

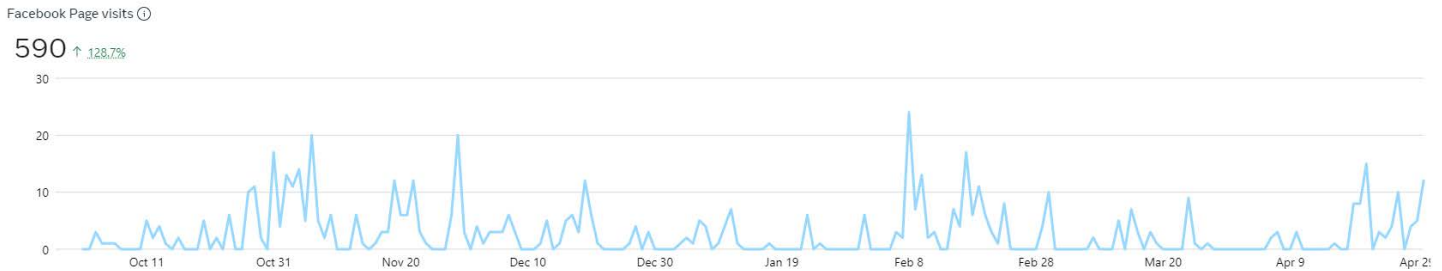
# OUTREACH – MAY 2023

## SOCIAL MEDIA UPDATE

### FACEBOOK

104 likes      125 followers

### INCREASED ENGAGEMENT



### Content:

- Pure Water Project
- “Business” posts – holiday closures, board meetings
- Tips and tricks (FOG, winter watering, sprinkler timer, client portal)
- News (board elections, water restrictions eased)
- 60<sup>th</sup> anniversary history (starting Jan. 2023)
- Promotion (join our e-news list)
- Special days/weeks (Drinking Water Week, Water Professionals Day, World Water Day)

### Boosts:

- Some posts are “boosted” to Oak Park, CA
- Campaign being developed to boost number of followers – outreach to entire District service area

### Notes:

- Tagging is effective for all platforms
- Hashtags have some effectiveness
- Coordinated efforts for JPA with LV

**TWITTER**

592 Following 149 Followers

Up from 369 following, 122 followers in October 2022]

**Sample posts from Mar 2023:**

**Triunfo Water & Sanitation District**  
 @TriunfoWSD  
**#60thAnniversaryFact** - In 1964, the @LVMWD-Triunfo Joint Powers Authority (JPA) was formed and started operating the Tapia Water Reclamation Facility treat wastewater within the Malibu Creek watershed.  
 More about JPA:  
[https://www.triunfowsd.com/about/#joint-powers ...](https://www.triunfowsd.com/about/#joint-powers...)  
**#60years #triunfobirthday**  
<pic.twitter.com/pnc5dxldgo>

Impressions	112
Total engagements	6
Likes	2
Detail expands	2
Retweets	1
Media engagements	1

