



MWDOC Strategic Communications, Impact, and Goals

Damon Micalizzi, Director of Public Affairs
Municipal Water District of Orange County

Public Affairs & Legislation Committee 5.21.2018



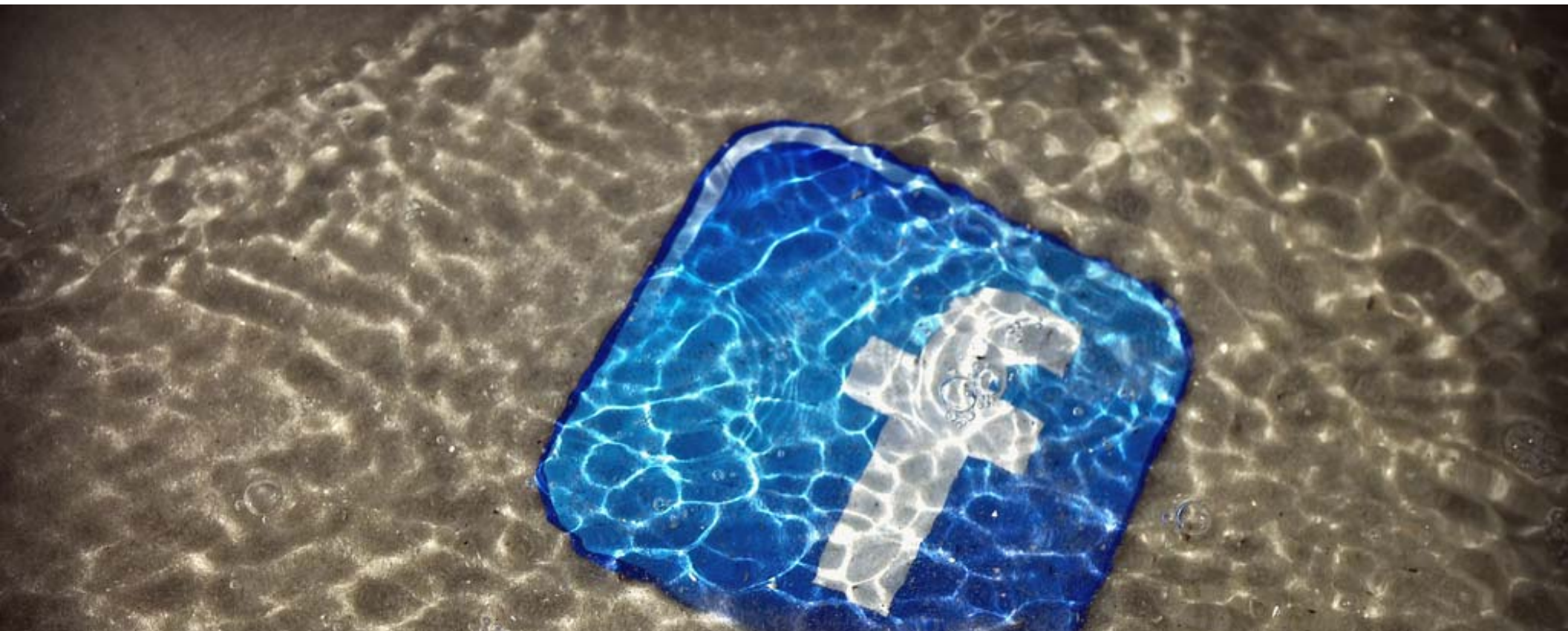
Discussion Items

01 **Social Media Society**
Big Opportunities for Water

02 **MWDOC Impact**
Metrics Tell the Story

03 **MWDOC Influence**
Messaging and Outcomes





Social Media in Society

Big Opportunities for Water

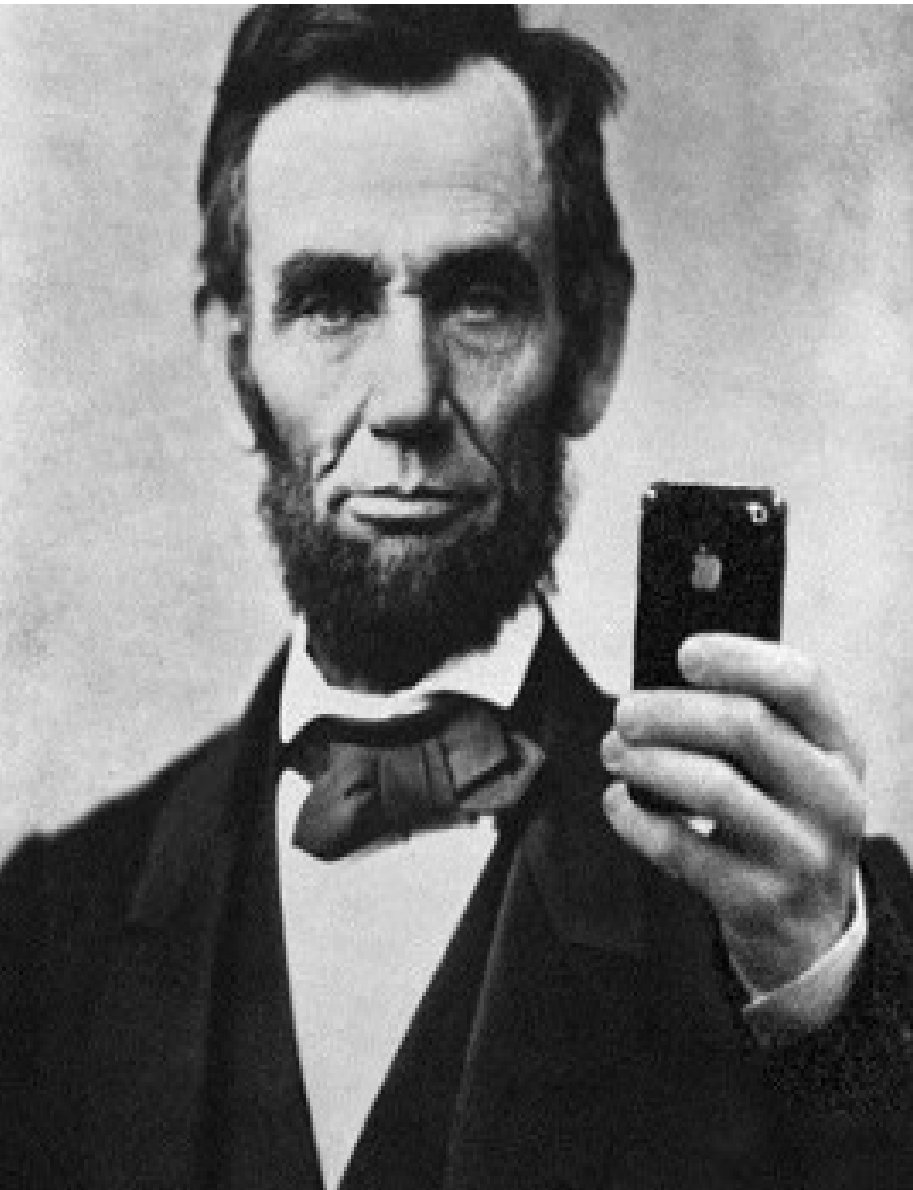


Why Social Media?

*Social media helps build brand recognition, supports our goal of transparency, allows greater access to the community through active engagement, and provides an opportunity to **control the narrative**. Additional benefits include:*

- 💧 More Inbound Traffic
- 💧 Higher Conversion Rates
- 💧 Increased Brand Authority
- 💧 Cost Effective Communication Tool
- 💧 Metrics- Easy to Measure Success





*You cannot believe everything
you read on the internet.*

 Abraham Lincoln

Social Media in Society

There is a common misconception that social media is a time wasting, frivolous endeavor....



