

**Triunfo Water & Sanitation District  
June 2023 Outreach Update**

**Project Meetings / Project Management**

Weekly project meetings and email communications with PIO

**Website**

- Rates page updates– stage, CSS, revisions, go live.
- Miscellaneous website updates – home page call out and calendar page.
- Weekly maintenance check

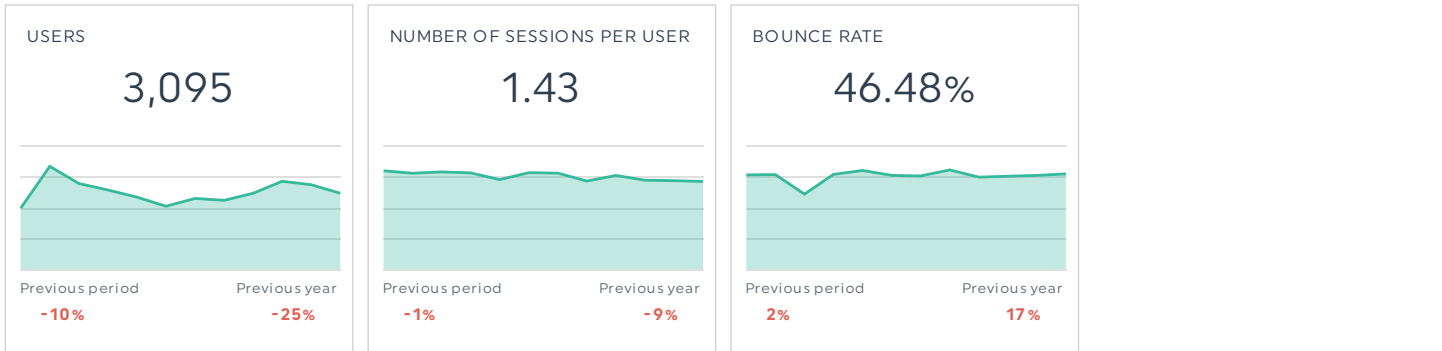
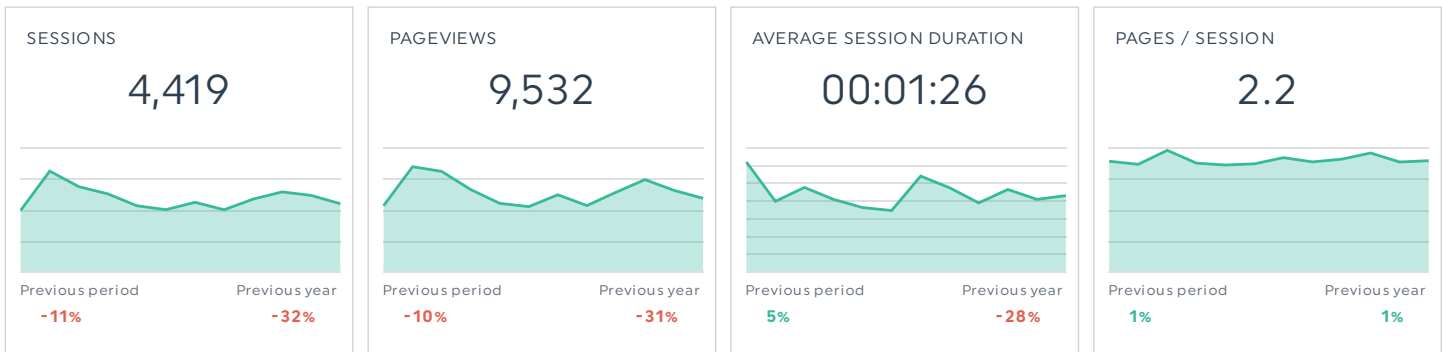
**Social Media**

- Social posts & graphics – Native Garden Kits, Water Smart Summer Series, month factlets, etc.
- Social media geotargeted advertising (Facebook)
- June Water E-News
- July Water Rate Increase Email
- Online marketing reporting

**Print**

- June Utility bill insert – illustration, layout & file preparation.

