



# '22 - '23 MRWG Annual Report

August 1, 2022 - July 31, 2023





## Included in this Report

 @MojaveRiver

 mojavewatershed

 Mojave Watershed



## Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Profiles
- All Twitter Post Types

Impressions <b>23,805</b> ↘44%	Engagements <b>1,300</b> ↘43.3%	Post Link Clicks <b>6</b> ↘85%
Engagement Rate (per Impression) <b>5.5%</b> ↗1.3%		

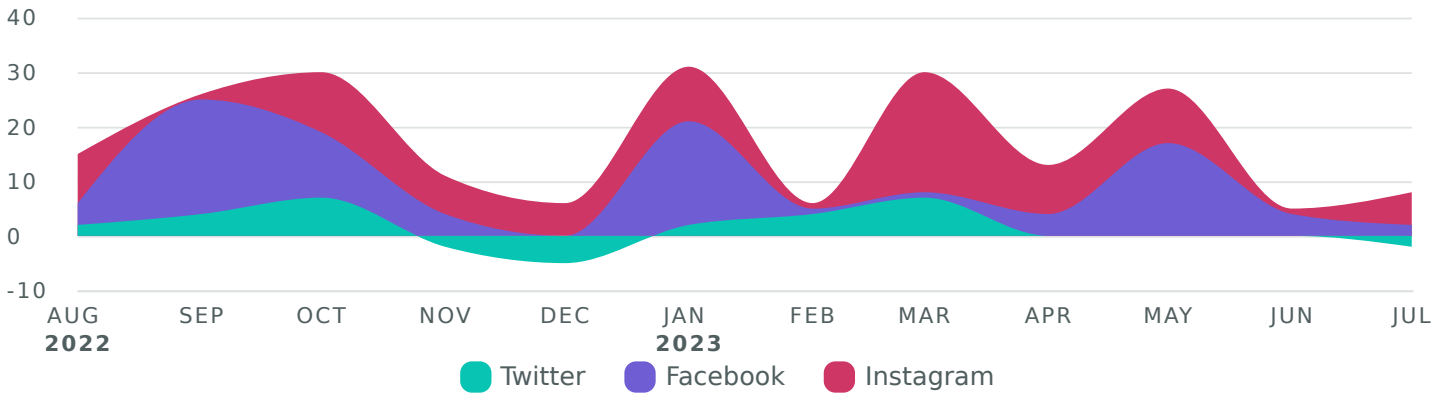


## Cross-Network Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Net Audience Growth, by Month



Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>2,524</b>	<b>↗9.2%</b>
<b>Total Net Audience Growth</b>	<b>199</b>	<b>↗84.3%</b>
Twitter Net Follower Growth	17	↗142.9%
Facebook Net Follower Growth	89	↗111.9%
Instagram Net Follower Growth	93	↗57.6%

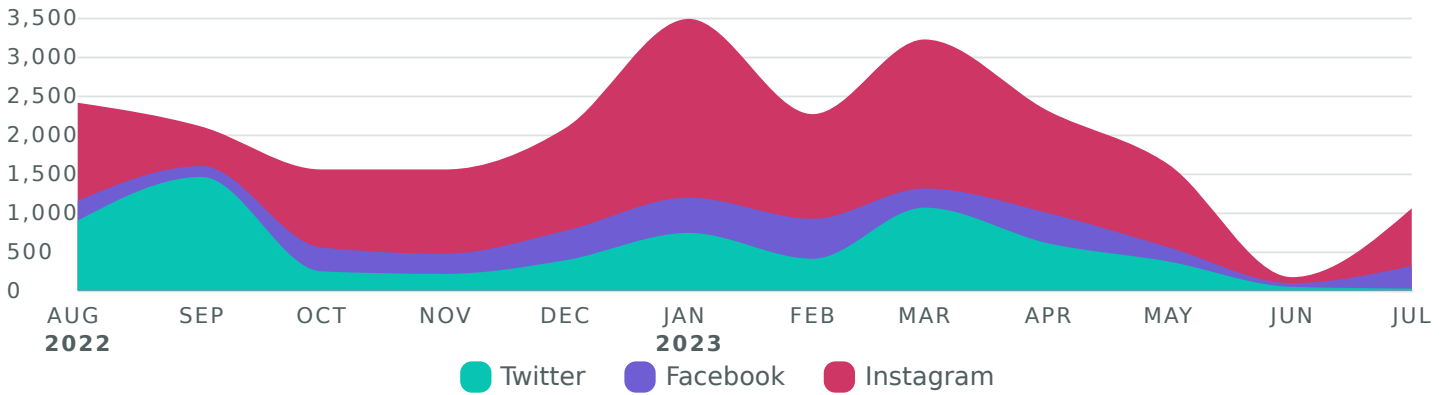


## Cross-Network Impressions

Review how your content was seen across networks during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Impressions, by Month



Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>23,805</b>	<b>↘44%</b>
Twitter Impressions	6,444	↗ 215.3%
Facebook Impressions	3,462	↘ 86.5%
Instagram Impressions	13,899	↘ 6%

