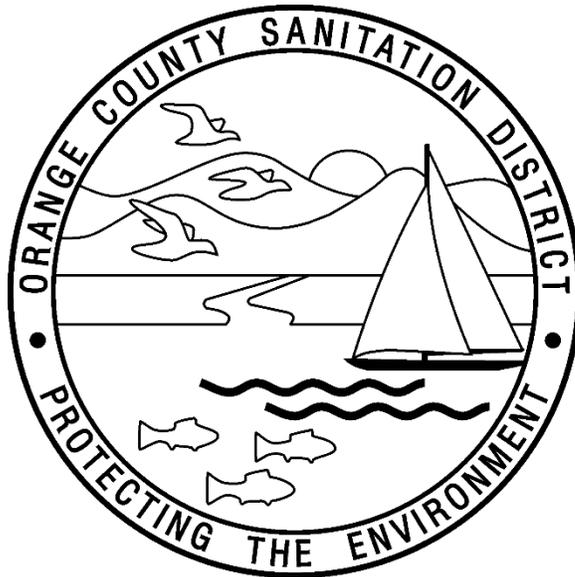


# Outreach and Media Summary



## July - August 2020

OCSD Public Affairs Office

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# Outreach Report July-August 2020

Date	Tours	Attendees	Tour Guide
7/16/2020	OCSD Virtual Tour	79	Rob Thompson
7/21/2020	OCSD Virtual Tour	80	Rob Thompson
7/31/2020	OCSD / OCWD Virtual Tour	80	Jim Herberg and Mike Markus
8/14/2020	OCSD Virtual Tour	27	Sam Choi
8/19/2020	OCSD / OCWD Virtual Tour	69	Jim Herberg and Mike Markus
Date	Speaking Engagements	Attendees	Presenter
7/7/2020	ACC-OC Speaking Engagement	75	Jim Herberg
7/22/2020	CASA/CWEA Speaking Engagement	364	Jim Herberg and Rob Thompson
8/14/2020	CASA Conf. Speaking Engagement	50	Lan Wiborg and Rebecca Long
8/26/2020	GWRS Speaking Engagement	130	Cindy Murra
	<b>Construction Outreach Notifications</b>		
Project Area	Number of Notices	# of People Reached	Website Posts and Text Alerts
State College Sewer-Anaheim	3 Notifications	3500	3 Website Posts/ 3 Text Alerts
Westminster Blvd. Sewer-Seal Beach	1 Notification	100	3 Website Posts/ 3 Text Alerts
Plant No. 2-Huntington Beach, Newport Beach, Costa Mesa	1 Notification	1400	1 Website post
East Lido Force Main Warranty Inspection-Newport Beach	1 Notification	25	

External Communications	Distribution	# of People Reached	
5 Minutes Per Month	Two	626	
Board Member Talking Points	Two	50	
Member Outreach Toolkit	One	25	
Website Posts	7 posts	175 views	
Facebook	36 posts	17k people	
Twitter	35 tweets	19k people	
Instagram	35 posts	2k people	

# Facebook Posts July-August 2020

Page Summary Last 28 days ↕

Export Data 

Results from Jul 13, 2020 - Aug 9, 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

July 13 - August 9

1

Total Actions on Page ▲ 100%



## Page Views

July 13 - August 9

256

Total Page Views ▼ 15%



## Page Previews

July 13 - August 9

7

Page Previews ▲ 0%



## Page Likes

July 13 - August 9

7

Page Likes ▲ 75%



## Post Reach

July 13 - August 9

1,677

People Reached ▲ 45%



## Story Reach

July 13 - August 9

### Get Story Insights

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

[Learn More](#)

## Recommendations

July 13 - August 9



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

## Post Engagement

July 13 - August 9

580

Post Engagement ▲ 42%



## Videos

July 13 - August 9

829

3-Second Video Views ▲ 81%



Results from Jul 24, 2020 - Aug 20, 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

