



**REVISED
DISCUSSION ITEM**
August 21, 2017

TO: Board of Directors

FROM: **Public Affairs Legislative Committee**
(Directors Tamaribuchi, Dick and Yoo Schneider)

Robert Hunter
General Manager

Staff Contact: Damon Micalizzi

**SUBJECT: UPDATE ON THREE MONTH SOCIAL MEDIA PILOT WITH
HASHTAGPINPOINT CORPORATION**

STAFF RECOMMENDATION

Staff recommends the Board of Directors receive and file.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

In April, the Board authorized staff to enter a sole source contract with HashtagPinpoint Corporation for social media consulting services, to compliment the District's efforts building support for the California WaterFix. The contract for this 'pilot program' was three months. This report is a summary of the three-month program.

BACKGROUND INFORMATION

On December 5, 2016, the MWDOC Board of Directors adopted a resolution to support the California WaterFix after the MWDOC Orange County Water Reliability Study determined the WaterFix to be the single-most-cost-effective large-scale project to achieve reliable water supply for the region into the future. As such, staff was charged with educating stakeholders throughout the County about the WaterFix and, with the support of Member Agencies, focused communications efforts for Fiscal Year 17/18 on WaterFix education.

With MWDOC and its Member Agencies looking to grow their social media outreach, after investigating several firms, staff entered a three-month contract with Consultant:

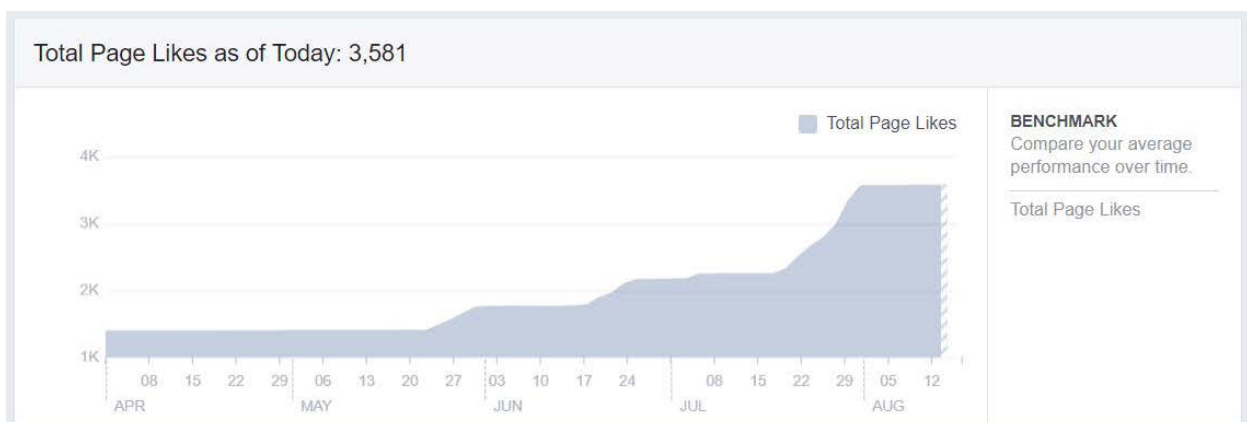
Budgeted (Y/N): Y	Budgeted amount: \$15,000	Core X	Choice
Action item amount: None		Line item:32-7040	
Fiscal Impact (explain if unbudgeted):			

HashtagPinpoint Corp, editors of the California Drought Monitor, to pilot a three-month WaterFix Social Media education Campaign, leading into the FY17/18 education campaign.

KEY FINDINGS AND RESULTS

At the onset of the pilot, it became evident that MWDOC’s social media (Facebook) footprint was insignificant. With only roughly 1,200 followers, many of whom being water professionals, it was clear that the current model was insufficient. Furthermore, posting was sporadic and messages were not consistent. Simply put, MWDOC’s posts were barely engaging an audience of our peers.

The consultant recommended a series of ‘Like’ drives aimed at elevating the number of followers to achieve a more robust organic reach. The results: MWDOC’s followers doubled in the first 30 days and nearly tripled (3,600) by the conclusion of the pilot.



Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 Los Angeles Departmen...	31.8K	▲ 0.1%	12	360
2 Long Beach Water	12.8K	▲ 0.1%	5	28
3 South Coast Water District	11.3K	0%	7	25
4 San Diego County Water...	8.7K	0%	7	120
5 Irvine Ranch Water Distr...	3.8K	0%	9	44
YOU 6 Municipal Water District ...	3.6K	0%	4	21

		Santa Margarita Water D...	3.5K	▲ 0.4%	3	60	
8		Moulton Niguel Water Di...	2.6K	▲ 0.3%	5	36	
9		Anaheim Public Utilities	1.9K	▲ 0.1%	0	0	
10		Laguna Beach County ...	1.9K	▼ 0.1%	2	6	
11		Orange County Busines...	1.7K	▲ 0.1%	19	17	
12		Mesa Water	1K	▼ 0.1%	5	14	
13		North Coast County Wat...	984	0%	0	0	
14		Association of Californi...	962	▲ 1.1%	6	152	

This initial push was then followed by additional messaging focused primarily on promoting the California WaterFix. More than 100 postings were made over this period, including videos and links to earned media. Messages were targeted to parts of the County where WaterFix awareness was not strong. As this education campaign was running, awareness built steadily for the WaterFix.



Municipal Water District of Orange County

Published by Joe Hashtag [?!] · July 15 at 3:50pm · 🌐

Megan Yoo Schneider, MWDOC Division 7 Director provides more insight on why the California WaterFix is critical for SoCal

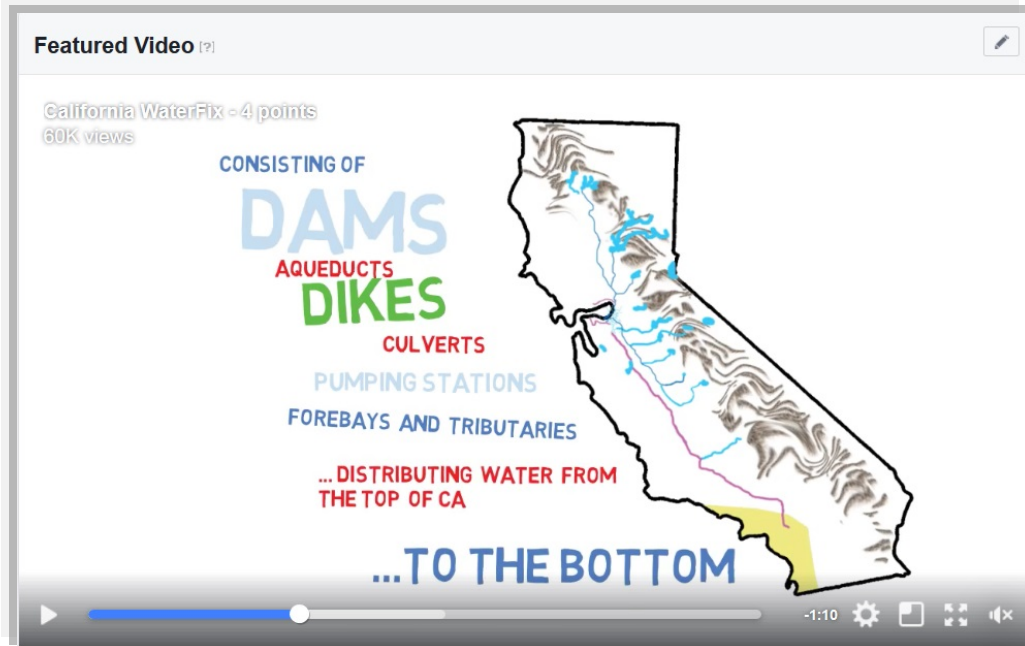


Guest Opinion: California WaterFix Critical to South County | Dana Point Times

By Megan Yoo Schneider The Sacramento-San Joaquin Delta is 435 miles from South Orange County, but the impact of what happens there is felt as close to hom

DANAPOINTTIMES.COM

In addition to tripling MWDOC's overall Facebook following, with boosted posts at targeted audiences, some content reached as many as 60,000 people.



At the conclusion of this trial period the following was clear:

- Social Media is an extremely powerful and valuable tool
- To use this tool successfully you must commit resources
- In three months, MWDOC's social media presence was amplified exponentially