

Outreach and Media Summary



March 2022

OC San Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 2
TWITTER POSTINGS	PAGE 5
INSTAGRAM POSTINGS.....	PAGE 6
LINKEDIN POSTINGS.....	PAGE 7
NEWS ARTICLES.....	PAGE 10

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**



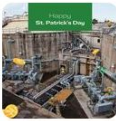
Do you know What to Flush? You should only flush the 3Ps. PEE, POOP, and PAPER. And we mean toilet paper. Not "flushable" wipes, kitchen towels, or shredded printer pap...
Sat, Mar 19

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 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
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 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 #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



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



15 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
pic.twitter.com/8KH9muWSN



4 1 2 0

[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

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

NEW JOB ALERT!
Electrical Engineer

FLASH BACK FRIDAY
PRIMARY CLARIFIERS HUNTINGTON BEACH 1989

LOS ALAMITOS TRUNK SEWER PROJECT
SATURDAY WORK STARTS TOMORROW FROM 7 AM - 4 PM

We Care About The Ocean

Jim Herberg
The Excellence in Advocacy Award

HAPPY EMPLOYEE APPRECIATION DAY!

ENGINEERING MANAGER CONSTRUCTION MANAGEMENT

We Are Hiring!

- Engineering Supervisor - Non Industrial Single Contract
- Environmental Supervisor - Analytical Chemistry and Environmental To Qualify Eligible List
- Engineering Manager - Construction Management To Qualify Eligible List

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 ...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



OC&SAN
ORANGE COUNTY SANITATION DISTRICT

NEW JOB ALERT!


Electrical Engineer

Apply now at 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



General Manager
Jim Herberg

Recipient of
The Excellence in Advocacy Achievement Award



OC SAN
ORANGE COUNTY SANITATION DISTRICT

 Gina Ayala and 122 others

24 comments • 2 shares

Recruitment Announcement



**ENGINEERING
MANAGER
CONSTRUCTION
MANAGEMENT**

Orange County Sanitation District

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