<p><b>Actions on Page</b> <span style="float: right;">i</span></p> <p>July 24 - August 20</p> <div style="text-align: center;"></div> <p>We have insufficient data to show for the selected time period.</p>	<p><b>Page Views</b> <span style="float: right;">i</span></p> <p>July 24 - August 20</p> <p><b>273</b></p> <p>Total Page Views ▼ 1%</p> 	<p><b>Page Previews</b> <span style="float: right;">i</span></p> <p>July 24 - August 20</p> <p><b>7</b></p> <p>Page Previews ▼ 13%</p> 
<p><b>Page Likes</b> <span style="float: right;">i</span></p> <p>July 24 - August 20</p> <p><b>4</b></p> <p>Page Likes ▼ 43%</p> 	<p><b>Post Reach</b> <span style="float: right;">i</span></p> <p>July 24 - August 20</p> <p><b>1,236</b></p> <p>People Reached ▼ 9%</p> 	<p><b>Story Reach</b> <span style="float: right;">i</span></p> <p>July 24 - August 20</p> <p><b>Get Story Insights</b></p> <p>See stats on how your Page's recent stories have performed.</p> <div style="text-align: center;"><a href="#" style="background-color: #1877f2; color: white; padding: 5px 10px; border-radius: 3px;">Learn More</a></div>
<p><b>Recommendations</b> <span style="float: right;">i</span></p> <p>July 24 - August 20</p> <div style="text-align: center;"></div> <p>We have insufficient data to show for the selected time period.</p>	<p><b>Post Engagement</b> <span style="float: right;">i</span></p> <p>July 24 - August 20</p> <p><b>448</b></p> <p>Post Engagement ▼ 9%</p> 	<p><b>Videos</b> <span style="float: right;">i</span></p> <p>July 24 - August 20</p> <p><b>531</b></p> <p>3-Second Video Views ▼ 32%</p> 

## All Posts Published

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

Published	Post	Type	Targeting	Reach	Engagement
08/20/2020 1:09 PM	 Remember to stay HYDRATED during this heat. If we could, we			77 <span style="color: orange;">■</span>	1 1
08/20/2020 9:45 AM	 Join us on Wednesday, August 26 for the Steering Committee			65 <span style="color: orange;">■</span>	2 1
08/18/2020 9:33 AM	 TOMORROW IS THE DAY! There is still time to sign up for the OCSD			62 <span style="color: orange;">■</span>	6 1
08/17/2020 4:53 PM	 Did you Know? The name "Fountain Valley" originated from			177 <span style="color: orange;">■</span>	39 16
08/13/2020 10:40 AM	 Virtually speaking, virtually teaching, but in the plant always			116 <span style="color: orange;">■</span>	8 2
08/11/2020 4:51 PM	 We have so many dedicated and hardworking staff at OCSD. How			98 <span style="color: orange;">■</span>	10 7
08/08/2020 10:07 AM	 Trying to stay busy during your quarantine weekends? Well, OCSD			147 <span style="color: orange;">■</span>	10 6
08/06/2020 12:24 PM	 At OCSD we are dedicated to protecting the environment and			216 <span style="color: orange;">■</span>	11 12
08/04/2020 2:27 PM	 Can't Stop, Won't Stop! We are back again with 2 Virtual Tours, this			243 <span style="color: orange;">■</span>	11 22
08/02/2020 12:23 PM	 See if you can find the 3 Ps. To flush or not to flush, that is the			475 <span style="color: orange;">■</span>	44 26
08/01/2020 4:13 PM	 Construction Alert for City of Anaheim- Municipal Government			171 <span style="color: orange;">■</span>	14 6
07/31/2020 3:13 PM	 Join the glam life of wastewater. OCSD has new positions you can			226 <span style="color: orange;">■</span>	14 9
07/29/2020 12:49 PM	 Trying to decide between an OCSD or an Orange County Water District			434 <span style="color: orange;">■</span>	30 16
07/28/2020 11:19 AM	 Always a team effort. And always some sort of construction going on.			191 <span style="color: orange;">■</span>	13 12
07/25/2020 12:45 PM	 Where do dogs like to surf? Collieifornia! Just another reason			159 <span style="color: orange;">■</span>	11 12
07/23/2020 4:30 PM	 The image says it all. Go to OCSD.com/jobs and apply!			230 <span style="color: orange;">■</span>	17 6
07/22/2020 3:43 PM	 The best crossover since the Avengers. Yes, we went there. Find			134 <span style="color: orange;">■</span>	7 2