Social Media in Society

Today's Communications

Things are changing, **rapidly**

Not long ago, public agencies were blocking access to social networks to prevent their employees from wasting time at work. Nowadays, more and more public agencies are looking to social media tools as a primary means of communication.



- 67% — Americans get news via social media**
- 96% — People discuss brands online who don't follow brand profiles directly**
- 40% — Ad spend that's digital**
 - * 30% is directed toward mobile**
 - * Traditional media gap widening**

Sources: PEW, eMarketer, Brandwatch

Social Media in Society

Power of Social Messaging

Engaging folks you normally don't, **but can**

At a time where water issues and policy is very much top of mind for the public, social media offers substantial opportunities for water districts to develop community-based partnerships and control the narrative.



- Community Events
- Conservation, Rebates
- Local, Regional, State News
- Policies, Laws, Rates
- Industry Insiders
- Opponents

Social Media in Society

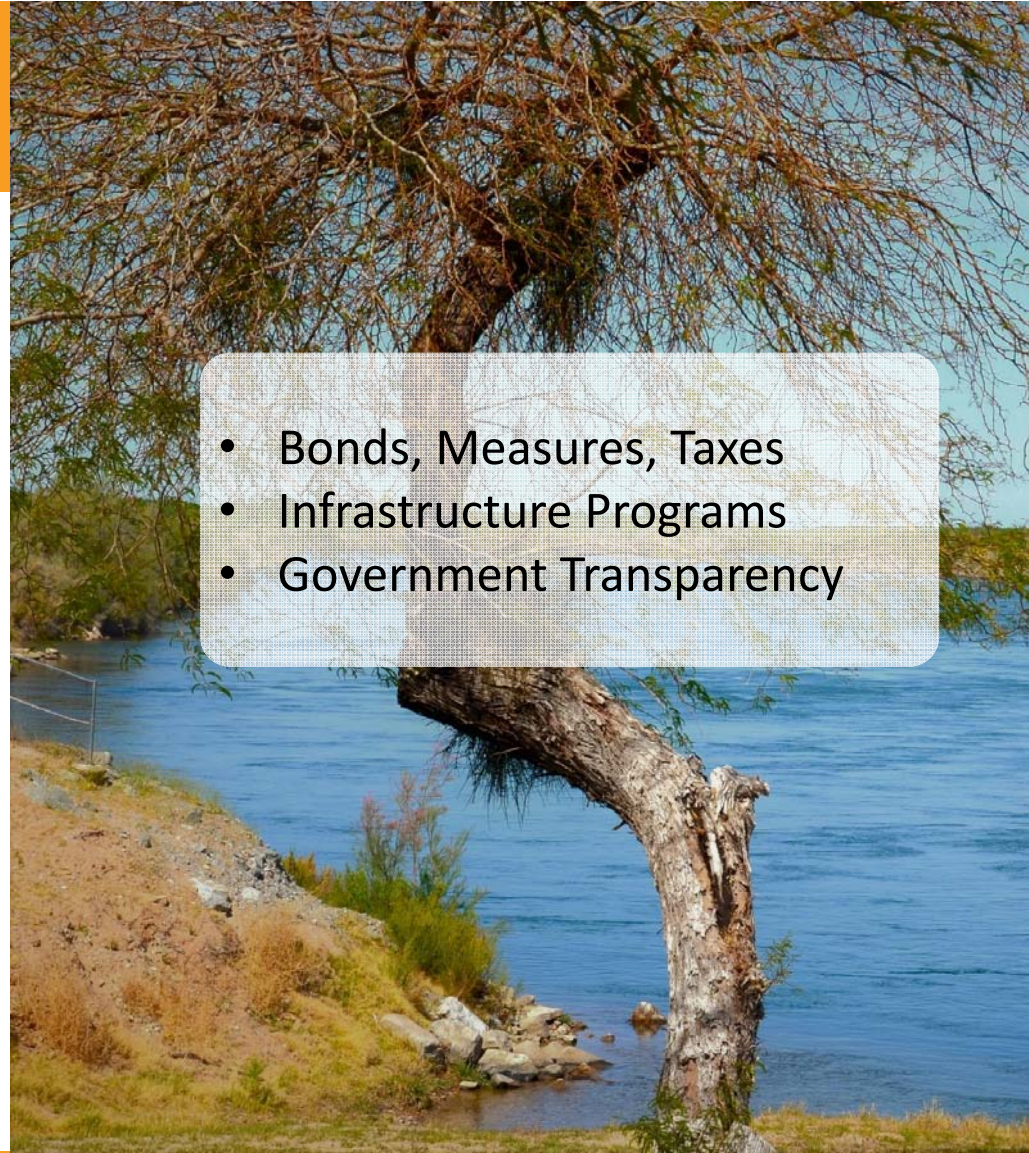
Value of Water

Elevating public awareness, **daily**

Besides informing ratepayers on ways to conserve and change usage behaviors, ratepayers can also keep a steady eye on the constantly changing political landscape. This continual connection to the ratepayer engages them in an unprecedented way about the decisions happening at the local, regional, and state levels.



- Bonds, Measures, Taxes
- Infrastructure Programs
- Government Transparency



Social Media in Society

Next Generation of Water

Teaching value, **now**

The Ricki Raindrop mascot has brought 1000s of children valuable information about the value of water since the 1970s. By expanding this education, the next generation(s) of water will be familiarized with the needed all-of-the-above approach for water conservation, recycling, and regional climate concerns.



Municipal Water District of Orange County ✓ is with Yorba Linda Water District.

April 29 at 2:00pm · 🌐

Did you know? Our pal Ricki Raindrop was brought to life by a Southland school teacher in 1973 and has been educating Orange County students in grades K-5 about the water cycle and the importance of water ever since! #MWDOC #WaterEducation || Learn More: <http://ow.ly/rc0K30jJQNf>



Social Media vs. Traditional Media

Strategic Differences

- 💧 Audience Reach
 - 🔥 OC Register readership is 700k
 - 🔥 Social Media can reach over 3 million county-wide
- 💧 Cost Savings
- 💧 Instant Access
 - 🔥 Two-thirds (67%) of Americans get at least some of their news on social media
 - 🔥 More than half (55%) of Americans ages 50 or older get their news on social media
- 💧 Versatility
- 💧 Two-Way Conversation



