MWDOC Strategic Communications, Impact, and Goals

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

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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.

abd Abraham Lincoln
There is a common misconception that social media is a time wasting, frivolous endeavor....
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*
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.

Power of Social Messaging
Engaging folks you normally don’t, but can

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

Value of Water
Elevating public awareness, daily

- Bonds, Measures, Taxes
- Infrastructure Programs
- Government Transparency
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.
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 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
MWDOC Impact

Source: Fanpage Karma
MWDOC Influence

Messaging and Outcomes
MWDOC has become extremely influential this past year...

... bringing a lot of attention to #WaterFix
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
Social Index - CA Water Agencies
Not see yourself on the list?
Contact us: http://hashtagpinpoint.com

APRIL 2018

Find Your Agency:

Search

Currently Performing:

Select All  1 - Low  2 - Medium  3 - High

Likes by Performance & Agency

3 - High
Municipal Water District of Orange County
Los Angeles Department of Water & Power
Sacramento Area Sewer District
Orange County Water District
California Water Environment Association

2 - Medium
California Water Service
CA Drought
Water Replenish
Metropolitan
Modesto Irrigation District

1 - Low
Eastern Municipal Water District
Citrus Heights
East Bay Brokers
Sacramento Metropolitan
Palmdale

Page Likes by Agency

ACWA California Water Environment Association
Contra Costa Water District
Central Basin Municipal Water District
Contra Costa Water District
East Orange County Water District
Frant Water Authority
Imperial Irrigation District
Irvine Ranch Water District
Laguna Beach County Water District
Long Beach Water
San Diego County Water Authority
Mission Springs Water District

Mesa Water
Madera Irrigation District
Metropolitan Water District of Southern California
Palm Desert
Palm Springs
Palm Desert
Palmdale

The City of Delafield - Government
South Coast Water District
Santa Margarita Water District
Santa Clara Valley Water District
San Juan Water District
San Diego County Water Authority
Rowland Water District
North Coast County Water District
Moulton Niguel Water District
Metropolitan Water District of Southern California

Mesa Water
Madera Irrigation District
Metropolitan Water District of Southern California
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