ANALYTICS TRAFFIC OVERVIEW



SESSIONS

Source	Sessions
(direct)	1,934
google	1,537
my-tdca.sensus-analytics.com	280
ipn.paymentus.com	217
lfacebook.com	91
bing	88
m.facebook.com	76
yahoo	45
maps.apple.com	15
linkedin.com	14

SESSIONS COMPARED TO PREVIOUS YEAR

Channel Grouping	Sessions	Change
Direct	1,934	-69
Organic Search	1,684	-1,279
Referral	589	-681
Social	206	-43
Email	6	+6

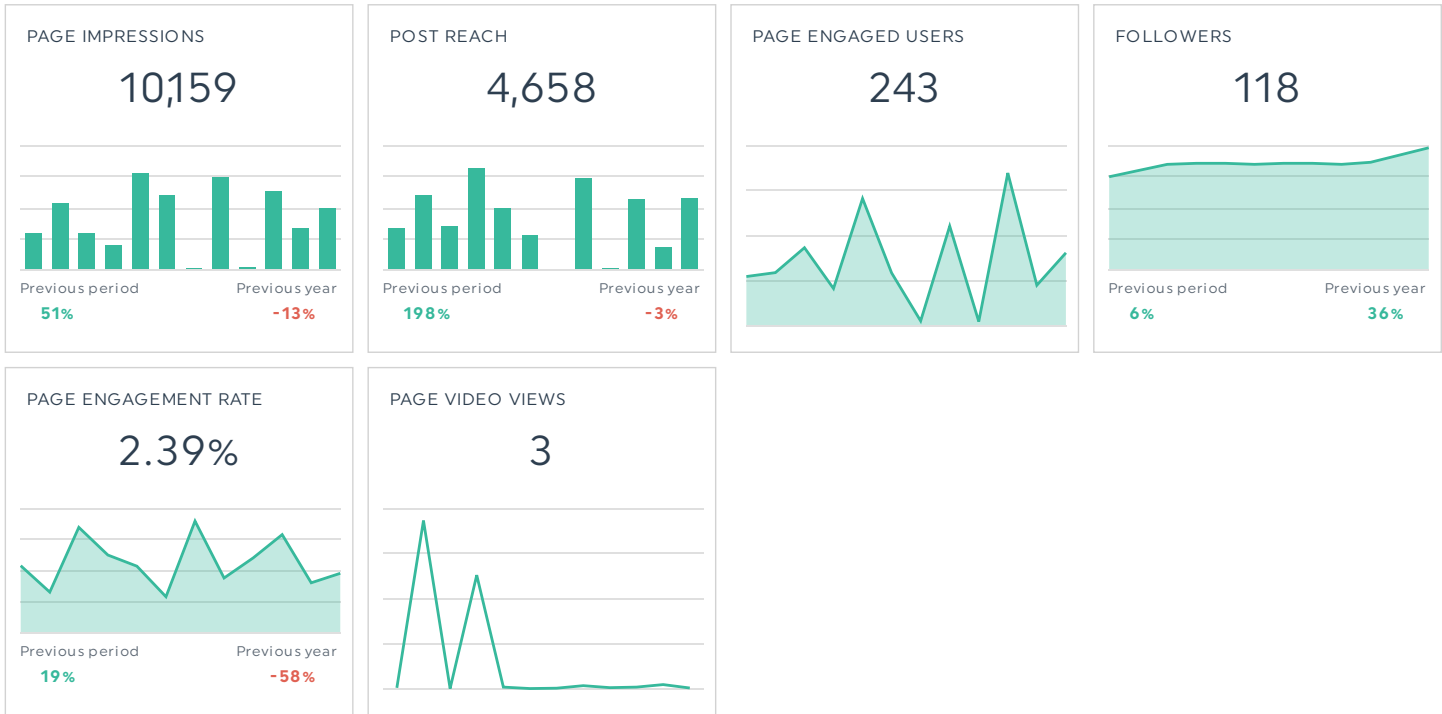
TOP SESSIONS BY CITY

City	Sessions
Agoura Hills	603
Los Angeles	343
Thousand Oaks	323
Westlake Village	238
(not set)	190
Ashburn	86
Ventura	72
Moses Lake	23
San Jose	22
Columbus	22





TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	1,574
/water-service/	393
(not set)	215
/public-information/	72
/rates/	54
/contact/	43
/water-smart-summer/	41
/student-art-calendar-contest/	32
/about/	20
/conservation-and-education/	15