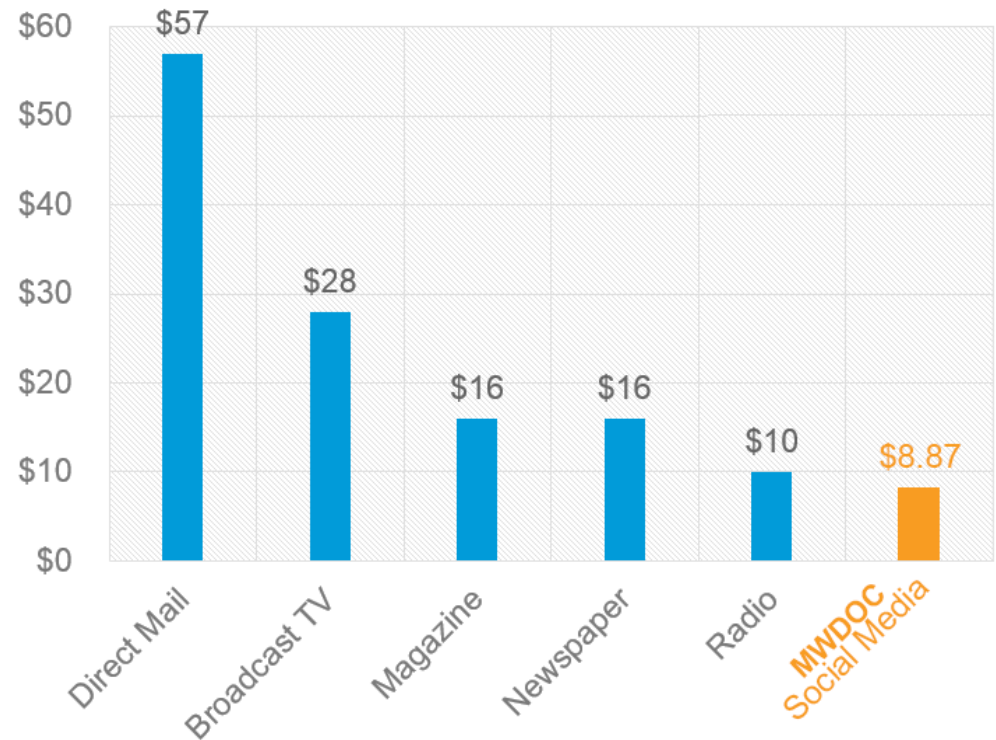
Comparative Media Cost



Cost per Thousand Impressions (CPM)

Cost to reach 1,000 impressions (viewers, readers, listeners, etc.)

- 💧 Direct Mail - \$57 CPM
- 💧 Television - \$28 CPM
- 💧 Newspaper - \$16 CPM
- 💧 Magazine - \$16 CPM
- 💧 Radio - \$10 CPM
- 💧 **MWDOC Social Media - \$8.87**





MWDOC Impact

Metrics Tell the Story



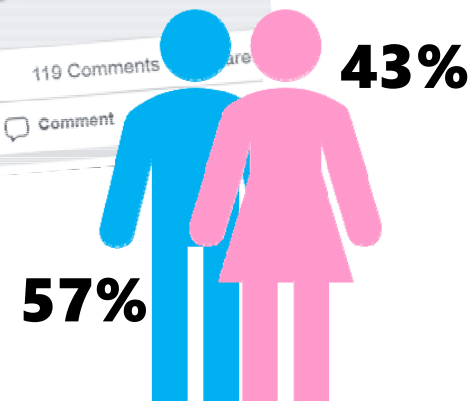
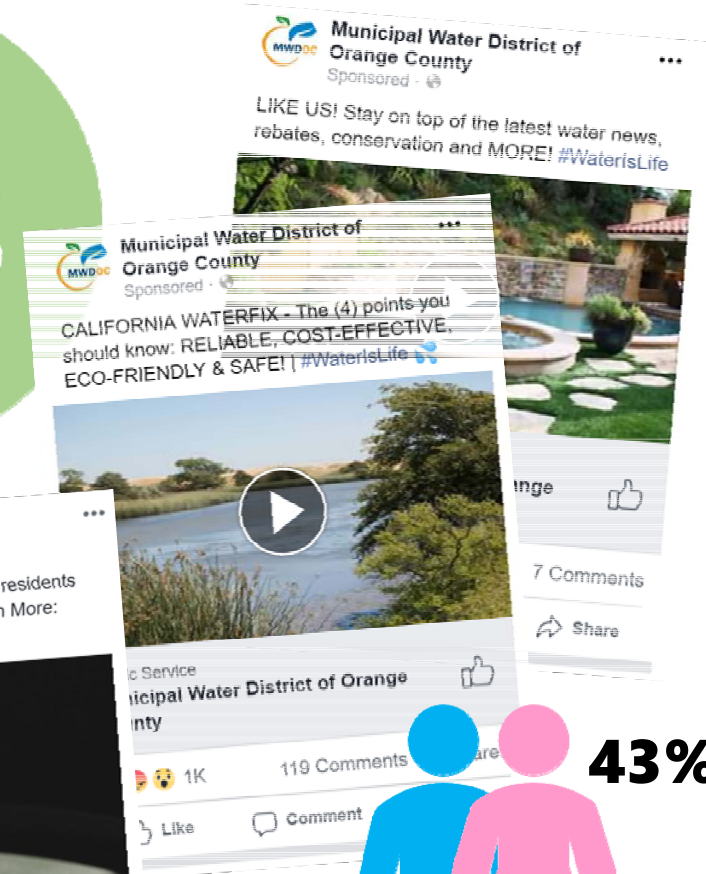
MWDOC is one of the top Social Media voices on California water.