07/20/2020 10:01 AM	 Friends tell friends when OCSD is hiring. Here is us telling you, make			347		6 9	 
07/17/2020 6:51 PM	 📍👍👎👉👈 = there's still time to sign up at <a href="https://ocsd.com/tours">OCSD.com/tours</a>			183		20 7	 
07/17/2020 2:57 PM	 This week, OCSD inspected the interior of the ocean outfall,			320		47 22	 
07/16/2020 2:15 PM	 The OCSD Board Meeting is coming up on Wednesday, July 22			94		0 0	
07/15/2020 2:45 PM	 Our very own Rob Thompson representing OCSD 🍌👉			47		1 2	
07/15/2020 2:27 PM	 Steering Committee Meeting on Wednesday, July 22 at 5 p.m. Click			97		2 1	
07/15/2020 11:36 AM	 Save yourself the walking and let us do all the talking. Sign up for an			113		3 1	
07/14/2020 4:01 PM	 The OC Fair used to be our favorite summertime activity too. We			262		59 19	 
07/12/2020 11:36 AM	 This or that, or that and this. Trying to decide what to read next? We			159		2 4	
07/09/2020 10:04 AM	 Check out the vitality of our virtuality. Virtual tour that is. Sign up for			418		19 19	 
07/08/2020 10:23 AM	 Don't forget, this Monday, July 13 at 3:30 p.m. is the next Legislative			136		2 1	
07/08/2020 10:13 AM	 Just going to leave these new OCSD employment opportunities			208		12 4	 
07/06/2020 11:06 AM	 Sign up to be part of our virtual tour on July 16 at 10am! Times are			215		12 9	 
07/05/2020 2:58 PM	 Construction Update in Seal Beach! Have you been along			153		5 2	
07/04/2020 12:16 PM	 Happy Independence Day! #StaySafe #StayHome			132		1 5	
07/03/2020 1:28 PM	 OC beaches are amongst the best in the state! And we have the			118		5 2	
07/02/2020 7:00 PM	 Register at <a href="https://ocsd.com/tours">OCSD.com/tours</a> . For many, entering a wastewater			295		20 19	 
07/02/2020 3:25 PM	 Our administrative staff is taking Friday, July 3 off in observance of			122		1 2	
07/01/2020 5:29 PM	 Reminder: On Wednesday, July 8 at 5 p.m. is our next Administration			108		3 1	

## Graphs of Page Likes, Post Reach and Total Views for July-Aug 2020

### Page Likes

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

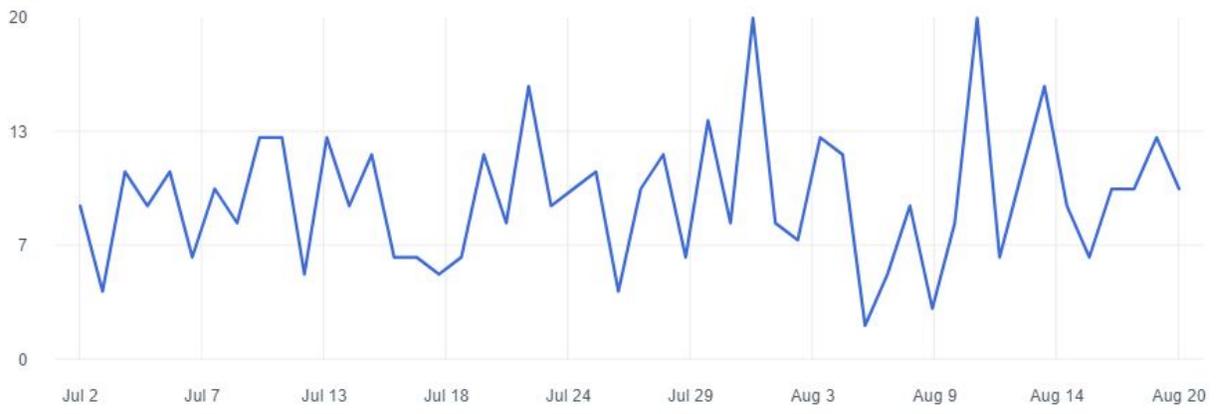


### Post Reach

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



Total Views



# Twitter Posts July-August 2020

## 28 day summary with change over previous period



Aug 2020 • 20 days so far...

### TWEET HIGHLIGHTS

#### Top Tweet earned 611 impressions

See if you can find the 3 Ps. To flush or not to flush, that is the question. Pee, Poop and Toilet Paper are the only 3 things that should go down your toilet. Everything else can't go down. #OCSDisEssential #W2F #NoWipesDownThePipes  
pic.twitter.com/lthMMljdPr

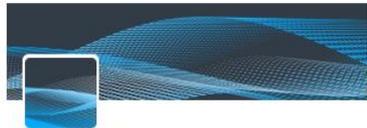


2 4

View Tweet activity

View all Tweet activity

#### Top Follower followed by 1,892 people



**GlobalWaterWorks**

@GlobalWaterWork #FOLLOWS YOU

Connecting droplets of interest for waves of impact

#### Top mention earned 34 engagements



**Larry Tenney** **Make #GoodTrouble**

@LarryTenney - Aug 5

Wait... #CA48 Michelle Steel says she's not a career politician but she was on CA Board of Equalization long enough to collect a hefty pension, gets a \$154k @OCGovCA paycheck and collects 🍷 from @goOCTA & @OCsewers & now she's running for Congress?

