School	40	Deirdre Bingman
01/20/2021	New Employee Tour	20*	Pegah Behraven
Date	Speaking Engagements	Attendees	Presenter
11/16/2020	UCI AAEEES Networking	20	Eros Yong
11/16/2020	Los Alamitos City Council Presentation	15	Kathy Millea
12/14/2020	Seal Beach City Council Presentation	15	Kathy Millea
12/15/2020	UCR World Water Day Presentation	50	Jim Herberg
1/14/2021	ACC-OC Presentation	15	Jim Herberg
01/21/2021	Construction Network CIP	50*	Brian Bingman/ Raul Cuellar
	*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	6 notifications	7,800	5 website posts / 4 text alerts
Fullerton	2 notifications	2600	1 website post
Huntington Beach	1 newsletter	1400	
Westminster	2 notifications	13,065	4 website posts / 4 text alerts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	Two	600	
Board Member Talking Points	Three	75	
Member Outreach Toolkit	One	25	
Website Posts	7 posts	61 views	

Facebook	54 posts	9.5k people	
Twitter	59 tweets	16.5k people	
Instagram	43 posts	1.6k people	

Facebook Posts

Nov 2020- Jan 2021

Page Summary Last 28 days ↕

Export Data 

Results from Oct 28, 2020 - Nov 24, 2020

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

October 28 - November 24

2

Total Actions on Page ▲ 100%



Page Views

October 28 - November 24

184

Total Page Views ▼ 12%



Page Previews

October 28 - November 24

2

Page Previews ▲ 100%



Page Likes

October 28 - November 24

7

Page Likes ▲ 133%



Post Reach

October 28 - November 24

1,458

People Reached ▼ 10%



Story Reach

October 28 - November 24

Get Story Insights

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

[Learn More](#)

Recommendations

October 28 - November 24



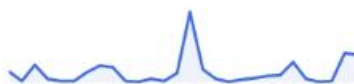
We have insufficient data to show for the selected time period.

Post Engagement

October 28 - November 24

394

Post Engagement ▼ 15%



Videos

October 28 - November 24

395

3-Second Video Views ▼ 47%



Page Followers

October 28 - November 24

8

Page Followers ▲ 300%



Results from Dec 7, 2020 - Jan 3, 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

December 7 - January 3

2

Total Actions on Page ▲100%



Page Views

December 7 - January 3

109

Total Page Views ▼36%



Page Previews

December 7 - January 3



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

Page Likes

December 7 - January 3

8

Page Likes ▲167%



Post Reach

December 7 - January 3

2,373

People Reached ▲47%



Story Reach

December 7 - January 3

Get Story Insights

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

[Learn More](#)

Recommendations

December 7 - January 3



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

Post Engagement

December 7 - January 3

225

Post Engagement ▼46%



Videos

December 7 - January 3

385

3-Second Video Views ▼46%



Page Summary Last 28 days

Export Data

Results from Dec 16, 2020 - Jan 12, 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

December 16 - January 12

2

Total Actions on Page ▲ 100%



Page Views

December 16 - January 12

101

Total Page Views ▼ 28%



Page Previews

December 16 - January 12



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

Page Likes

December 16 - January 12

4

Page Likes ▼ 43%



Post Reach

December 16 - January 12

687

People Reached ▼ 77%



Story Reach

December 16 - January 12

Get Story Insights

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

[Learn More](#)