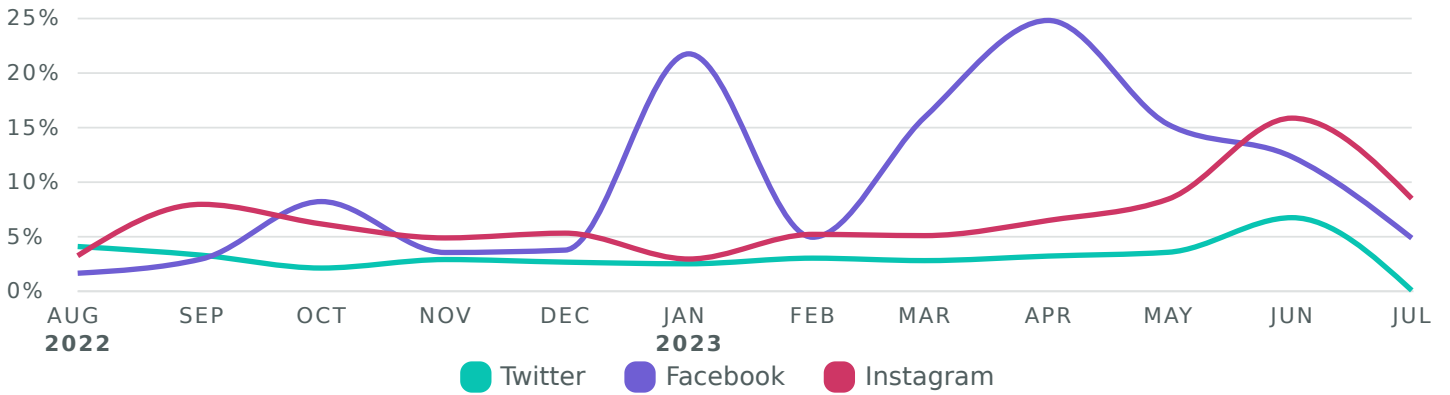


## Cross-Network Engagement Rate

See how engaged people are with your posts during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Engagement Rate (per Impression), by Month



Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>5.5%</b>	<b>↗1.3%</b>
Twitter Engagement Rate	3.1%	↘7.6%
Facebook Engagement Rate	10.5%	↗94.9%
Instagram Engagement Rate	5.3%	↘6.8%



## Facebook Performance Summary

View your key profile performance metrics from the reporting period.

[Profile](#) [Reporting Period](#) [Mojave Watershed](#)

Impressions <b>3,462</b> ↘86.5%	Engagements <b>362</b> ↘73.7%	Post Link Clicks <b>1</b> ↘97.2%
Engagement Rate (per Impression) <b>10.5%</b> ↗94.9%		



### Facebook Top Posts

Review your top posts published during the selected time period, based on the post’s lifetime performance.

- Post
- Lifetime
- Mojave Watershed**

Descending by Lifetime Engagements

**Mojave Waters...**  
Tue 4/11/2023 10:45 am...


To celebrate #EarthDay this month, we are doing a giveaway for our amazing...



<b>Total Engagements</b>	<b>31</b>
Reactions	8
Comments	7
Shares	0
Post Link Clicks	—
Other Post Clicks	<b>16</b>

**Mojave Waters...**  
Wed 1/4/2023 5:05 pm...


★NEW YEAR’S GIVEAWAY★  
We’re giving away TWO prize packs that include a #MRW...



<b>Total Engagements</b>	<b>21</b>
Reactions	3
Comments	4
Shares	1
Post Link Clicks	—
Other Post Clicks	<b>13</b>

**Mojave Waters...**  
Wed 4/19/2023 10:50 a...

Don't forget to enter our Earth Day Giveaway, closing April 22! Check out our pinned po...



<b>Total Engagements</b>	<b>13</b>
Reactions	3
Comments	2
Shares	0
Post Link Clicks	—
Other Post Clicks	<b>8</b>



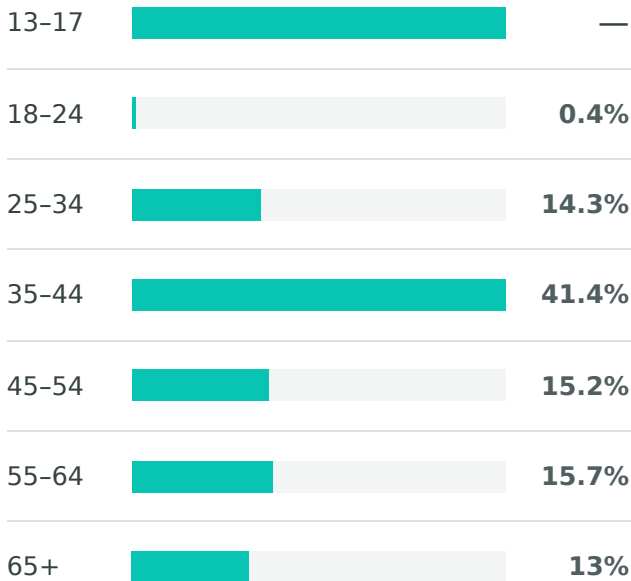


## Facebook Page Follower Demographics

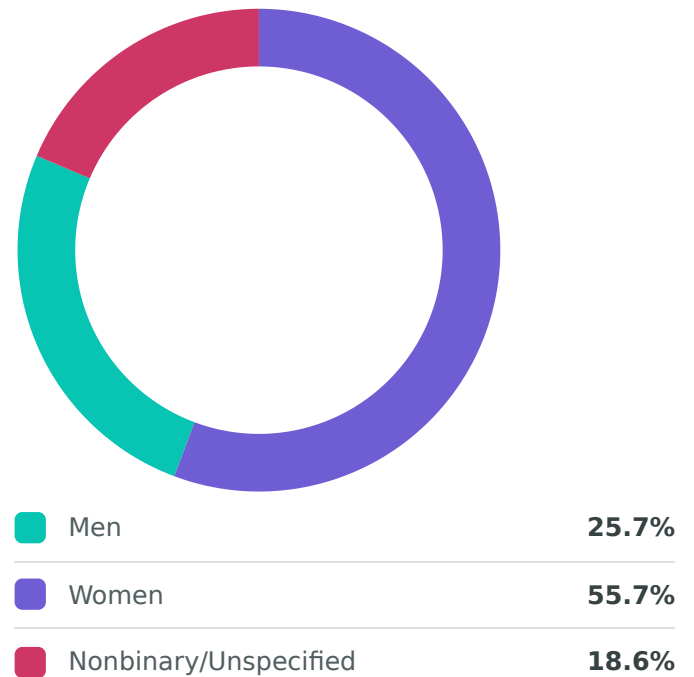
Review your audience demographics as of the last day of the reporting period.

