

Outreach and Media Summary



February - March 2021

OC SAN Public Affairs Office

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Outreach Report March 2021

Date	Tours	Attendees	Tour Guide
03/03/2021	CSUF Nursing Tour	17	Cortney Light
03/03/2021	CSUF Nursing Tour	12	Cortney Light
03/20/2021	General Tour	10	Andy DeSilva
03/31/2021	USC Tour	15*	Andrew Brown
Date	Speaking Engagements	Attendees	Presenter
03/01/2021	City Engineers Association of OC	30	Daisy Covarrubias
03/12/2021	Association of California Cities- OC	20	Jim Herberg
03/17/2021	OC Water Association	80	Eros Yong
03/24/2021	CWEA COVID-19 Wastewater Surveillance	209	Sam Choi
03/29/2021	No Dig Show	50*	Brad Moore, Daniel Berokoff and 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	2 notifications	8,600	1 website posts / 1 text alerts
Westminster		350	2 website posts / 2 text alerts
External Communications	Distribution	# of People Reached	
Board Member Talking Points	One	25	
Website Posts	8 posts	23 views	
Facebook	23 posts	2.8k people	
Twitter	32 tweets	14.7k people	
Instagram	17posts	724 people	
LinkedIn	2 posts	2.1k people	

Facebook Posts Feb-March 2021

Page Summary Last 28 days Export Data

Results from Feb 22, 2021 - Mar 21, 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>February 22 - March 21</p> <p style="font-size: 24pt; font-weight: bold;">2</p> <p>Total Actions on Page ▲ 100%</p>	<p>Page Views ?</p> <p>February 22 - March 21</p> <p style="font-size: 24pt; font-weight: bold;">106</p> <p>Total Page Views ▼ 8%</p>	<p>Page Previews ?</p> <p>February 22 - March 21</p> <div style="text-align: center;"> </div> <p>We have insufficient data to show for the selected time period.</p>
<p>Page Likes ?</p> <p>February 22 - March 21</p> <p style="font-size: 24pt; font-weight: bold;">3</p> <p>Page Likes ▼ 25%</p>	<p>Post Reach ?</p> <p>February 22 - March 21</p> <p style="font-size: 24pt; font-weight: bold;">1,628</p> <p>People Reached ▲ 44%</p>	<p>Story Reach ?</p> <p>February 22 - March 21</p> <p style="text-align: center; font-weight: bold;">Get Story Insights</p> <p style="text-align: center;">See stats on how your Page's recent stories have performed.</p> <p style="text-align: center; background-color: #1877f2; color: white; padding: 5px; display: inline-block; border-radius: 3px;">Learn More</p>
<p>Recommendations ?</p> <p>February 22 - March 21</p> <div style="text-align: center;"> </div> <p>We have insufficient data to show for the selected time period.</p>	<p>Post Engagement ?</p> <p>February 22 - March 21</p> <p style="font-size: 24pt; font-weight: bold;">244</p> <p>Post Engagement ▼ 9%</p>	<p>Videos ?</p> <p>February 22 - March 21</p> <p style="font-size: 24pt; font-weight: bold;">407</p> <p>3-Second Video Views ▼ 12%</p>
<p>Page Followers ?</p> <p>February 22 - March 21</p> <p style="font-size: 24pt; font-weight: bold;">4</p> <p>Page Followers ▲ 0%</p>		