Recommendations

December 16 - January 12



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

Post Engagement

December 16 - January 12

153

Post Engagement ▼ 57%



Videos

December 16 - January 12

281

3-Second Video Views ▼ 48%



Page Followers

December 16 - January 12

4

Page Followers ▼ 43%



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

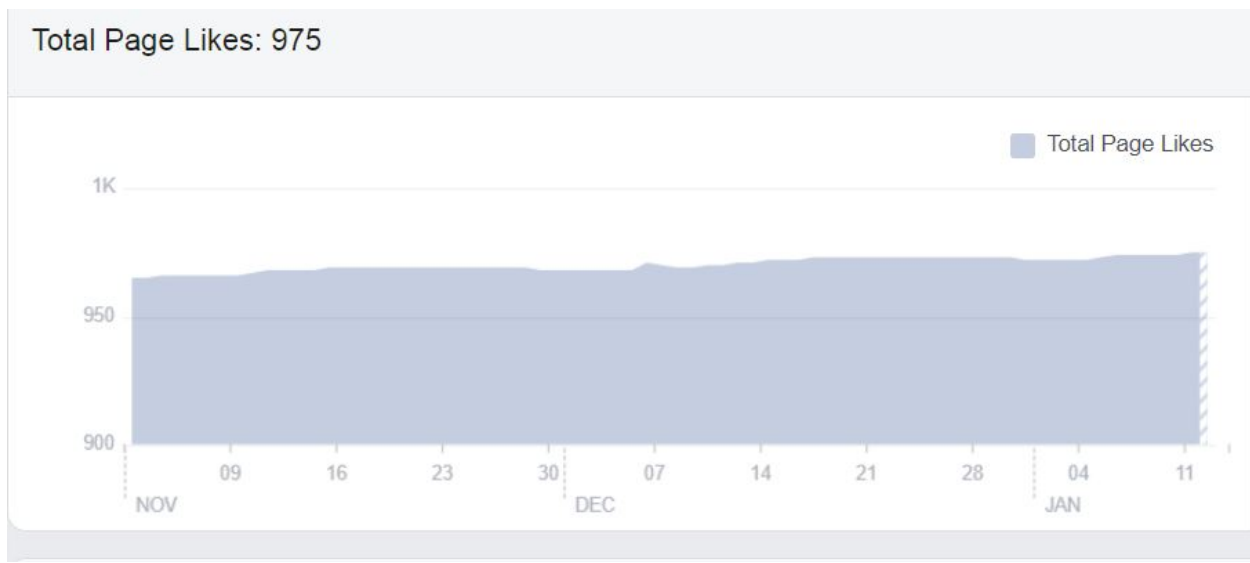
Published	Post	Type	Targeting	Reach	Engagement
01/13/2021 10:13 AM	 If there there's one thing nobody wants to see, it's a clogged pipe.			6	0 0
01/11/2021 10:44 AM	 A community coming together. On behalf of the County of Orange we			118	5 3
01/07/2021 9:45 AM	 Back in the 1990's we began installation of our Central Generation			143	1 5
01/05/2021 2:56 PM	 You should only flush the 3 P's: Pee, Poop, and Toilet Paper. This is the			215	4 9
01/01/2021 9:00 AM	 Happy New Year! We're ready to flow into 2021, we hope you are too!			116	0 7
12/31/2020 9:00 AM	 #1! Through everything that this year has brought we have managed to			91	5 1
12/30/2020 9:00 AM	 #2! New Year, New You? Well we wanted to start the year as OC San			105	12 7
12/29/2020 9:00 AM	 #3! We created a VIRTUAL TOUR! And what better way to end the year			63	1 1
12/28/2020 8:49 AM	 #4! Today marks our very last #MemberMonday and it's with			139	3 2
12/27/2020 10:57 AM	 Today starts our countdown to New Years! #5! This year we reached over			140	9 8
12/25/2020 9:00 AM	 Merry Christmas! From OC San to you. And because we are who we			117	10 8
12/24/2020 9:00 AM	 Our Administrative officer will be closed on Thursday, December 24			112	2 5
12/23/2020 12:59 PM	 For the 13th consecutive year, OC San has been awarded the			52	7 4
12/21/2020 9:00 AM	 The @cityofvp owns and operates a sanitary sewer system in			108	3 4
12/19/2020 10:47 AM	 On the Westminster Blvd. Sewer Project, this is near the Seal Beach			131	1 8