Profile
 Reporting Period
 Mojave Watershed

### Audience by Age



### Audience by Gender



**Women** between the ages of **35-44** have a higher potential to see your content and visit your Page.

### Audience Top Countries

Country	Count
United States	731
Mexico	4
Argentina	1
Belgium	1

### Audience Top Cities

City	Count
Apple Valley, CA	85
Victorville, CA	76
Hesperia, CA	73
San Bernardino, CA	20



## Facebook Page Follower Demographics

Review your audience demographics as of the last day of the reporting period.

Profile
 Reporting Period
 Mojave Watershed

### Audience Top Countries

Canada	1
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### Audience Top Cities

Adelanto, CA	18
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## Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Profile
 Reporting Period
 mojavewatershed

Impressions <b>13,899</b> ↘6%	Organic Engagements <b>740</b> ↘12.4%	Profile Actions <b>29</b> ↗7.4%
Engagement Rate (per Impression) <b>5.3%</b> ↘6.8%		

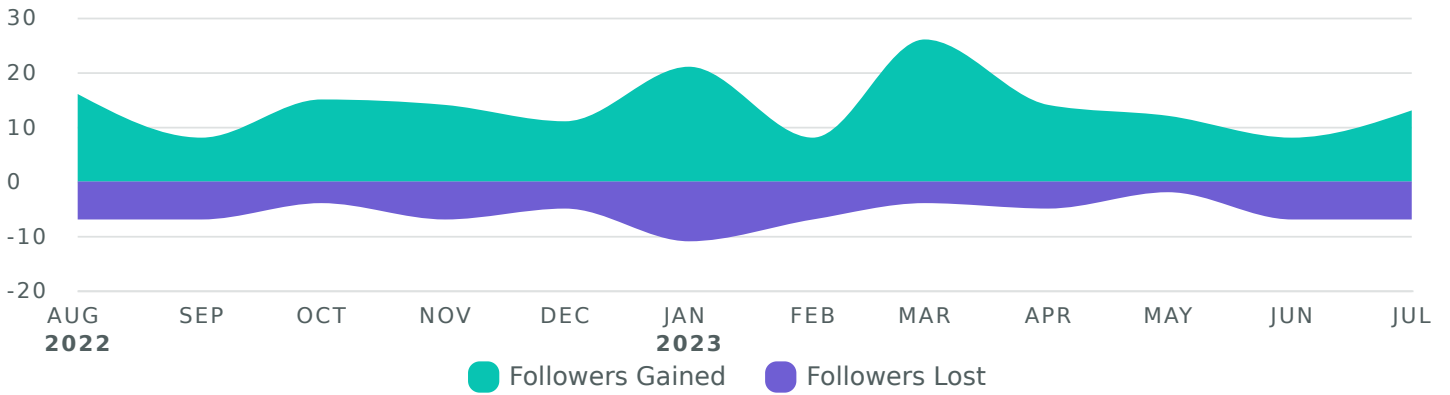


## Instagram Audience Growth

See how your audience grew during the reporting period.

Profile
 Reporting Period
 mojavewatershed

Net Follower Growth Breakdown, by Month



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>806</b>	<b>↗12.9%</b>
<b>Net Follower Growth</b>	<b>93</b>	<b>↗57.6%</b>
Followers Gained	166	↗28.7%
Followers Lost	73	↗4.3%



### Instagram Top Posts


Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel’s lifetime performance.

- Post
- Lifetime
- mojavewatershed

Descending by Lifetime Engagements

**M** **mojavewaters...**  
 Tue 4/11/2023 10:45 am...


To celebrate #EarthDay this month, we are doing a giveaway for our amazing...



<b>Total Engagements</b>	<b>22</b>
Likes	<b>16</b>
Comments	<b>6</b>
Saves	<b>0</b>

**M** **mojavewaters...**  
 Sat 5/20/2023 11:12 am...


Happy International Flower Day! The High Desert is full of beautiful flowers, some of...



<b>Total Engagements</b>	<b>17</b>
Likes	<b>15</b>
Comments	<b>2</b>
Saves	<b>0</b>

**M** **mojavewaters...**  
 Tue 5/9/2023 11:08 am...

The Mojave Desert is full of beautiful creatures, both big and small. One of our...



<b>Total Engagements</b>	<b>16</b>
Likes	<b>15</b>
Comments	<b>1</b>
Saves	<b>0</b>