Don't #StandWithSteel

twitter.com/ExileOC/status...

2 9 7

View Tweet

#### Top media Tweet earned 582 impressions

TOMORROW IS THE DAY! There is still time to sign up for the OCSD and @OCWDWaterNews joint virtual tour at 10 a.m. Don't miss out. #OCSDtours #OCWD  
ocwd.zoom.us/webinar/regist...  
pic.twitter.com/bEoYm9twHa



### 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

### AUG 2020 SUMMARY

Tweets	Tweet impressions
10	6,582
Profile visits	Mentions
63	6
New followers	
4	

Jul 2020 · 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 3,389 impressions

Check out the vitality of our virtual-ity. Virtual tour that is. Sign up for our next virtual tour on July 16 at 10 a.m. at [OCSD.com/tours](https://ocsd.com/tours).  
**#OCSDTours #OCSDVirtualTour #OCSDisEssential**  
[pic.twitter.com/LaS6FNIIIW](https://pic.twitter.com/LaS6FNIIIW)



1 retweet 4 likes

[View Tweet activity](#) [View all Tweet activity](#)

**Top Follower** followed by 8,398 people



**Empowering Pumps & Equipment**

@EmpoweringPumps FOLLOWS YOU

Information and CONNECTION HUB for the #pump and related equipment industries | Connect. Inform. Educate.  
**#PumpTalk #EmpoweringPumpsandEquipment**

[View profile](#)

**Top mention** earned 36 engagements



**Orange County Water District**

@OCWDWaterNews · Jul 23

Join us for an inaugural joint virtual tour with @ocsewers. You'll get an up close look at OCSD and the GWRS during this one-hour virtual tour on July 31. Register at [ow.ly/VuR550AEDdu](https://ow.ly/VuR550AEDdu).

**#ocwd #ocsewers #gwrs**  
[pic.twitter.com/lZ2uYLOsD7](https://pic.twitter.com/lZ2uYLOsD7)



2 likes

[View Tweet](#)

**Top media Tweet** earned 676 impressions

Just going to leave these new OCSD employment opportunities right here. If we were you, we would apply for them. Just saying. Visit [ocsd.com/jobs](https://ocsd.com/jobs) **#OCSDjobs #OCSDisEssential**  
[pic.twitter.com/0NfckYpGLv](https://pic.twitter.com/0NfckYpGLv)