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

Published	Post	Type	Targeting	Reach	Engagement
03/22/2021 9:00 AM	 It's so easy to forget the importance of certain things, especially water!			44 ■	0 5 ■
03/19/2021 9:00 AM	 Do you smell our wastewater treatment plants? Neither do we.			440 ■	27 23 ■ ■
03/18/2021 10:52 PM				80 ■	0 2 ■
03/18/2021 12:24 PM	 The Steering Committee (5 pm) and Board Meeting (6 pm) will be			49 ■	2 1 ■ ■
03/17/2021 9:57 AM	 On Monday, unfortunately while staff was performing preventative			93 ■	1 2 ■
03/16/2021 12:04 PM	 We can't let #FixALeakWeek go by without dropping a helpful hint.			82 ■	0 2 ■
03/15/2021 3:31 PM	 Mondays can be hard. Our Monday tip for you is to have something to			80 ■	1 2 ■
03/14/2021 9:00 AM	 The work week is about to begin, that means you still have some extra time			256 ■	1 7 ■
03/12/2021 9:00 AM	 Have you ever thought of what #WandaVision and #OCsan have in			185 ■	17 8 ■ ■
03/11/2021 1:52 PM	 A Special Board of Directors Meeting will be held on Wednesday, March 17			77 ■	4 1 ■ ■
03/10/2021 9:00 AM	 Fitch Ratings has given OC San a AAA/F1 rating. This would be like OC			87 ■	2 1 ■ ■
03/08/2021 9:00 AM	 On #InternationalWomensDay we honor all the talented females who			43 ■	8 2 ■ ■
03/05/2021 9:00 AM	 The OC San family is a real thing. Everyone always says that when			104 ■	4 6 ■ ■
03/04/2021 9:16 AM	 Our Admin Committee Meeting will be happening next week on			66 ■	0 0 ■ ■
03/03/2021 9:00 AM	 A Hydrogen Dispensing Station is a filling station for hydrogen, usually			99 ■	1 3 ■

03/01/2021 1:17 PM	 The Water Environment Federation is offering scholarships for those			87		1 0	
03/01/2021 1:12 PM	 Monday, March 8 at 4:30 pm is the next Legislative and Public Affairs			50		1 0	
02/27/2021 10:30 AM	 After a long week, Saturdays feel more like saturdayeeeeeeee. But OC			210		15 17	
02/26/2021 9:17 AM	 There are so many types of engineers at OC San, but they all			86		0 0	
02/25/2021 4:12 PM	 Wednesday, March 3 at 5 pm is our Operations Committee Meeting. Click			36		0 0	
02/24/2021 4:14 PM	 Engineers are smart, we can all agree on that, but did you know			125		22 16	
02/24/2021 11:15 AM	 New faces are joining the OC San Board. Go to ocsan.gov to read all			380		8 4	
02/22/2021 12:11 PM	 Don't forget! This Wednesday is our Steering Committee Meeting (5 pm)			74		0 1	
02/21/2021 8:29 AM	 Just a simple #PSA to start the week right. By not flushing wipes. Now or			154		1 2	
02/19/2021 8:30 AM	 Here's a #FunFactFriday. OC San produces biosolids used for land			72		0 2	
02/18/2021 8:29 AM	 Construction Alert for City of Westminster and Seal Beach Police			623		13 5	
02/17/2021 8:30 AM	 Bet you didn't know that OC San offers FREE private tours. If you're			247		24 16	

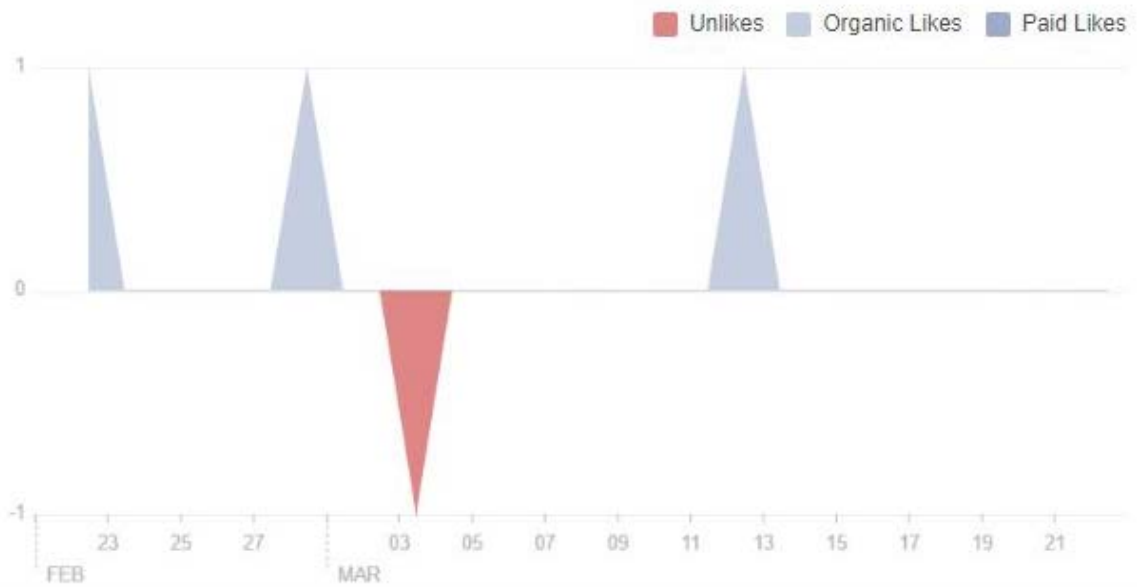
Graphs of Page Likes, Post Reach and Total Views for February-March 2021

