Social Media Services
Your So Cal Tap Water
Emerging Constituents Task Force

Quarterly Activity
October 2017 – December 2018
YourSoCalTapWater.org

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<tr>
<th>Year</th>
<th>VIEWS</th>
<th>VISITORS</th>
<th>LIKES</th>
<th>COMMENTS</th>
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<td>2012</td>
<td>27,882</td>
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Is Tap Water Safe?

YourSoCalTapWater.org

- 18,275 views
Facebook
@YourSoCalTapWater
SoCalTapWater (2012): 920 likes
EMWD (2009): 964 likes
IEUA (2013): 447 likes
OCWD (2009): 843 likes
WMWD (2010): 696 likes
SBVMWD - not on FB
Twitter
@SoCalTapWater
SoCalTapWater (2012): 1,042 followers
EMWD (2009): 2,334 followers
IEUA (2014): 456 followers
OCWD (2009): 4,827 followers
WMWD (2009): 4,131 followers
SBVMWD - not on Twitter
Top Tweets
#ChooseTapWater Campaign

Participating Agencies

- Corona Department of Water & Power
- Eastern Municipal Water District
- Elsinore Valley Municipal Water District
- Inland Empire Utilities Agency
- Irvine Ranch Water District
- Jurupa Community Services District
- San Bernardino Valley Municipal Water District
- Western Municipal Water District
- Yucaipa Valley Water District

"A FREE Reusable Vacuum Sealed Water Bottle"

1. Follow: @SoCalTapWater or
2. Tweet: @SoCalTapWater or
3. Share: @YourSoCalTapWater

Tag us in a photo of you, your family or pet enjoying tap water.

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#ChooseTapWater Evaluation

- **Goal:** Increase engagement on social media

- **June blog:** 2,874 views and 2,098 visitors (all time high).

- “Campaign Rules” page was the third most visited page during the month of June.

- 53k Twitter impressions during June (all time high).

- **Facebook Engagement:** 269% increase (March to June)

- **Twitter Engagement:** 216% increase (March to June)
#ChooseTapWater Evaluation

- Views: 14,918
- Visitors: 11,323
- Likes: 0
- Comments: 0
#ChooseTapWater
Next Steps

- Continue blog articles
- Continue social media posts
- Social media videos
- Increase agency participation
Thank You