JUL 2020 SUMMARY

Tweets  
**25**

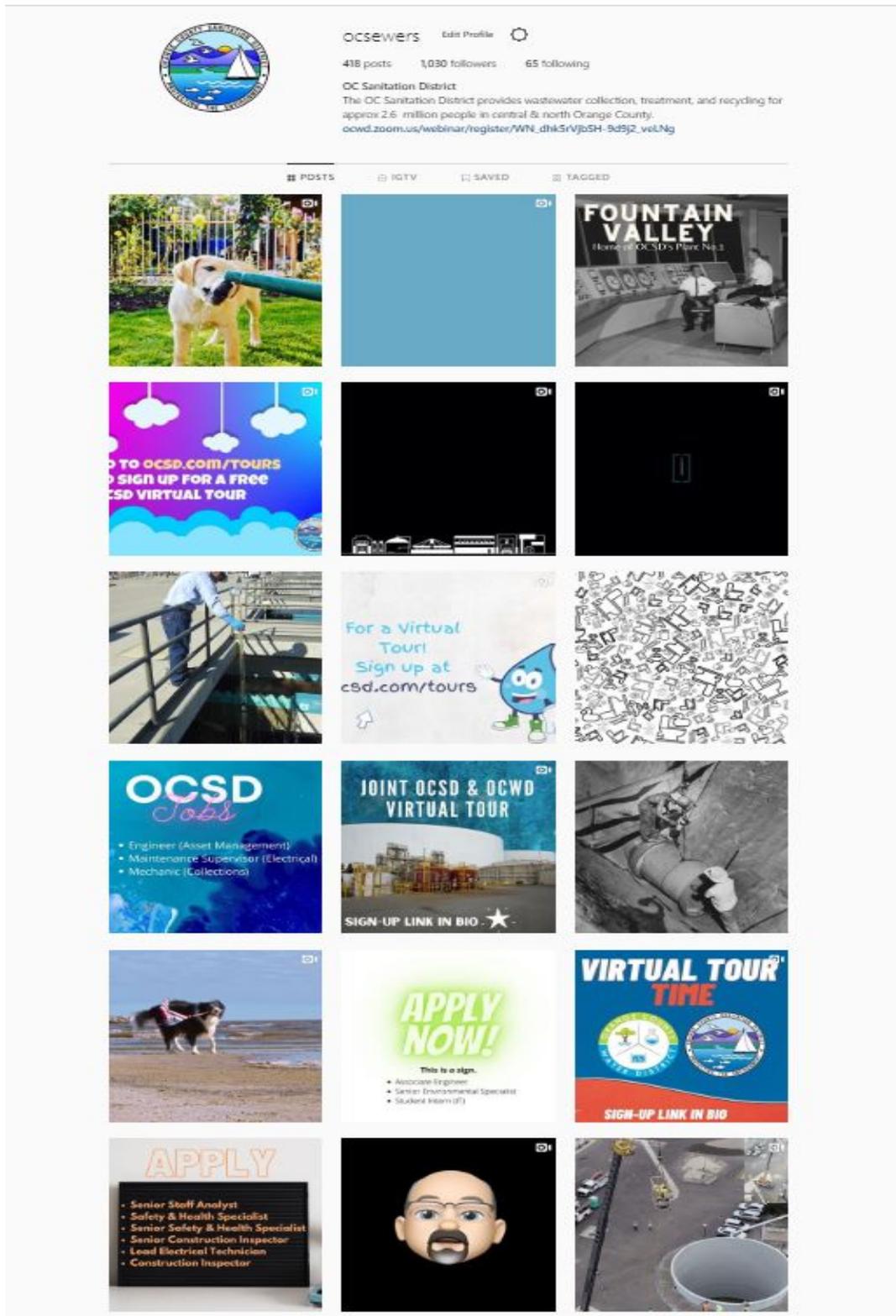
Tweet impressions  
**13.9K**

Profile visits  
**75**

Mentions  
**19**

New followers  
**5**

**Instagram Posts  
July-August 2020**



**SIGN UP NOW**  
For an OCSD Virtual Tour!  
Sign up at [ocsd.com/tours](http://ocsd.com/tours)



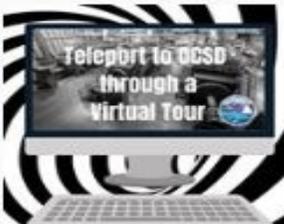
**DO:**  
Visit [ocsd.com/jobs](http://ocsd.com/jobs)  
Apply for open positions

- Senior Construction Inspector
- Engineer (Electrical)
- Construction Inspector
- Maintenance Specialist



IT'S THE DAY!  
**TODAY IS THE DAY!**  
Happy Independence Day

*The Grades Are In!*  
REAL THE BAY HAS RELEASED THEIR 2019-2020 BEACH REPORT CARD.



CELEBRATING  
**FOURTH OF JULY**  
Our offices will be closed on Friday, July 3, 2020

Report Sewer Emergencies  
714.962.2411

**STAY CONNECTED WITH US ON FACEBOOK, INSTAGRAM AND TWITTER @OCSEWERS**



**PLEASE STAND BY**

**DID YOU HEAR?**  
No Sewer Fee Increase at OCSD



**Open Positions**

- Safety & Health Specialist
- Senior & Safety Health Representative
- Information Technology Analyst II
- Engineering Supervisor

Visit [ocsd.com/jobs](http://ocsd.com/jobs)



Article	Date	Resource	Link
Rouda introduces bill to help businesses reopen safely	7/6/2020	Laguna Beach Independent	<a href="https://www.lagunabeachindy.com/rouda-introduces-bill-to-help-businesses-reopen-safely/">https://www.lagunabeachindy.com/rouda-introduces-bill-to-help-businesses-reopen-safely/</a>
Polls show support for 2 desalination proposals	7/21/2020	OC Register	<a href="https://ocregister-ca.newsmemory.com/?utm_email=1453C5A314E3C46FE52415F421">https://ocregister-ca.newsmemory.com/?utm_email=1453C5A314E3C46FE52415F421</a>
August is water quality month in Orange County	30-Jul-20	Newsenterprise	<a href="https://event-newsenterprise.com/17100-2/">https://event-newsenterprise.com/17100-2/</a>
Pouring water on the Poseidon desalinization project	6-Aug-20	Daily Pilot	<a href="https://www.latimes.com/socal/daily-pilot/opinion/story/2020-08-06/mailbag-pouring-water-on-the-proposed-poseidon-desalinization-project">https://www.latimes.com/socal/daily-pilot/opinion/story/2020-08-06/mailbag-pouring-water-on-the-proposed-poseidon-desalinization-project</a>
Poseidon's Problems	6-Aug-20	Sierra Club LA	<a href="https://angeles.sierraclub.org/news/blog/2020/08/poseidons_problems">https://angeles.sierraclub.org/news/blog/2020/08/poseidons_problems</a>