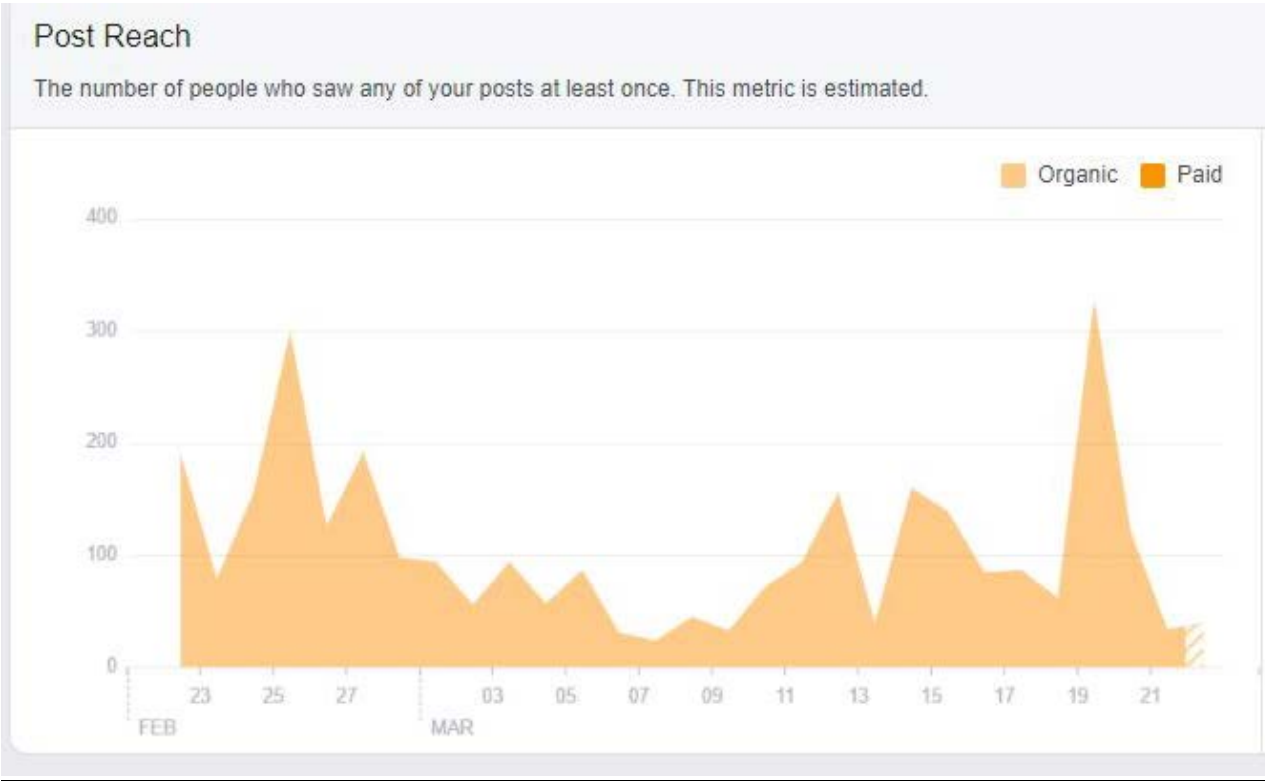
