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March 28, 2022

Board of Directors  
Triunfo Water & Sanitation District  
Ventura County, California

**VIDEOS PRODUCED FOR TWSD SOCIAL MEDIA**

**Summary**

At the February 28, 2022 Triunfo Water & Sanitation District (TWSD) Board meeting, Director Orkney raised a question regarding the cost of a video that was used in the District's recent social media outreach. The video was "Top 5 Actions to Save Water at Home," and was posted on the TWSD Facebook page on February 16, 2022. The 30-second video was produced by Searle Creative Services, TWSD's contract public outreach agency. According to a Searle representative, such videos require 1-2 hours of production time at \$100 per hour. Thus, the video in question was produced for \$100-\$200. It is Searle's professional opinion that video-based social media posts garner more views than those with static images and text, and recent TWSD Facebook data bear this out. The "Top 5 Actions" video received 39 post clicks, and a January 26 video ("CalScape Garden Planner") received 93 post clicks. By contrast, the February 1 post on new TWSD officers and the January 21 post on the January Board meeting each received zero post clicks. Further, Searle referenced recent industry projections that 80% of all consumer internet traffic will come from online videos in 2022.

As part of TWSD's overall public outreach strategy, staff is authorizing a maximum of one video per month (at the above-described cost structure) as part of the District's social media activity. Staff also plans to make an archive of the videos available on the "Education" page of the District's website.

Please contact me at 818-400-9278 or email [swarren23@roadrunner.com](mailto:swarren23@roadrunner.com) if you have any questions or need additional information.

A handwritten signature in blue ink that reads "Sandy Warren".

SANDY WARREN - CONSULTANT

REVIEWED AND APPROVED:

A handwritten signature in black ink that reads "Mark Norris".

Mark Norris - General Manager

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