

**Triunfo Water & Sanitation District  
August 2022 Outreach Update**

**Project Meetings**

1. Early month project meeting with Sandy Warren to discuss August Outreach and him leaving Triunfo.
2. Weekly email communications with Sandy Warren.

**News Releases / Media Relations**

1. *KCLU Visits the Pure Water Project/Las Virgenes-Triunfo Demonstration Facility* - helped prepare news release and sent/posted Aug 12.

<https://www.triunfowsd.com/kclu-visits-the-pure-water-project-las-virgenes-triunfo-demonstration-facility/>

**Website**

- Content updates, callout updates, news posts and general maintenance.

**Social Media**

- Social posts & social media management
- Daily social check-ins for questions and responses
- Social media geotargeted advertising (Facebook), setup and monitor
- Reporting

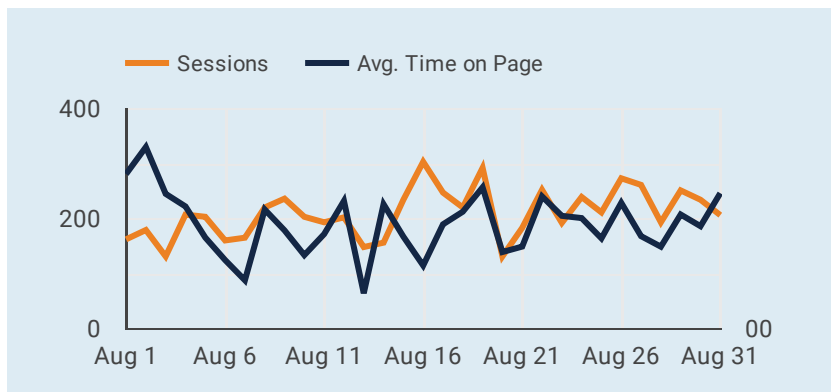
**Print**

- August Utility bill insert - illustration, layout & file prep

### ANALYTICS TRAFFIC OVERVIEW

#### TRAFFIC OVERVIEW - COMPARED TO PREVIOUS PERIOD

Sessions <b>6,518</b> ↑ 63.3%	Pageviews <b>13,603</b> ↑ 58.8%	Users <b>4,178</b> ↑ 67.5%	Bounce Rate <b>46.15%</b> ↑ 0.3%	Avg. Session Duration <b>00:01:19</b> ↓ -35.7%	Pages / Session <b>2.09</b> ↓ -2.8%
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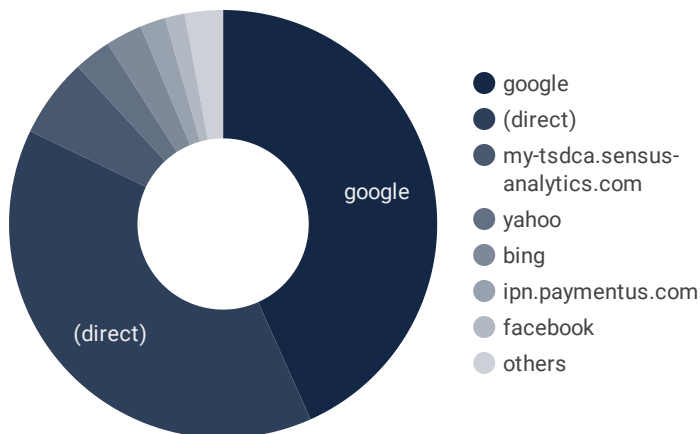


#### AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Organic Search	3,197
Direct	2,531
Referral	662
Social	128

#### TRAFFIC ACQUISITION CHANGE VS LAST MONTH

Organic	69%	Social	95%
Direct	72%	Referral	112%



#### TOP TRAFFIC BY CITY

City	Sessions
1. Agoura Hills	1,765
2. Los Angeles	1,033
3. Thousand Oaks	693
4. (not set)	638
5. Westlake Village	223
6. Oxnard	186
7. Ventura	94
8. Washington	58
9. Mission Viejo	51

#### AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
google	2.8K
(direct)	2.5K
my-tdca.sensus-analytics.com	391
yahoo	182
bing	181
ipn.paymentus.com	125
facebook	97
duckduckgo.com	23
com.google.android.gm	14
m.facebook.com	14

#### TOP TRAFFIC BY DEVICE

Device Category	Sessions
1. desktop	
2. mobile	
3. tablet	

### SOCIAL MEDIA PERFORMANCE - FACEBOOK



#### FACEBOOK OVERVIEW VS PREVIOUS MONTH

Impressions <b>10,820</b> ↑ 78.0%	Total Reach <b>9,303</b> ↑ 77.8%	Engaged Users <b>177</b> ↑ 7.9%	Engagement Rate <b>1.90%</b> ↓ -39.3%
Page Likes <b>96</b> ↑ 6.7%	Page Likes Growth <b>6</b> ↑ 100.0%	Link Clicks <b>83</b> ↓ -11.7%	Number of Posts Added <b>5</b> ↑ 25.0%

#### FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. ✨TIPS for watering new native plantings!! ✨ Native plants require little irrigation...	4	1	86
2. Waterwise landscapes are not only beautiful, they help conserve valuable natural ...	1	0	65
3. Join us for our monthly board meeting on Monday, August 22, at 5:15 p.m. in the ...	1	0	2
4. Thank you to KCLU's Lance Orozco for visiting the Las Virgenes-Triunfo Pure Wate...	1	0	1
5. 🗋️ Just a reminder that our FREE "Water Smart Summer" Classes are happening!!...	1	0	1

### SOCIAL MEDIA PERFORMANCE - LinkedIn



Total Impressions <b>97</b> ↓ -75.9%	Total Clicks <b>1</b> ↓ -91.7%	Total Engagement Rate <b>4.12%</b> ↓ -30.8%	Post Updated At <b>5</b> ↑ 25.0%
Total Followers <b>16</b> 0.0%	Total Followers Gain <b>0</b> ↓ -100.0%	Total Clicks <b>1</b> ↓ -91.7%	Page Views <b>8</b> ↓ -66.7%

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