12/17/2020 2:37 PM		Construction Alert for City of Anaheim- Municipal Government			103		3 2	
12/16/2020 1:13 PM		It's been awhile since we had Wastewater Word Wednesday. So			90		1 2	
12/14/2020 3:00 PM		While the @cityoflapalma does not have any direct reuse of recycled			138		1 3	
12/14/2020 1:13 PM		Construction Alert for City of Anaheim- Municipal Government -			105		0 3	
12/13/2020 10:54 AM		Many of you know us as OCSD, but this year we made it official and will			74		2 8	
12/11/2020 1:00 PM		Friday FOG Fact: NEVER dump cooking fats, oils, and grease (FOG)			143		7 5	
12/10/2020 11:43 AM		Join in on Wednesday, Dec. 16 at 6 p.m. for our Board of Directors			55		0 1	
12/09/2020 1:28 PM		Apply to officially become a part of the OC San family. Go to			286		11 7	
12/07/2020 10:16 AM		The City of Seal Beach is home to one of our pump stations and also			1.8K		27 22	
12/04/2020 10:43 AM		Demo Day at OC San. Watch to learn more about the demo to			222		12 11	
12/02/2020 4:36 PM		Construction alert for City of Anaheim- Municipal Government.			112		1 2	
12/02/2020 12:26 PM		The Administration Committee meeting is scheduled for Wednesday,			79		0 0	
12/02/2020 10:46 AM		Register now! https://gcc02.safelinks.protection.outl			126		4 3	
11/30/2020 11:34 AM		Keeping our infrastructure in tip top shape is a priority. That's why next			120		0 1	
11/29/2020 11:24 AM		A good way to start the week, a message from our General Manager.			125		32 5	
11/28/2020 11:41 AM		It's #SmallBusinessSaturday, let's support the local business on State			123		0 2	
11/27/2020 7:14 AM		When we think of Black Friday we think FOG! Over time, the Fat, Oil			329		8 11	

11/26/2020 8:54 AM		Happy Thanksgiving. This Thursday we are thankful for you. A community			105		4 4	
11/24/2020 1:53 PM		Our Board of Director's represent the residents throughout our service			109		5 2	
11/24/2020 8:25 AM		It's Thanksgiving Week so we're sharing all the reasons we are			141		18 14	
11/23/2020 4:19 PM		City Government Page of La Habra, CA has always been a great partner.			163		6 8	
11/23/2020 3:54 PM		Orange County Sanitation District			30		0 22	
11/19/2020 10:49 AM		#WorldToiletDay brings awareness to sustainable sanitation, so we only			197		5 11	
11/18/2020 10:47 AM		We have a range of positions open right now, visit ocsd.com/jobs to view			223		7 5	
11/16/2020 3:02 PM		The City of Irvine City Hall is home to our friends the Irvine Ranch Water			378		2 7	
11/16/2020 11:54 AM		Be engaged! Join us this Wednesday for the Steering Committee at 5 p.m.			71		1 0	
11/16/2020 11:26 AM		Construction continues on State College Blvd. in City of Anaheim-			323		0 7	
11/11/2020 6:56 AM		Today we honor all who served our Country. Thank you from the Orange			671		59 69	
11/10/2020 5:28 PM		Now is the time! We are looking for the right person to join our team!			134		7 4	
11/10/2020 11:10 AM		Reminder: Our offices will be closed Wednesday, Nov. 11 in observance			95		0 1	
11/09/2020 1:26 PM		City of Cypress City Hall is home to Cypress College, a learning			129		3 3	
11/08/2020 10:19 AM		Trying to plan your monthly activities? Well we have one more to			130		2 5	
11/05/2020 9:27 AM		Coming up! The Administration Committee Meeting on Nov. 10 at 5			101		2 2	
11/04/2020 10:19 AM		Check it out! We have a new employment opportunity.			174		25 4	