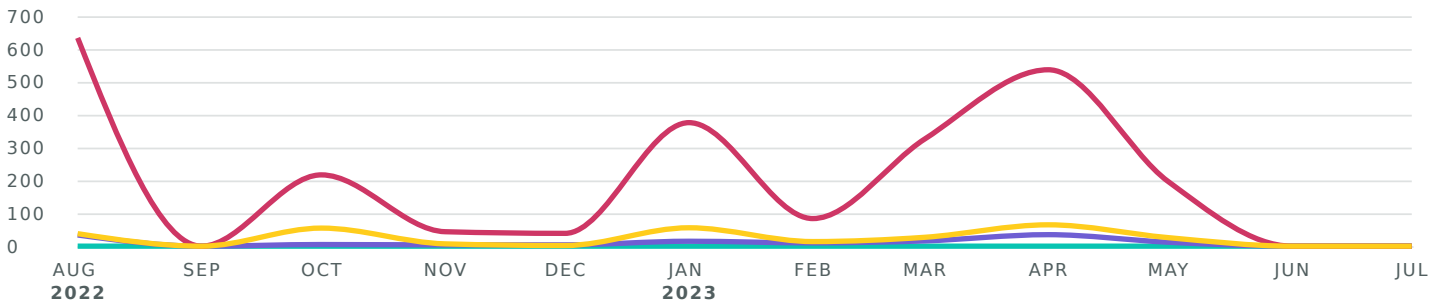


## Instagram Stories Performance

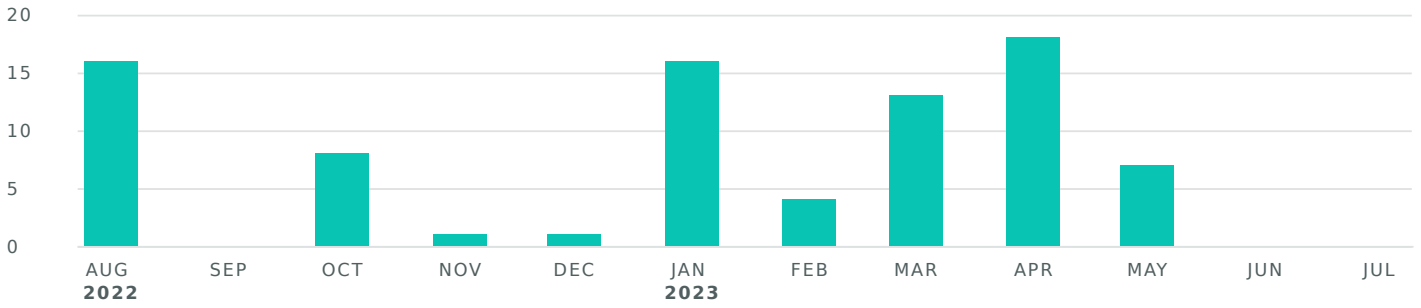
Review how people are viewing and interacting with the stories that you published during the selected date range.

Profile Lifetime mojavewatershed

Published Stories, by Month



● Story Replies ● Story Taps Back ● Story Taps Forward ● Story Exits



● Published Stories

Story Metrics	Totals	% Change
<b>Published Stories</b>	<b>84</b>	<b>↗833.3%</b>
Story Replies	0	→0%
Story Taps Back	135	↗1,828.6%
Story Taps Forward	2,454	↗734.7%
Story Exits	290	↗383.3%
Story Impressions	3,070	↗624.1%
Average Reach per Story	36.02	↘23.4%

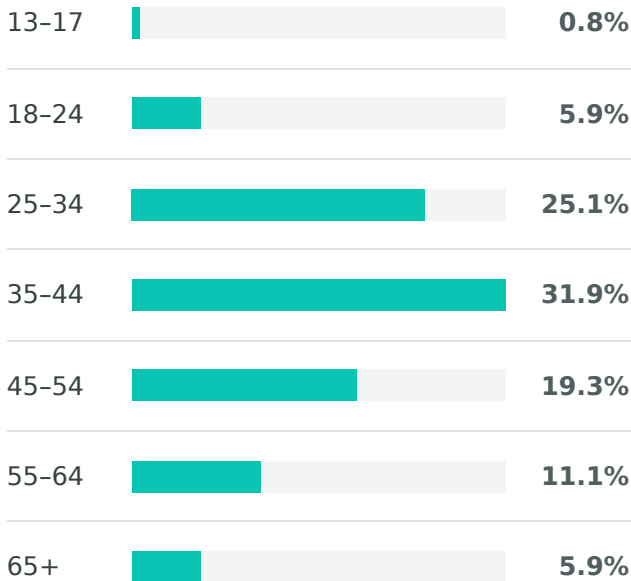


## Instagram Audience Demographics

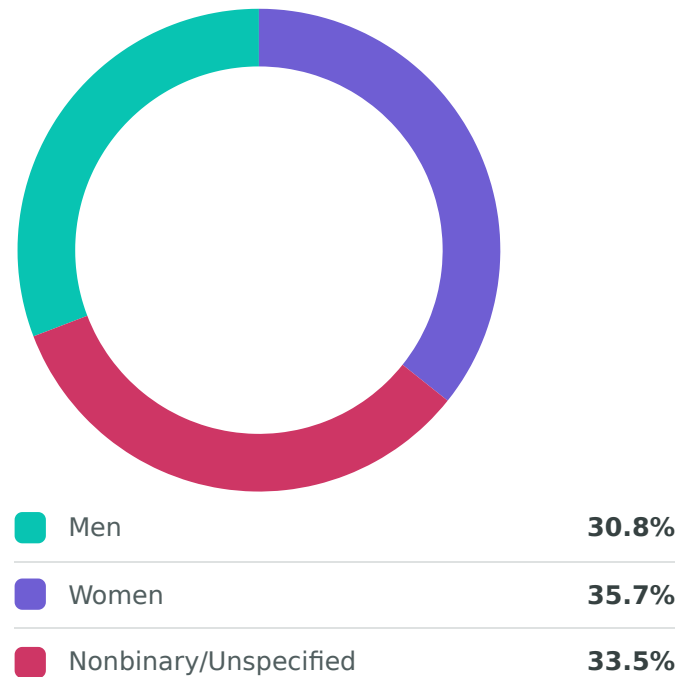
Review your audience demographics as of the last day of the reporting period.