- Follower Growth: 8x
- Monthly Reach: 350,000
- Follower Engagement: 12x

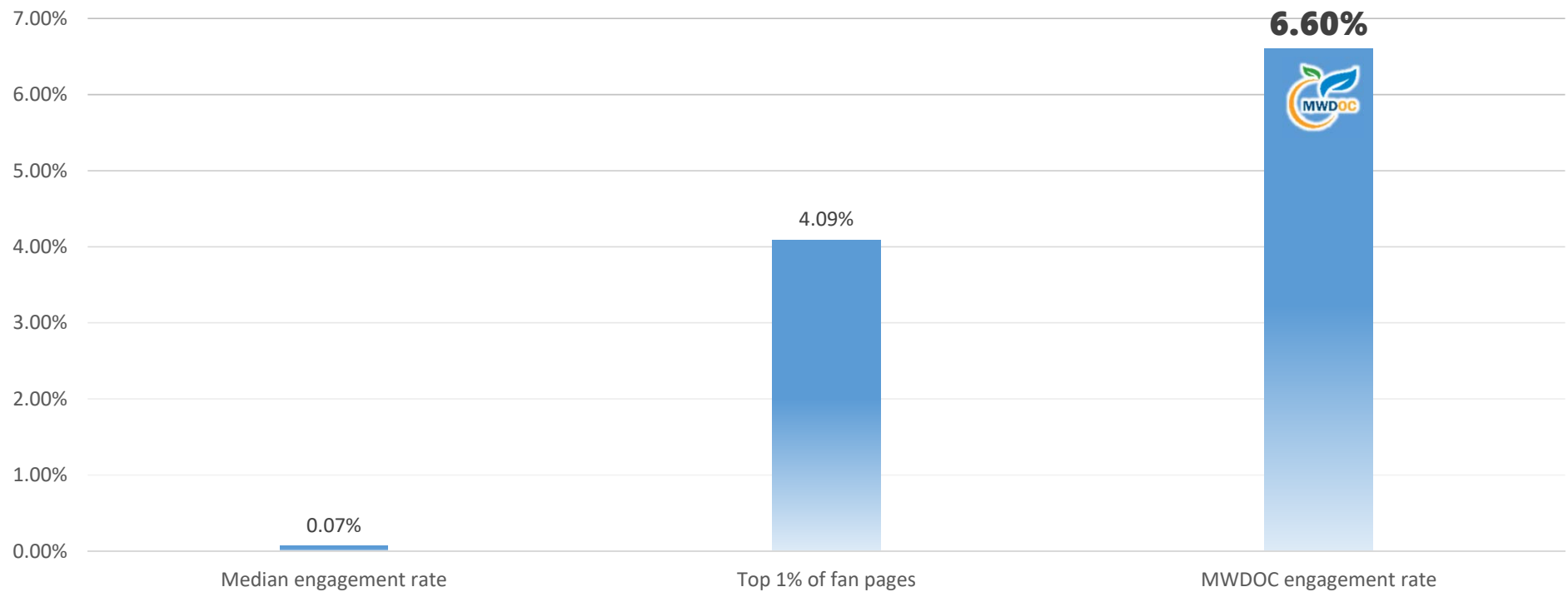
MWDOC Impact

- 8.8 Page Rating (out of 10)
- Key videos viewed over 1M times
- Female participation up: key demo 35 years-old+
- Hot Topics:
 - #WaterFix
 - Did you know?
 - Orange County

8.8



MWDOC Impact



Source: Fanpage Karma



MWDOC Influence

Messaging and Outcomes

MWDOC Influence

MWDOC has become
extremely influential
this past year...