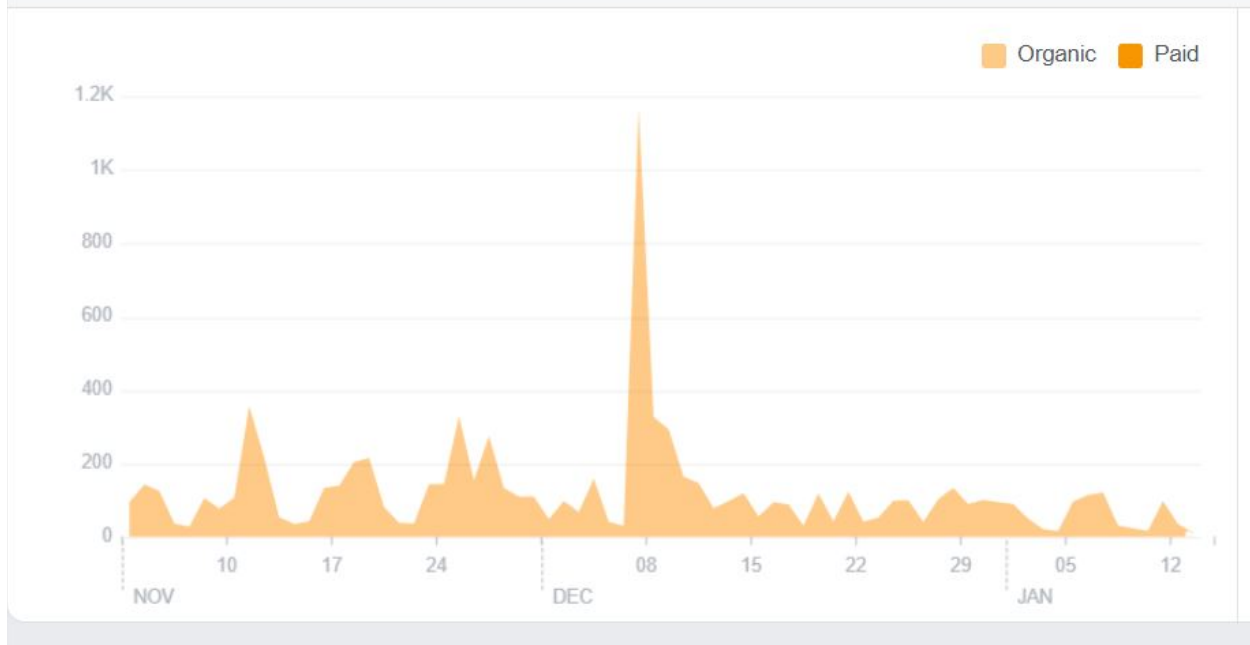
11/04/2020 9:27 AM	 Time for some #WastewaterWisdom. The OCSD collections system			134		4 5	
11/03/2020 3:47 PM	 In case you couldn't join, you can still go and watch! \$\$\$			99		6 2	
11/02/2020 5:10 PM	 This week's #MemberMonday takes us to the City of Orange. As a part of			115		2 3	
11/02/2020 8:53 AM	 Construction Alert for City of Anaheim- Municipal Government-			102		1 1	
11/02/2020 8:08 AM	 The Legislative and Public Affairs Committee Meeting will be held on			66		0 1	

