Getting Social

Ashley Metzger
Outreach & Conservation Manager
Desert Water Agency
Benefits

- Broadcast
- Control message
- Connection with media
- Personality
- Community pulse
- Meet expectations
- Transparency
- Engagement
Risk/Cost

- Time
  - Posting
  - Guidelines
- Mistakes
- Engagement
Outlets we use

Facebook: widely used, low engagement, create events, share photos, advertising

YouTube: subscribers, repurposing media, demonstrations/how-to

Twitter: used by media, alerts/breaking news, sharing news/tips

Nextdoor: anyone signed up in service area, alerts, updates, events, engagement
Other outlets

Snapchat: popular with younger audience. Difficult to get followers.

Instagram: hard to get followers, difficult to link customers to resources.

Pinterest: heavily image and craft based.

Linkedin: may be good for agencies with large recruitment efforts.
Ongoing messaging/reminders
Required public notification

Desert Water Agency shared CV Water Counts’s photo.
Published by Ashley Hudgens Metzger on August 1, 2015.
You can find DWA’s most recent water quality report here: www.dwa.org/2015wqr

CV Water Counts
Published by Gabby Mendoza on August 1, 2015.
August is National Water Quality Month!
Find out what's in your water. Click below to discover which local Water Agency provides sparkling water to you!

Desert Water Agency @DWApure · Jul 1
DWA’s most recent water quality report is available! Check it out. dwa.org/2015wqr.

Water Quality Report available
Outreach & Conservation Manager Ashley Metzger from Desert Water Agency on 1 Jul
Learn more about your water and our operation in DWA’s most recent water quality report. There are helpful videos that answer some of our most common water quality questions, updates on key issues - plus a letter from our General Manager.

www.dwa.org/2015wqr
Shared with Desert Water Agency in General
Thanks to those who attended our turf buy back workshops. If you didn't make it, you can catch up at www.dwa.org/turf.
This year's applications will be available online starting August 17.

Join DWA & others at Mizell's Senior Expo today 10a-2p. We'll have totes, bottles and info to help you #keepsaving!

On Saturday, October 15 Desert Water Agency and the other local public water providers will be part of the Desert Garden Community Day, hosted by Desert Horticultural Society of the Coachella Valley.

Don't miss the 9:00 a.m. presentation by CV Water Counts (www.CVWaterCounts.com) on conservation and water rates.
Shared with Desert Water Agency in General

2,447 people reached
Crisis communication

**Urgent alert**

Outreach & Conservation Manager Ashley Metzger from Desert Water Agency

Leak Forces Lane Closures on EB Hwy 111 @ Perez Rd
Alert issued: 3/17 @ 2:25 p
Expected repair: Approx 5 hrs
Shared with Desert Water Agency in Crime & Safety

Please take alternate routes.

**Desert Water Agency**

TRAFFIC ALERT (3/17 @ 2:15 p.m.): a leak has forced closure of two eastbound lanes of traffic on Hwy 111 at Perez Rd in Cathedral City. DWA crews are onsite and hope to make the necessary repairs over the next five hours.
Analytics

Page Summary  Last 7 days

Results from Oct 21, 2016 - Oct 27, 2016

Actions on Page
October 21 - October 27

Page Views
October 21 - October 27

Page Likes
October 21 - October 27

Reach
October 21 - October 27

Post Engagements
October 21 - October 27

Videos
October 21 - October 27

14
Total Page Views ▼18%

2
Page Likes ▲0%

918
People Reached ▼68%

107
Post Engagement ▲37%

4
Total Video Views ▲100%

We don't have data to show you this week.
## Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/27/2016</td>
<td>Get your free DWA activity books while you're there. Teach kids to</td>
<td>📈</td>
<td>🌍</td>
<td>15</td>
<td>0</td>
<td>Boost Event</td>
</tr>
<tr>
<td>10/26/2016</td>
<td>DWA is lucky to have a great team of professionals who care about</td>
<td>📈</td>
<td>🌍</td>
<td>47</td>
<td>4</td>
<td>Boost Post</td>
</tr>
<tr>
<td>10/24/2016</td>
<td>Soaking up the rain! Can't wait to see all of the desert rainy day pho</td>
<td>📸</td>
<td>🌍</td>
<td>303</td>
<td>1</td>
<td>Boost Post</td>
</tr>
<tr>
<td>10/24/2016</td>
<td>If your yard saw rain this morning, skip sprinklers!</td>
<td>📸</td>
<td>🌍</td>
<td>271</td>
<td>1</td>
<td>Boost Post</td>
</tr>
<tr>
<td>10/22/2016</td>
<td>We were proud to be part of this event again this year. We also go</td>
<td>📸</td>
<td>🌍</td>
<td>300</td>
<td>36</td>
<td>Boost Post</td>
</tr>
</tbody>
</table>
You are targeting **men and women, ages 30-64** who live in **2 locations**.

- **This promotion will run for 14 days.**
- **Your total budget for this promotion is $28.00**

<table>
<thead>
<tr>
<th>Actions</th>
<th>People</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagements</td>
<td>122</td>
<td>2,542</td>
</tr>
<tr>
<td>People Reached</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Spend</td>
<td>$27.99</td>
<td></td>
</tr>
</tbody>
</table>

**Link Clicks**: 47

- **Comments**: 5
- **Shares**: 8

**Add Budget**

$21.00

**Desert Water Agency**

PSHS student-athletes teach us a few lessons about saving water!

**Palm Springs High School PSA**

Palm Springs High School student athletes serve up water saving tips.

60 Reactions 7 Comments 19 Shares
Flexibility/testing
Audiences

* Gender
* Age
* Location (City)
* Interests
Web traffic

- Sessions: 4,774
- Users: 3,818
- Pageviews: 11,114
- Pages / Session: 2.33
- Avg. Session Duration: 00:01:53
- Bounce Rate: 47.15%
- % New Sessions: 66.25%
- New Visitor: 33.7%
- Returning Visitor: 00.3%
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