Profile
Reporting Period
mojavewatershed

### Audience by Age



### Audience by Gender



**Women** between the ages of **35-44** have a higher potential to see your content and visit your Page.

### Audience Top Countries

<b>United States</b>	<b>657</b>
India	11
Nigeria	5
Australia	4

### Audience Top Cities

<b>Hesperia, California</b>	<b>83</b>
Apple Valley, California	58
Victorville, California	49
Los Angeles, California	15



## Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Profile
Reporting Period
mojavewatershed

### Audience Top Countries

Iran	4
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### Audience Top Cities

Redlands, California	12
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## Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Profile
Reporting Period
@MojaveRiver
All Twitter Post Types

Impressions <b>6,444</b> ↗215.3%	Engagements <b>198</b> ↗191.2%	Post Link Clicks <b>5</b> ↗25%
Engagement Rate (per Impression) <b>3.1%</b> ↘7.6%		




### Twitter Top Posts

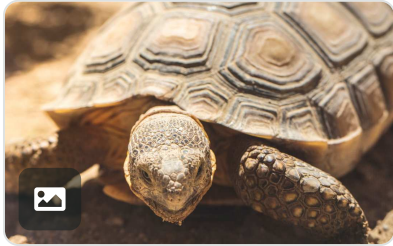
Review your top posts published during the selected time period, based on the post’s lifetime performance.

- Post
- Lifetime
- @MojaveRiver
- All Twitter Post Types


Descending by Lifetime Engagements

 **@MojaveRiver**  
Tue 9/20/2022 2:46 pm...

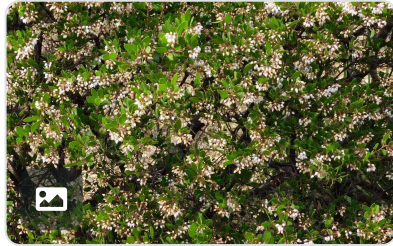
Desert tortoises are native to the High Desert, and pollution that ends up in our water...




<b>Total Engagements</b>	<b>24</b>
Likes	9
@Replies	0
Retweets	4
Post Link Clicks	—
Other Post Clicks	<b>11</b>
Other Engagements	0

 **@MojaveRiver**  
Thu 9/1/2022 2:47 pm UTC


The Manzanita is an evergreen groundcover shrub that requires very little water. It i...



<b>Total Engagements</b>	<b>13</b>
Likes	4
@Replies	0
Retweets	3
Post Link Clicks	—
Other Post Clicks	6
Other Engagements	0

 **@MojaveRiver**  
Sun 3/5/2023 4:50 pm UTC

It’s Groundwater Awareness Week! Groundwater is water found below the earth’s...



<b>Total Engagements</b>	<b>10</b>
Likes	4
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	5
Other Engagements	0



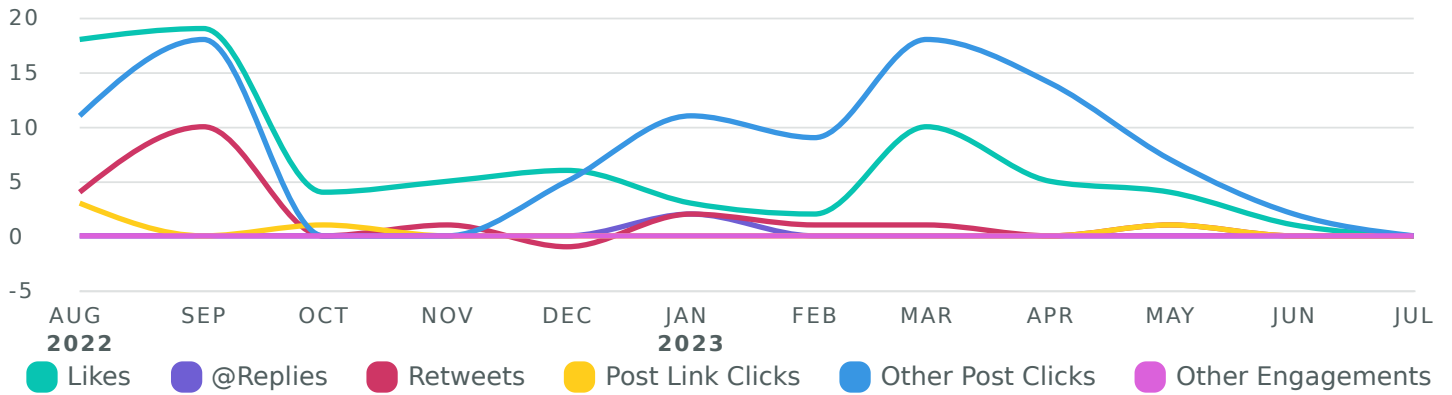


## Twitter Engagement

See how people are engaging with your posts during the reporting period.

Profile
Reporting Period
@MojaveRiver
All Twitter Post Types

Engagements, by Month



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>198</b>	<b>↗191.2%</b>
Likes	77	↗75%
@Replies	2	↗100%
Retweets	19	↗280%
Post Link Clicks	5	↗25%
Other Post Clicks	95	↗578.6%
Other Engagements	0	→0%