Graphs of Page Likes, Post Reach and Total Views for November 2020- January 2021



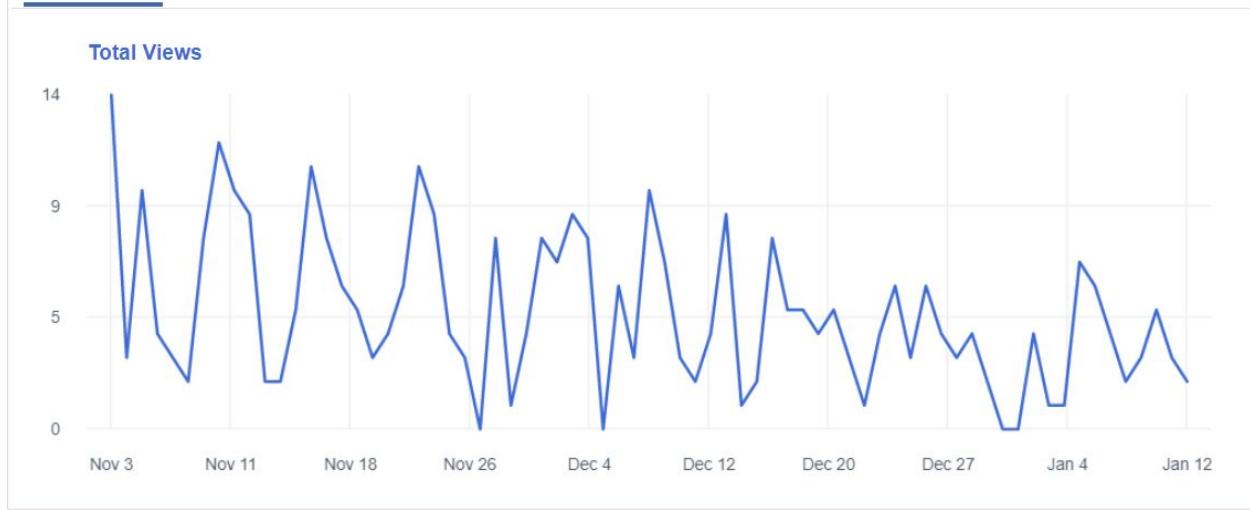
Post Reach

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

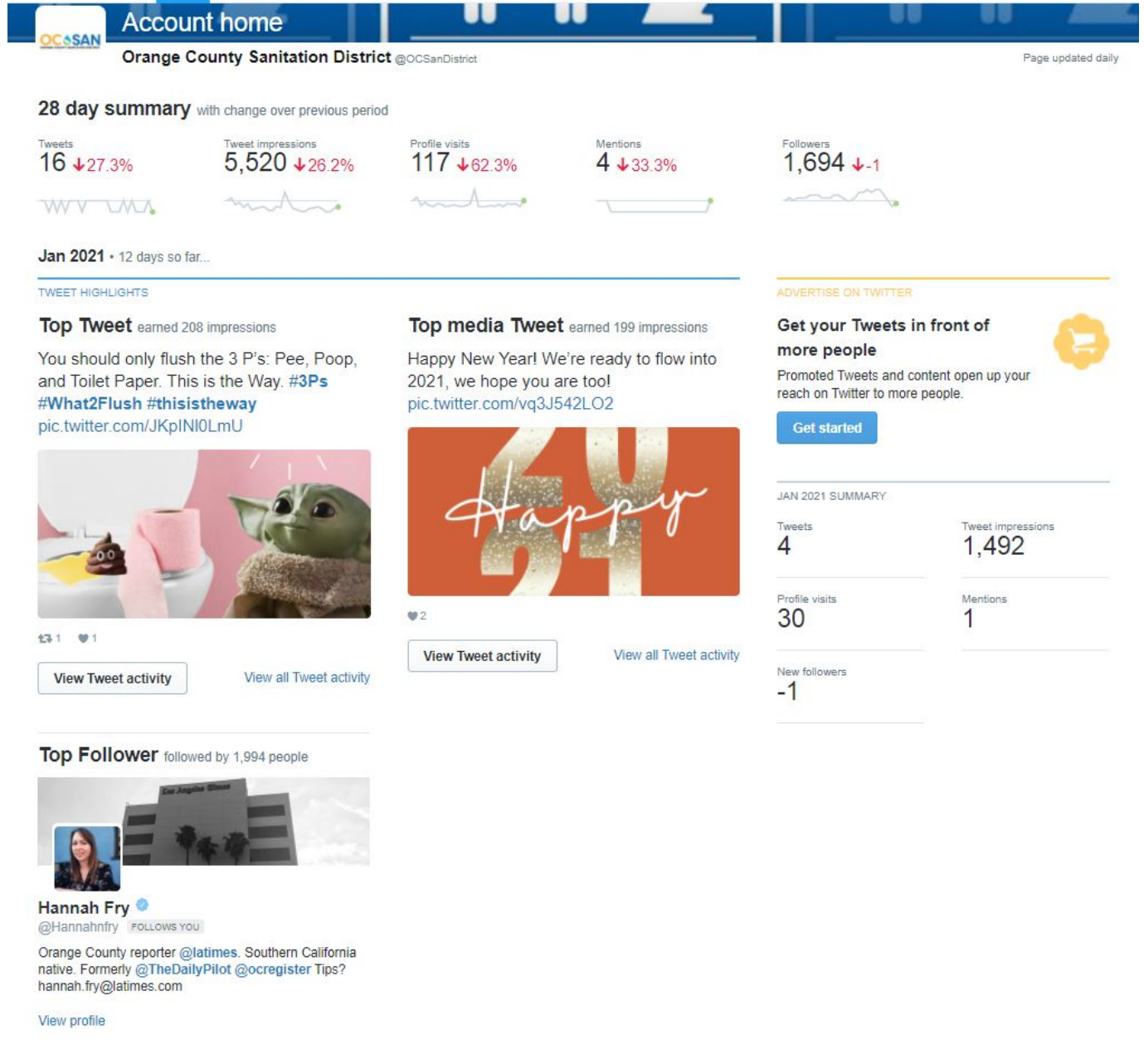


Total Views

By Section



Twitter Posts Nov 2020- Jan 2021



TWEET HIGHLIGHTS

Top Tweet earned 1,035 impressions

The City of Seal Beach is home to 1 of our pump stations & also where the Westminster Blvd. Sewer Project is taking place. Construction may not always be pleasant but upgrading our infrastructure is our top priority so we can provide continuous service. [#MemberMonday](#)
pic.twitter.com/9SPWP0TBRZ



2

View Tweet activity

View all Tweet activity

Top Follower followed by 370 people



EnsoGroupInc

@ensogroupinc [FOLLOWS YOU](#)

Your partner in energy management and savings.