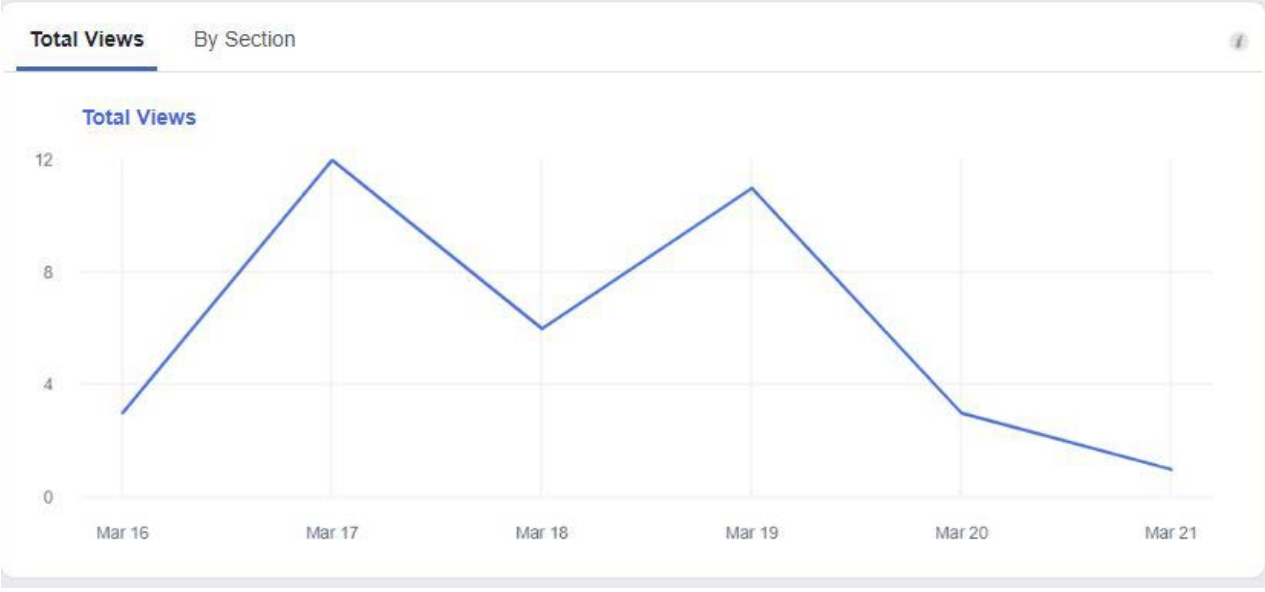
Total Page Likes: 975