**Top mention** earned 8 engagements

**Las Virgenes MWD**  
 @LVMWD · Mar 17

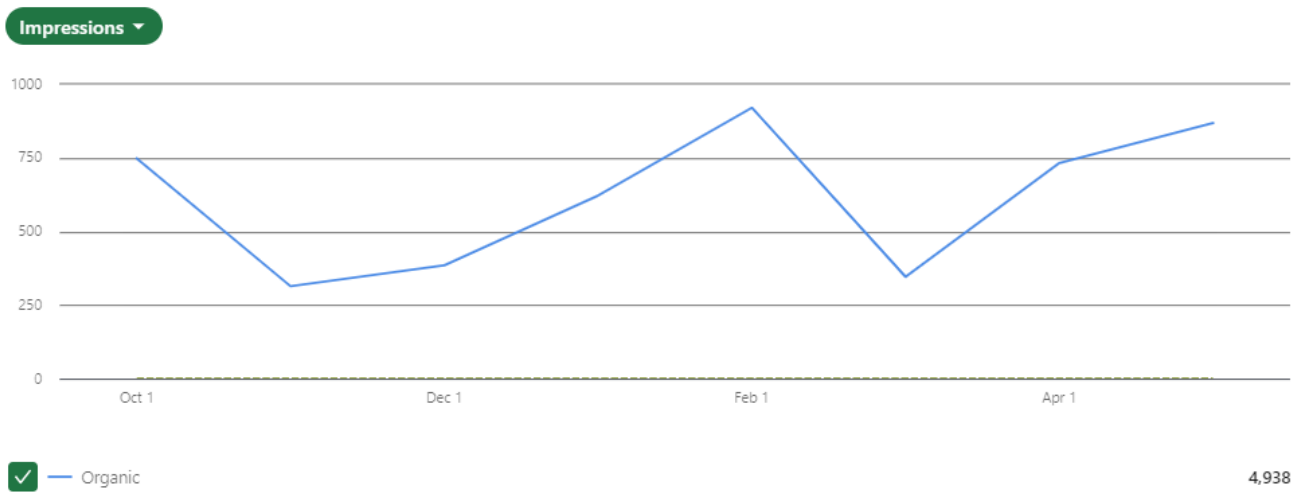
Getting reports from the JPA's Sustainability Garden of a rainbow and a leprechaun shaped like a drop of water. Seems obvious to us, the gold at the end of the rainbow is the local source of water the Pure Water Project Las Virgenes-Triunfo will provide to our region. @TriunfoWSD  
<pic.twitter.com/OD1ljbstb>



2 1

**LINKEDIN**

129 followers – up from 62 followers in Oct 2022




**NEXTDOR**




**Triunfo Water & Sanitation District**

18,344 members [Invite](#)  
10,074 claimed households  
36 neighborhoods


**Sample post:**

 **Triunfo Water & Sanitation District** ✓  
Public Information Officer Becky Haycox • 25 Apr





**OUTDOOR WATERING ANNOUNCEMENT**



At its April 24, 2023 meeting, the Triunfo Water & Sanitation District board of directors voted to rescind the Stage 1 Water Shortage condition, which has been in place since See more...

 **Education - Triunfo Water & Sanitation District**  
trunfowsd.com

Posted to **Subscribers of Triunfo Water & Sanitation District**

 1 · 438 Impressions  Like  Comment  Share

# E-NEWS

1,636 subscribers (majority are water customers)

## Water Enews - April 2023

Switch report ▾

Overview Activity ▾ Click Performance Content Optimizer Social E-commerce Inbox Analytics360

### 1,654 Recipients

Audience: Water News

Delivered: Wed, Apr 26, 2023 11:00 am

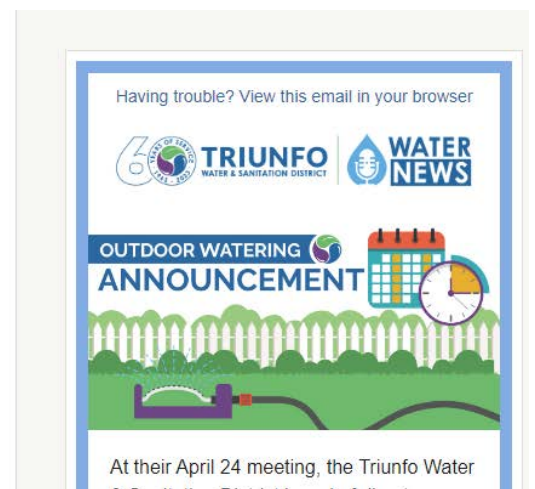
Subject: April Water News

[View email](#) · [Download](#) · [Print](#) · [Share](#)

1,080 Opened	151 Clicked	20 Bounced	7 Unsubscribed
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### Top links clicked

<a href="https://www.triunfowd.com/water-supply/">https://www.triunfowd.com/water-supply/</a>	91
<a href="https://www.triunfowd.com/conservation-and-education/#usage">https://www.triunfowd.com/conservation-and-education/#usage</a>	89
<a href="https://www.ourpureh2o.com/learn-more/demonstration-facility/sustainabilitygard...">https://www.ourpureh2o.com/learn-more/demonstration-facility/sustainabilitygard...</a>	21
<a href="https://www.triunfowd.com/student-art-calendar-contest/">https://www.triunfowd.com/student-art-calendar-contest/</a>	10
<a href="https://www.triunfowd.com/">https://www.triunfowd.com/</a>	5



### How your email campaign compares