[View profile](#)

Top mention earned 31 engagements



Orange County Water District

@OCWDWaterNews • Dec 11

Interested in learning more about our operations? We're hosting a virtual tour w/[@OCSanDistrict](#) on 12/15. See our facilities up close and have your questions answered live by GMs Mike Markus and Jim Herberg. Space limited. Register at ow.ly/PRPt50CJIV9.
pic.twitter.com/llyVOFxnU6



3 3

[View Tweet](#)

Top media Tweet earned 542 impressions

Friday FOG Fact: NEVER dump cooking fats, oils, and grease (FOG) down the kitchen sink. They will clog your pipes & ours. FOG can be meat fats, lard, cooking oil, shortening, butter, and much more. Collect it and dump it in the trash. Visit What2Flush.com for more. [#FOG](#) [#W2F](#)
pic.twitter.com/w4fyXECyRi



5 4

DEC 2020 SUMMARY

Tweets
20

Tweet impressions
8,082

Profile visits
205

Mentions
7

New followers
7

Nov 2020 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 642 impressions

The [@City_of_Irvine](#) is home to our friends the [@IRWDnews](#). OCSD currently receives sewage sludge from IRWD at Plant No. 1. This is scheduled to stop by 2021 when IRWD completes their own solids treatment facility. This is what some may call a sludgy solution. [#MemberMonday](#)
pic.twitter.com/whBzNpVv7k



1 4

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 2,458 people



Amanda FencI, PhD

[@alfenci](#) [FOLLOWS YOU](#)

[@TAMU](#) post-doc | she/her | 🌱 on governance of [#water](#) [#adaptation](#), [#environmentaljustice](#) | alum [@ucdGEO](#) [@SEIresearch](#) [@TuftsUniversity](#)

[View profile](#)

Top mention earned 64 engagements



Jeff Mosher

[@Jeff4water](#) · Nov 2

WEBINAR: Exploring Careers in the Water and Wastewater Industry (especially for high school and college students) - Sponsored by the Orange County Water District
[@OCWDWaterNews](#) [@OCSanDistrict](#)
[@CarolloTweets](#) youtu.be/gOErIPf82YQ

1 5 16

[View Tweet](#)

Top media Tweet earned 617 impressions

In the past 66 years we've learned, grown & become the agency you know...rich in history & innovation. We are thankful for our past and ready to embark on the future as OC San. New look, same great service. Our mission is & always will be to protect public health & the environment.
pic.twitter.com/Gj2IQc3YFC



4

[View Tweet activity](#)

[View all Tweet activity](#)