Page Likes

The number of organic Page likes, paid Page likes and unlikes.





Twitter Posts Feb-March 2021

Orange County Sanitation District @OCSanDistrict

28 day summary with change over previous period



Mar 2021 • 21 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 366 impressions

Construction Alert for @WestminsterPIO and @SealBeachPolice Westminster Blvd. and Bolsa Chica intersection. Night work this Thursday and continuous weekend work starting this Friday – Monday. Go to ocsan.gov/Westminster for details. #OCSanConstruction pic.twitter.com/NdWjyJs6In



🔄 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,256 people



Scott Coffin, Ph.D.

@DrSCoffin FOLLOWS YOU

Environmental Toxicologist | Research Scientist @ CA State Water Board (Drinking Water) | Microplastics, PFAS, Emerging Contaminants | RYT:200 ☐ | Views my own

Top mention earned 14 engagements



Judith Marquez | The Grease Trapper

@Innovare4Water · Mar 8

On #InternationalWomensDay today, I'm making an impact in the world of wastewater at @OCSanDistrict in the #Legislative and #Political Affairs Cte mtg. Trailblazers have ideas worth mentioning to combat climate change, save \$\$, keep air and water clean! 1/ [twitter.com/OCSanDistrict/...](https://twitter.com/OCSanDistrict/)

👤 1 ❤️ 2

[View Tweet](#)

Top media Tweet earned 255 impressions

Today, on #EmployeeAppreciationDay we want to say THANK YOU to our employees for everything they do. Even when they are pooped, they keep going. pic.twitter.com/7xkvi6O37r



❤️ 4

[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 2021 SUMMARY

Tweets 11	Tweet impressions 4,025
Profile visits 162	Mentions 9

New followers

4

TWEET HIGHLIGHTS

Top Tweet earned 3,954 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. #OCSanConstruction @City_of_Anahaim pic.twitter.com/gA4XMrzA9z



3 3

View Tweet activity

View all Tweet activity

Top Follower followed by 10.1K people



City of Tustin

@CityofTustin FOLLOWS YOU

The official twitter account for the City of Tustin; Building our Future, Honoring our Past

[View profile](#)

Top mention earned 16 engagements

Los Angeles County Sanitation Districts

@SanDistricts · Feb 7

@OCSanDistrict Sewer treatment plants are the real MVPs today! #flushbowl #what2flush

1 3

[View Tweet](#)

Top media Tweet earned 1,122 impressions

New faces are joining the OC San Board. Go to ocsan.gov to read all about it. #OCSanBoardofDirectors pic.twitter.com/r3fDe02JAR



1 1

View Tweet activity

View all Tweet activity

FEB 2021 SUMMARY

Tweets	21	Tweet impressions	10.7K
Profile visits	203	Mentions	4
New followers	13		

**Instagram Posts
Feb-March 2021**

The screenshot displays the Instagram profile for 'ocsandistrict'. The profile information includes 550 posts, 1,173 followers, and 72 following. The bio states: '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'.

The posts grid contains the following content:

- World Water Day:** A graphic for March 22 World Water Day featuring a water tap and a globe.
- Toilet Leak Tutorial:** A 'HOW TO' guide titled 'Find a Toilet Leak' with instructions on using food coloring to detect leaks in the toilet tank.
- Hiring Post:** A 'We Are Hiring' announcement listing roles such as Administrative Assistant, Principal Staff Analyst, and Construction Inspector, with an application link to ocsan.gov/jobs.
- Wastewater Treatment:** A post titled 'How does OC San treat wastewater?' with a link to a virtual tour.
- Fitch Rating:** A graphic celebrating a 'FITCH RATING AAA/F1'.
- Women's Appreciation:** A colorful graphic for 'WOMEN'S APPRECIATION' featuring illustrations of diverse women.
- Thank You:** A blue graphic with the text 'THANK YOU!' and the hashtag #EmployeeAppreciationDay.
- Hydrogen Dispensing Station:** A post titled 'What is a Hydrogen Dispensing Station?' with a search icon.
- Operator Scholarship:** A photo of four men in front of a banner for the 'WOF OPERATOR SCHOLARSHIP'.
- Field Work:** A photo of three workers in high-visibility vests inspecting a manhole.