... bringing a lot of
attention to
#WaterFix



MWDOC Influence

#P Social Index – CA Water Agencies

- Needed a way to measure “social presence” within a category
- Initially created simple LIKE & Engagement matrix
- Moved to Robust Dashboard

Rank	#P Social Index - CA Water Agencies (2018-04-09)	Page Likes	Daily Engagement Rate
1	Los Angeles Department of Water & Power	32,624	0.59%
2	Metropolitan Water District of Southern California	26,908	0.13%
3	Long Beach Water	12,691	0.05%
4	South Coast Water District	11,459	0.06%
5	San Diego County Water Authority	8,950	1.07%
		6,890	2.96%
8	Municipal Water District of Orange County	6,890	2.96%
9	Turlock Irrigation District	5,082	0.17%
10	Merced Irrigation District	4,921	0.90%
11	Imperial Irrigation District	4,896	1.34%
12	Water Replenishment District of Southern California	4,767	2.07%
13	CA Drought Monitor	4,341	3.32%
14	Santa Clara Valley Water District	4,289	0.17%
15	Irvine Ranch Water District	3,881	0.81%
16	Santa Margarita Water District	3,499	2.98%
17	Friant Water Authority	3,076	0.00%
18	Moulton Niguel Water District	2,607	3.07%
19	Mesa Water	2,599	1.81%
20	East Orange County Water District	2,186	0.26%
21	Anaheim Public Utilities	2,125	1.34%
22	Laguna Beach County Water District	1,875	0.08%
23	Mammoth Community Water District	1,582	0.27%
24	Chino Basin Water Conservation District	1,406	1.83%
25	RANCHO CALIFORNIA WATER DISTRICT	1,323	2.38%
26	Pasadena Water and Power	1,279	1.79%
27	The City of Bakersfield - Government	1,274	2.92%
28	ACWA	1,238	1.73%
29	Madera Irrigation District	1,173	0.49%
30	Desert Water Agency	1,120	0.77%
31	Glendale Water & Power	1,116	15.14%
32	Marin Municipal Water District	1,060	1.89%
33	Sacramento Area Sewer District (SASD)	1,053	19.12%
34	Modesto Irrigation District	1,007	0.00%
35	Eastern Municipal Water District	992	6.48%
36	Casitas Municipal Water District	980	0.00%
37	North Coast County Water District	975	0.44%
38	San Joaquin Valley Water District	961	0.74%
39	San Joaquin Valley Water District	886	3.51%





Social Index - CA Water Agencies

Not see yourself on the list?

Contact us: <http://hashtagpinpoint.com>

APRIL 2018

Find Your Agency:

Currently Performing:

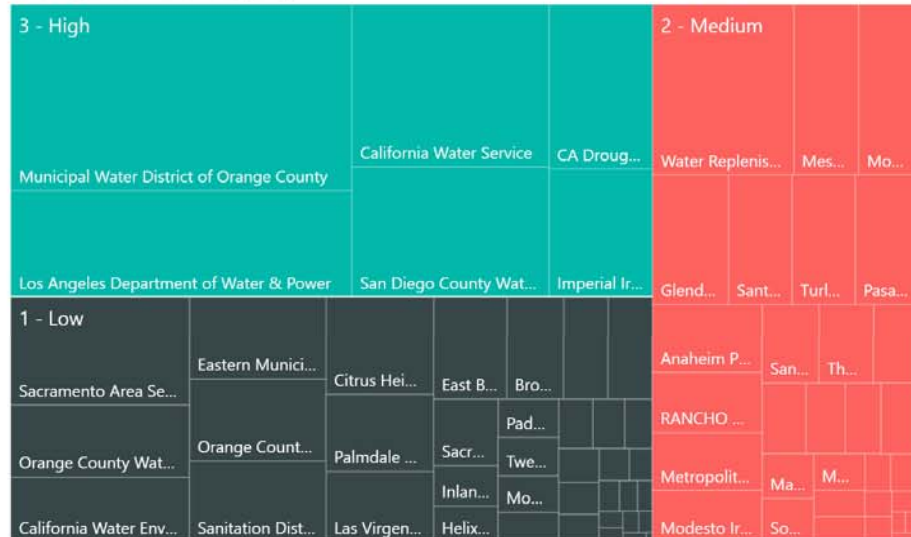
Select All

1 - Low

2 - Medium

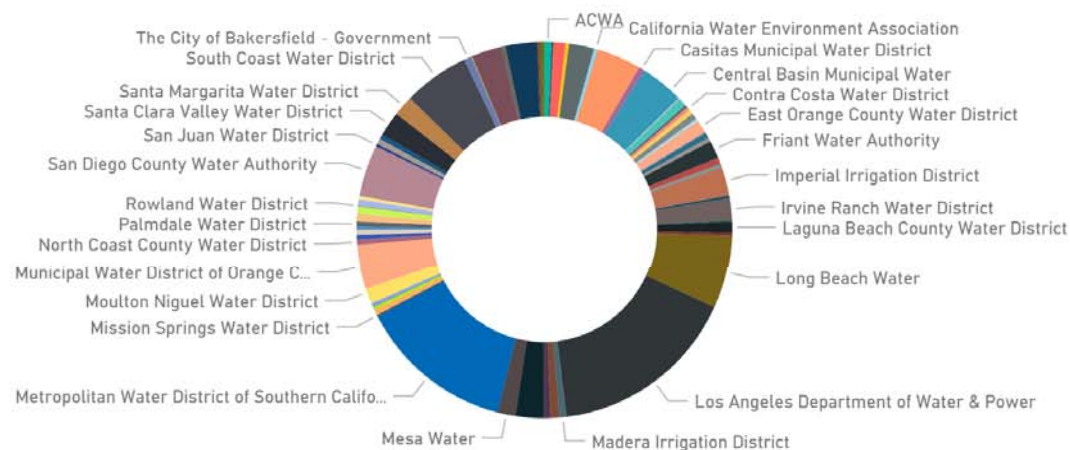
3 - High

Likes by Performance & Agency



Agency	Rank	Page Likes	Posts	Likes	Comments	Shares	Daily Engagement Rate	Performing
ACWA	28	1,239	19	45	0	16	1.64%	2 - Medium
Madera Irrigation District	29	1,173	4	12	0	5	0.48%	2 - Medium
Glendale Water & Power	30	1,133	52	177	61	14	7.51%	2 - Medium
Desert Water Agency	31	1,119	6	24	0	1	0.75%	2 - Medium
Marin Municipal Water District	32	1,066	5	41	7	1	1.54%	2 - Medium
Sacramento Area Sewer District (SASD)	33	1,057	16	346	26	85	14.50%	1 - Low
Modesto Irrigation District	34	1,021	3	100	4	32	4.48%	2 - Medium
Eastern Municipal Water District	35	999	20	202	18	65	9.55%	1 - Low
Casitas Municipal Water District	36	983	2	4	9	8	0.71%	2 - Medium
North Coast County Water District	37	972	4	12	0	3	0.51%	2 - Medium
San Lorenzo Valley Water District	38	961	13	44	35	38	4.06%	2 - Medium
Palmdale Water District	39	896	18	146	9	8	6.06%	1 - Low

Page Likes by Agency



MWDOC Influence

CA Drought Monitor (CADM)

- Water Advocacy Page; part of **#P's** Network
- Alternative to Maven's Notebook or Water Deeply
- Focus is on Public Awareness, Value of Water, Education... not "industry echochamber"
- Increased brand awareness for **#P** and message amplification for **its** partners



- * Facebook, Twitter & Newsletter
- * Reaches ~250k people/month