NOV 2020 SUMMARY

Tweets

25

Tweet impressions

7,041

Profile visits

200

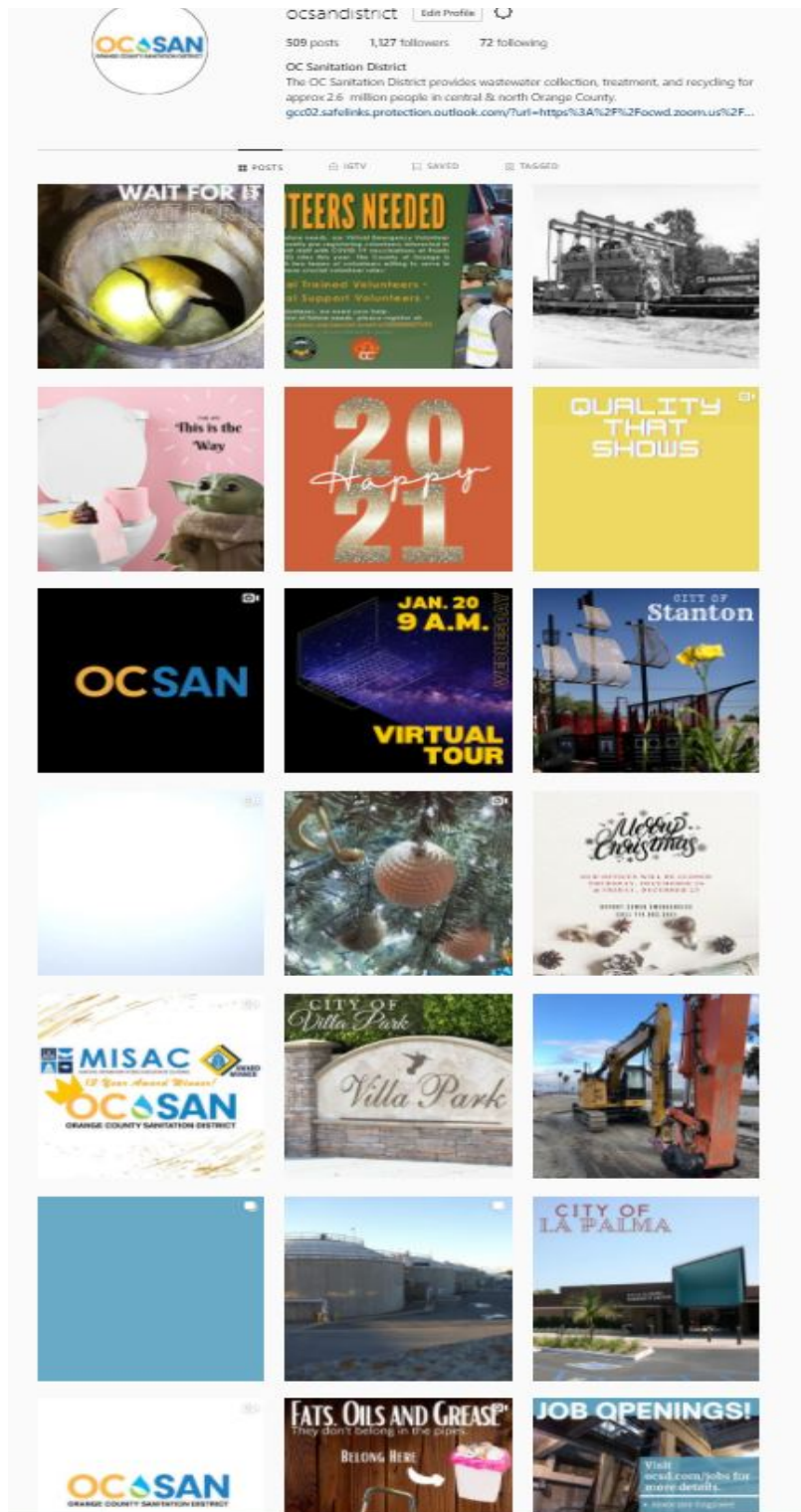
Mentions

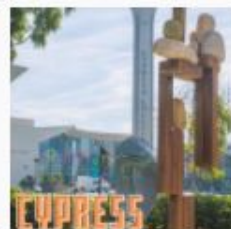
11

New followers

16

Instagram Posts Nov 2020- Jan 2021





OC San News Articles November 2020 - January 2021

Article	Date	Resource	Link
OneWater: Closing the Loop	30-Nov-20	Energy and Environmental Policy Analysis 2020	https://eepolicy2020.wordpress.com/2020/11/30/onewater-closing-the-loop/
OC Sanitation announces sewer rehabilitation for 2021	10-Dec-20	News Enterprise	https://event-newsenterprise.com/oc-sanitation-announces-sewer-rehabilitation-for-2021/
California county to benefit from temperature-phased anaerobic digestion facility	16-Dec-20	ASCE	https://source.asce.org/california-county-to-benefit-from-temperature-phased-anaerobic-digestion-facility/
La Palma swears in new members	17-Dec-20	News Enterprise	https://event-newsenterprise.com/la-palma-swears-in-new-
Here are the 2020 AN Best of Design	23-Dec-20	Architect Newspaper	https://www.archpaper.com/2020/12/here-are-the-2020-an-best-of-design-awards-winners-part-7/
After two terms, Mayor Murphy steps away from the public stage	5- Jan- 21	News Enterprise	https://event-newsenterprise.com/after-two-terms-mayor-murphy-steps-away-from-the-public-stage/
Chirco elected Mayor, Hasselbrink Mayor Pro-tem	5-Jan- 21	News Enterprise	https://event-newsenterprise.com/18072-2/