

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

Project Meetings

1. Project meetings and email communications with Becky Haycox
2. In office meeting with Becky Haycox and Mark Norris
3. 2023 Online Outreach Meeting with Becky Haycox
4. Communications with Signarama on office signage installation

Website

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

Social Media

- November Enewsletter
- Uploaded and organized new email lists provided by Becky Haycox
- Social posts & social media management
- Daily social check-ins for questions and responses
- Social media geotargeted advertising (Facebook), setup and monitor
- Reporting

Print

- November Utility bill insert - illustration, layout & file prep
- Completed design of Triunfo's 60 Year Logo

November 2022 Media Clips

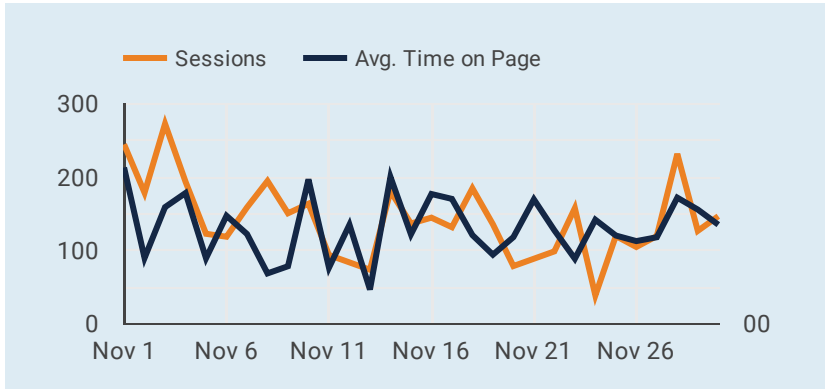
The Acorn

<https://www.theacorn.com/articles/water-district-moves-offices/>

ANALYTICS TRAFFIC OVERVIEW

TRAFFIC OVERVIEW - COMPARED TO PREVIOUS YEAR

Sessions 4,285 ↑ 114.8%	Pageviews 8,884 ↑ 108.5%	Users 2,939 ↑ 97.9%	Bounce Rate 48.12% ↑ 30.8%	Avg. Session Duration 00:01:12 ↓ -35.4%	Pages / Session 2.07 ↓ -2.9%
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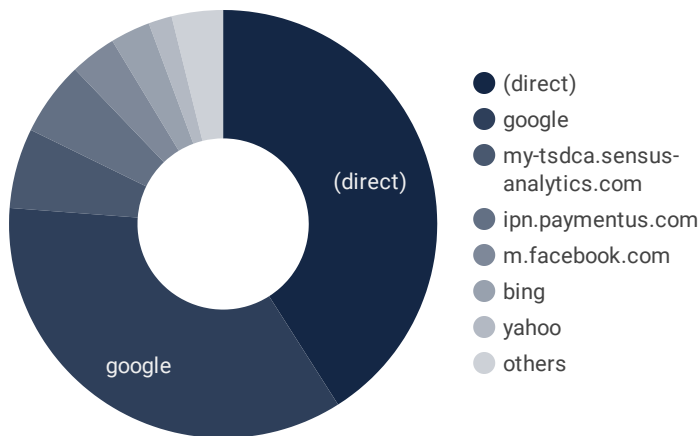


AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Direct	1,756
Organic Search	1,725
Referral	565
Social	239

TRAFFIC ACQUISITION CHANGE VS LAST YEAR

Organic ▲ 85% Social ▲ 238%
Direct ▲ 100% Referral ▲ 231%



AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
(direct)	1.8K
google	1.5K
my-tdca.sensus-analytics.com	259
ipn.paymentus.com	240
m.facebook.com	150
bing	129
yahoo	76
facebook.com	27
llinkedin	22
l.facebook.com	21

TOP TRAFFIC BY CITY

City	Sessions
1. Agoura Hills	1,222
2. Los Angeles	729
3. Thousand Oaks	665
4. (not set)	182
5. Ashburn	125
6. Westlake Village	112
7. Chino	70
8. Ventura	41
9. Calabasas	37

TOP TRAFFIC BY DEVICE

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

SOCIAL MEDIA PERFORMANCE - FACEBOOK



FACEBOOK OVERVIEW VS PREVIOUS YEAR

Impressions 15,826 ↑ 250.6%	Total Reach 11,693 ↑ 198.8%	Engaged Users 424 ↑ 886.0%	Engagement Rate 3.63% ↑ 230.0%
Page Likes 103 ↑ 27.2%	Page Likes Growth 0 N/A	Link Clicks 155 ↑ 330.6%	Number of Posts Added 9 ↑ 50.0%

FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. Replacing old, inefficient bathroom faucets and aerators with water efficient mode...	0	0	56
2. 📧 Subscribe to our monthly email newsletter and get up-to-date water conservati...	3	0	49
3. Triunfo Water & Sanitation District's administrative and customer service offices w...	0	0	0
4. Daylight Saving Time ends Sunday, November 6 – time to move your clocks back ...	0	0	0
5. This Thursday! RSVP is encouraged. Find out more about the JPA Pure Water Pro...	1	0	1

SOCIAL MEDIA PERFORMANCE - LINKEDIN



Total Impressions 328 ↑ 741.0%	Total Clicks 15 ↑ 1,400.0%	Post Engagement Rate 33.63% ↑ 34.5%	Post Updated At 5 ↓ -16.7%
Total Followers 74 ↑ 2,366.7%	Total Followers Gain 1 0.0%	Total Clicks 15 ↑ 1,400.0%	Page Views 17 ↑ 325.0%

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