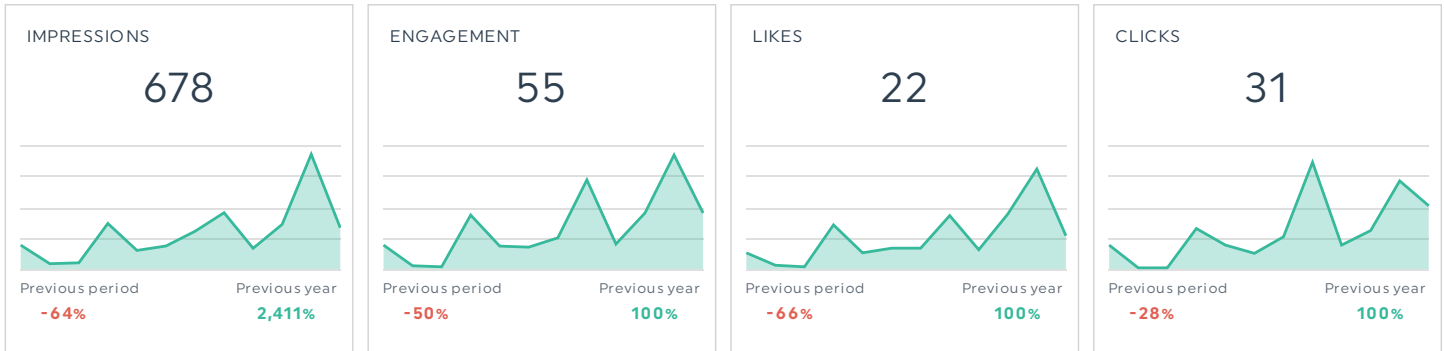
# FACEBOOK



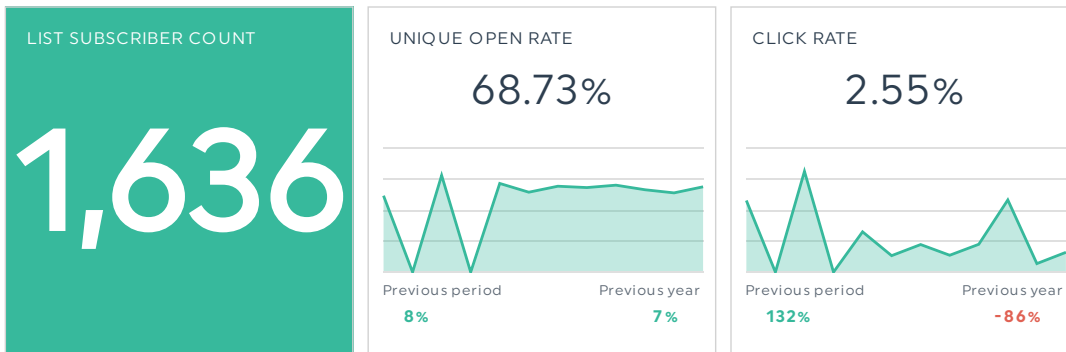
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Post Comments	Post Shares	Post Reach
 <p>Empowering You with FREE Water Smart Classes! Triunfo's speaker sessions are designed to equip you with the tools and resources needed to make informed, water-wise choices. We present our first 2023 Water</p>	3.26%	0	0	2,454
 <p>Triunfo History! Did You Know... You're looking at a part of what is now Triunfo's service area, from about 143 years ago? This is a photo of Howard Ranch in the 1880s. The Howard residence was near where Triunfo Park is</p>	5.92%	1	2	2,093
 <p>Don't forget to register for our FREE 2023 Water Smart Speaker Session, "Replacing Your Lawn: Alternatives" on July 15! Certified VC Master Gardener Julian Hoyle will discuss low-water, drought-tolerant</p>	14.29%	0	1	28
 <p>(id: 384788281664037_809045567680200)</p>	12.00%	0	0	25

## LINKEDIN



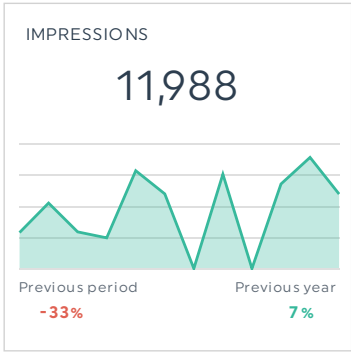
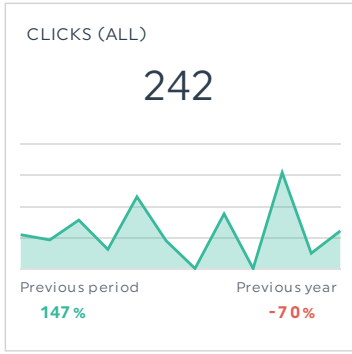
## MAILCHIMP



## FACEBOOK ADS

ENGAGEMENT BY AD (WITH IMAGE)

Ads with Image	Link clicks	CTR	CPC	Amount Spent
Post: "Empowering You with FREE Water Smart Classes! " (id : 6342537534465)	61	0.93%	\$0.82	\$50.00
Post: "Triunfo History! Did You Know... You're looking..." (id : 6335638456065)	46	0.85%	\$1.09	\$50.00



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