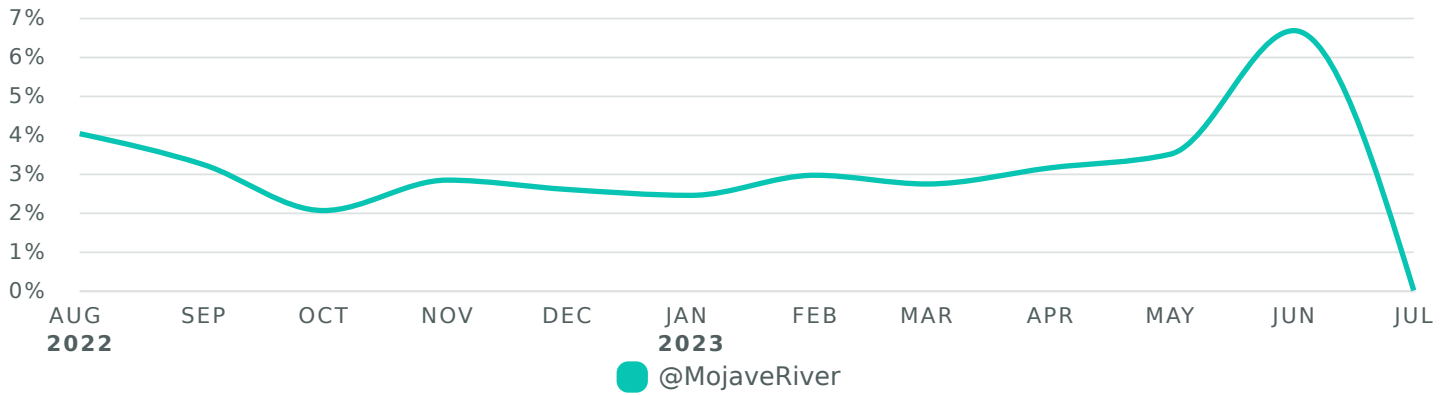


## Twitter Engagement Rate

See how engaged people are with your posts during the reporting period.

Profile
Reporting Period
@MojaveRiver
All Twitter Post Types

Engagement Rate (per Impression) Comparison, by Month



Engagement Rate Metrics	Rate	% Change
<b>Engagement Rate (per Impression)</b>	<b>3.07%</b>	<b>↘7.64%</b>
@MojaveRiver	3.07%	↘7.64%


### Mesa Water Content Calendar: January 2023


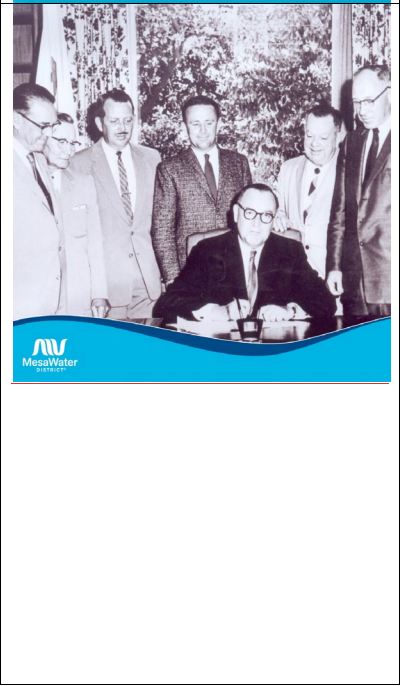
**Social Series:**

- Trending/ Timely Content
- Tip Tuesdays
- Water Wednesdays
- Throwback Thursdays
- California Friendly Plants
- Mesa Water News/ Benefits
- What Customers are Saying

**Content Themes:**

- Mesa Water News, History and Employees
- Water Safety, Abundance, Quality and Facilities/ Infrastructure
- Community Partners & Customers/Employees in the Spotlight
- Community Events & Water-Themed Days
- Contests to Encourage Community Engagement
- Contests
- Holidays

Date	Social Series	Content Theme	Post	Image/Video/Link	Notes
Wed. 1/4	Mesa Water News	Timely Content	<p>Let's test your water knowledge on National Trivia Day!</p> <p>True or false? Imported water is more costly than groundwater. Leave your answer in the comments below!</p> <p><b>SPANISH TRANSLATION</b></p> <p>¡Para e Dia Nacional de Trivia, pongamos a prueba tus conocimientos sobre la agua!</p> <p>¿Verdadero o falso? El agua importada es más costosa que el agua subterránea. ¡Deja tu respuesta en los comentarios a continuación!</p>		<p><b>TRANSLATE TO SPANISH</b></p> <p><b>BOOST</b></p>

<p>Mon. 1/9</p>	<p>Mesa Water News</p>	<p>Water-Wise</p>	<p>☛Turning off your sprinklers for 48 hours following rainfall will help to prevent overwatering and will keep excess water from running into the street.</p> <p>#MesaWater #WaterWise</p>		<p><b>Animated Post</b> *See video provided as a separate attachment on email</p>
<p>Wed. 1/11</p>	<p>Mesa Water News</p>	<p>History</p>	<p>This month marks 63 years since #MesaWater became the first California water agency to consolidate four water agencies into one. We're grateful for the privilege of serving you since 1960! Learn more about our history at: <a href="https://bit.ly/3BV8GAL">https://bit.ly/3BV8GAL</a></p> <p><b>IG:</b> Click the link in our bio to learn more about our history!</p> <p>#MesaWater #CostaMesa</p> <p><b>SPANISH TRANSLATION</b></p> <p>Este mes marca 63 años desde que #MesaWater se convirtió en la primera agencia de agua de California cuando consolidamos cuatro agencias de agua en una sola. ¡Estamos agradecidos por el privilegio de servirlos desde 1960! Conozca más sobre nuestra historia en: <a href="https://bit.ly/3BV8GAL">https://bit.ly/3BV8GAL</a></p> <p><b>IG:</b> ¡Haz clic en el enlace de nuestra biografía para conocer más sobre nuestra historia!</p>		<p><b>TRANSLATE TO SPANISH</b></p> <p><b>BOOST</b></p> <p><b>Bitly Link:</b> <a href="https://bit.ly/3BV8GAL">https://bit.ly/3BV8GAL</a></p> <p><b>Twitter</b></p>

			<p>#MesaWater #CostaMesa</p>		
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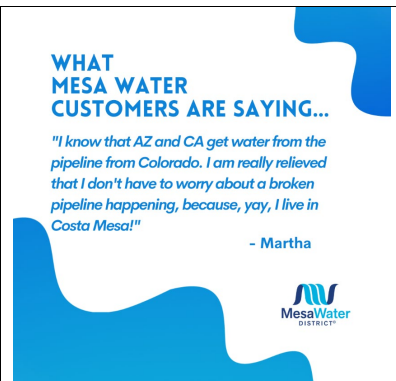

Fri.  
1/13


California Friendly  
Plant

Contest

Meet our California-friendly plant of the month – Trumpet Vine! This hardy species has fast-growing stems that reach 40 to 50 feet, making it the perfect display for fences, high walls, or arbors.