LinkedIn Posts March 2021

Analytics
Last 30 day activity

- 294** ▲ 12%
Unique visitors

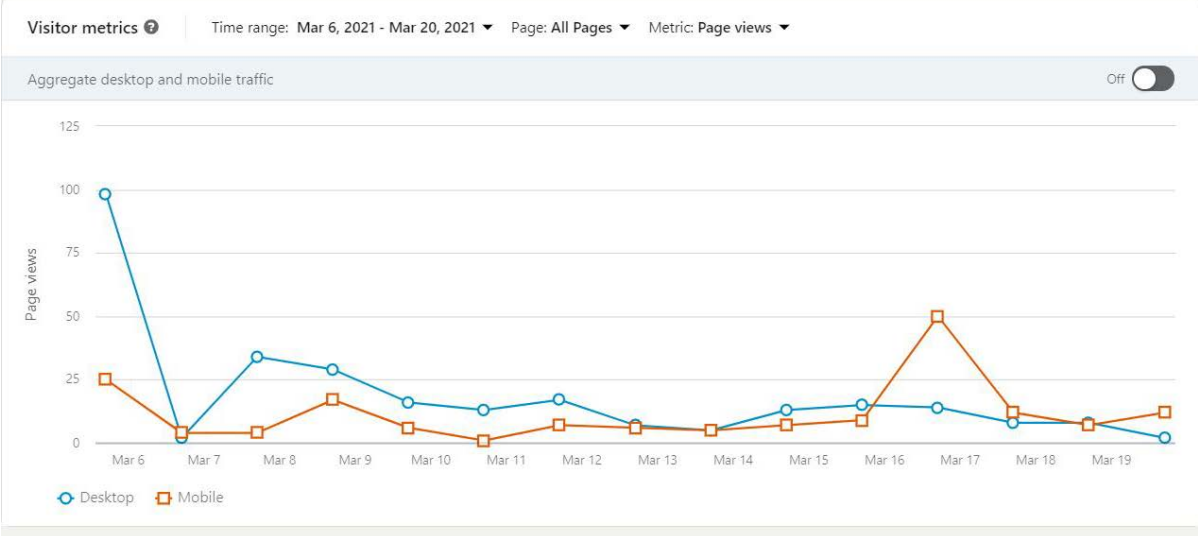
- 43** ▲ 79%
New followers

- 2.1K** ▼ 2%
Post impressions

- 34** ▲ 25%
Custom button clicks



Visitor highlights ⓘ
Data for the last 30 days 2/19/2021 - 3/21/2021

826 ▲ 20% Page views	294 ▲ 12% Unique visitors	34 ▲ 25% Custom button clicks
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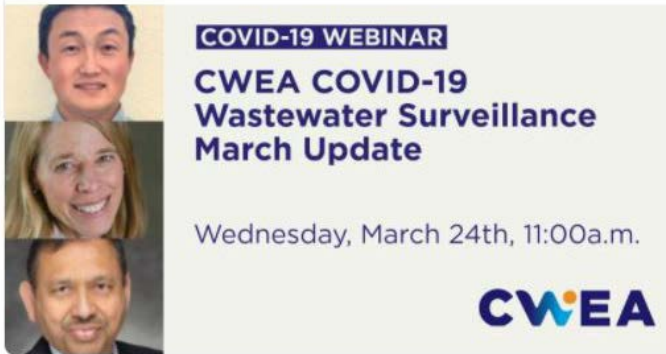


 Orange County Sanitation District
3,077 followers
3d • 

Check it out! Our very own [Samuel Choi](#) is one the speakers.

 CWEA (California Water Environment Association)
3,774 followers
4d • 

Join us for our free CWEA COVID-19 Wastewater Surveillance update on March 24th at 11:00 a.m. Come join us for our monthly update on how CO' ...see more



COVID-19 WEBINAR
CWEA COVID-19 Wastewater Surveillance March Update
Wednesday, March 24th, 11:00a.m.
CWEA

 10

 Like  Comment

 Orange County Sanitation District
3,077 followers
6d • 

We can't let [#FixALeakWeek](#) go by without dropping a helpful hint.



HOW TO **Find a Toilet Leak**

To check for leaks in the toilet, place a few drops of food coloring in the tank. After a minute or so, if there is coloring leaking into the bowl that means the flush valve and/or flapper is leaking.

 3

Article	Date	Origin	Link
1,000-gallon sewage spill shuts part of Newport Beach bay	16-Mar-21	LA Times	https://www.latimes.com/california/story/2021-03-16/sewage-spill-shuts-part-of-newport-beach-bay
Sewage spill prompts closure of stretch of beach in Newport Beach	17-Mar-21	OC Register	https://www.ocregister.com/2021/03/15/sewage-spill-prompts-closure-of-stretch-of-beach-in-newport-beach/