Want a free Mesa Water® branded garden hose nozzle? Share your favorite California-friendly plant in the comments and we'll send you a Mesa Water® branded garden hose nozzle!

<p>Fri. 1/20</p>	<p>What Customers Are Saying</p>	<p>Timely Content</p>	<p>N/A</p>		<p>Twitter</p>
<p>Tues. 1/24</p>	<p>Mesa Water News</p>	<p>Tip-Tuesday</p>	<p>Have you checked for leaks in your home recently? If not, it's easy! Turn off all the water in your home –both indoor and outdoor, and then check the dial of your water meter for any movement of the low-flow indicator. This small dial is placed next to the sweep hand and detects even the smallest amount of water. If it rotates, that is an indication of a possible leak between the meter and your plumbing system. For more info, visit: <a href="https://bit.ly/3iqOoLY">https://bit.ly/3iqOoLY</a></p> <p><b>IG:</b> For more info, click the link in our bio!</p> <p>#MesaWater #CostaMesa</p>		<p><b>BOOST</b></p> <p><b>Animated Post</b> *See video provided as a separate attachment on email</p> <p>Twitter</p>

Mon. 1/30	Mesa Water News	Quality	<p>Thanks to our Mesa Water Reliability Facility (MWRF), we are able to provide our community with 100% local water. At the MWRF, wells pump water from underground. This water meets all water quality standards and is safe to drink, however, it has a light amber color. This “brewed tea” color comes from an ancient forest of redwood trees that used to grow where our water supply is today. We use nanofiltration technology as a step in our treatment process to remove this organic color before delivering it to your tap as high-quality drinking water. Read more about the MWRF at: <a href="https://bit.ly/3uNFaJ5">https://bit.ly/3uNFaJ5</a></p> <p><b>IG:</b> Click the link in our bio to read more about the MWRF!</p> <p>#MesaWater #CostaMesa</p>		<p><b>BOOST</b></p> <p><b>Bitly Link:</b> <a href="https://bit.ly/3uNFaJ5">https://bit.ly/3uNFaJ5</a></p> <p><b>Twitter</b></p>
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**Commented [MW1]:** We would also like to offer a second suggestion for copy on this post: "Did you know, more than 100,000 years ago, our beautiful Costa Mesa used to be covered with Redwood Trees? Thanks to our Mesa Water Reliability Facility (MWRF) and Mesa Water District's nanofiltration technology, we are able to remove the organic, "brewed tea," color caused by this history of Redwood vegetation. Read more about the MWRF, our water processing and our history at: <https://bit.ly/3uNFaJ5>.

**Update LinkTr.ee to have links for:**

- Water Quality: <https://www.mesawater.org/water-quality>
- Mesa Water Infrastructure: <https://www.mesawater.org/about/infrastructure>
- Waterwise Gardening: [https://www.mesawater.org/index.php?option=com\\_content&view=article&id=50&Itemid=196](https://www.mesawater.org/index.php?option=com_content&view=article&id=50&Itemid=196)
- Paying Your Bill: <https://www.mesawater.org/customer-service/payment-options>
- Social Media Disclaimer: <https://www.mesawater.org/community/28-community/424-social-media-guidelines>


## Mesa Water Content Calendar: June 2023

### Social Series:

- Trending/ Timely Content
- Trivia Tuesdays
- Water Wednesdays
- Throwback Thursdays
- California Friendly Plants
- Mesa Water News/ Benefits
- What Customers are Saying

### Content Themes:


- Mesa Water News, History and Employees
- Water Safety, Abundance, Quality and Facilities/ Infrastructure
- Community Partners & Customers/ Employees in the Spotlight
- Community Events & Water-Themed Days
- Contests/Giveaways to Encourage Community Engagement
- Holidays


Date	Social Series	Content Theme	Post	Image/Video/Link	Notes
Mon. 6/5	Timely Content	World Environment Day	<p>Lowering your bill and celebrating World Environment Day has never been easier! Using water wisely ensures that we continue to have a reliable and cost-effective water supply in the future. Find tips to be water wise and lower your bill at: <a href="https://bit.ly/3yCJX1G">https://bit.ly/3yCJX1G</a></p> <p>#WorldEnvironmentDay #WaterWise</p> <p><b>IG:</b> Click the link in our bio for tips to be water wise and lower your bill.</p> <p><b>SPANISH TRANSLATION</b></p>		<p><b>Animated Post</b> *See video provided as a separate attachment on email</p> <p><b>SPANISH TRANSLATION</b></p> <p><b>Twitter</b></p> <p><b>Bitly Link:</b> <a href="https://bit.ly/3yCJX1G">https://bit.ly/3yCJX1G</a></p>
Tues. 6/6	Story Poll		<p>Do you know what the Mesa Water Reliability Facility (MWRF) does?</p> <p>Yes No, but I would love to learn</p>		



Wed. 6/7	Timely Content	National Garden Week	<p>Here at Mesa Water, we love a beautiful landscape. We have sustainable landscape sample designs on our website, as well as additional tips for saving water outdoors: <a href="https://bit.ly/3yvusJd">https://bit.ly/3yvusJd</a> #NationalGardenWeek</p> <p><b>IG:</b> Click the link in our bio to check out our sustainable landscape sample designs and more!</p>		<p><b>Animated Post</b> *See video provided as a separate attachment on email</p> <p><b>Bitly Link:</b> <a href="https://bit.ly/3yvusJd">https://bit.ly/3yvusJd</a></p>
Fri. 6/9	Timely Content	National Garden Week	<p>Efficient outdoor water use makes the greatest impact on overall water usage at home. Drip systems, rather than sprinklers, water landscape more efficiently by delivering water at or near plant root zones. As a result, less water is lost to wind and evaporation, and weed growth is minimized. You can even apply for a rebate: <a href="https://bit.ly/42Y9qjy">https://bit.ly/42Y9qjy</a> #NationalGardenWeek</p> <p><b>IG:</b> Click the link in our bio to learn more about the Drip Irrigation Rebate Program.</p>		<p><b>Animated Post</b> *See video provided as a separate attachment on email</p> <p><b>Bitly Link:</b> <a href="https://bit.ly/42Y9qjy">https://bit.ly/42Y9qjy</a></p>
Tues. 6/13	Story Poll		<p>What would you like to learn more about from Mesa Water?</p> <ul style="list-style-type: none"> <li>Landscaping tips</li> <li>New well construction</li> <li>Customer service</li> <li>Other</li> </ul>		

Wed. 6/14	California Friendly Plant	Giveaway	<p>This month's California-friendly plant of the month is Carpentaria Californica. This evergreen shrub is in the Hydrangea family and produces its beautiful white flowers in June and July.</p> <p>Want a free Mesa Water branded garden hose nozzle and trowel? Share your favorite California-friendly plant in the comments and we'll mail them to you!</p>
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Sun. 6/21	Timely Content	First Day of Summer	<p>Summer is here! ☀️ Save up to 15,000 gallons of water and lower your bill this summer by signing up for our pool cover rebate! Apply at: <a href="https://bit.ly/413IRcC">https://bit.ly/413IRcC</a></p> <p><b>IG:</b> Click the link in our bio to apply.</p>		<p><b>Animated Post</b> *See video provided as a separate attachment on email</p> <p><b>Bitly Link:</b> <a href="https://bit.ly/413IRcC">https://bit.ly/413IRcC</a></p>
Fri. 6/23	Timely Content	International Women in Engineering and National Hydration Day	<p>We love when two big awareness days fall on the same day: Happy International Women in Engineering and National Hydration Day! Today is the perfect day to give a shout out to our incredible team here at Mesa Water that works daily to ensure our customers have reliable, clean, and safe water. Grateful for your talent and dedication!</p> <p>#InternationalWomeninEngineeringDay #NationalHydrationDay</p> <p><b>SPANISH TRANSLATION</b></p>	<p>Do we have a group shot of women engineers?</p>	<p><b>Twitter</b></p>
Tues. 6/27	Story Poll		<p>What information would you want to see on Mesa Water's Instagram?</p> <p>How to save money on my water bill How to check for leaks Updates on construction of new wells Mesa Water's upcoming events Water quality information</p>		

Wed. 6/28	Mesa Water News	Quality	<p>Our 2023 Water Quality Report will be available online beginning July 1. You can be confident that Mesa Water delivers high-quality water that meets or exceeds all stringent state and federal drinking water regulations. For more information about Mesa Water's Water Quality visit: <a href="https://bit.ly/3pN5jbu">https://bit.ly/3pN5jbu</a></p> <p><b>IG:</b> Click the link in our bio for more about Mesa Water's Water Quality.</p>		<p><b>Animated Post</b> *See video provided as a separate attachment on email</p> <p><b>Twitter</b></p> <p><b>Bitly Link:</b> <a href="https://bit.ly/3pN5jbu">https://bit.ly/3pN5jbu</a></p>
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**Update LinkTr.ee to have links for:**













- Home Water Works: <https://home-water-works.org>
- Water Wise > How You Can Save Water: <https://www.mesawater.org/BeMesaWaterWise/how-you-can-save-water>
- Water Wise > Landscape and Gardening: <https://www.mesawater.org/BeMesaWaterWise/landscape-and-gardening>
- Water Quality: <https://www.mesawater.org/water-quality>
- Rebates: <https://www.mesawater.org/customer-service/rates-and-fees/rebates>
- Pool Cover Rebate Program Application:  
<https://www.mesawater.org/sites/default/files/Customer%20Service/Documents/Mesa%20Water%20-%20Pool%20Cover%20Rebate%20-%20Application%20Form%20-%20FINALV2-04.20.22.pdf>

# PurelyLocal Paid Ads – Jan. 11 – Feb. 06, 2023











Ad	Results	Reach	Impressions	Cost per result	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...
 Purely Local 1	7 Messaging conversa...	5,290	11,186	\$40.68 Per Messaging Conv...	Below average Bottom 35% of ...	Below average Bottom 35% of ...
 Purely Local 6	4 Messaging conversa...	2,312	4,741	\$26.85 Per Messaging Conv...	Below average Bottom 35% of ...	Below average Bottom 35% of ...
 Purely Local 5	3 Messaging conversa...	2,382	4,998	\$49.80 Per Messaging Conv...	Below average Bottom 35% of ...	Average
 Purely Local 2	11 Messaging conversa...	3,722	8,016	\$24.29 Per Messaging Conv...	Below average Bottom 35% of ...	Below average Bottom 35% of ...
 Purely Local 3	2 Messaging conversa...	2,903	5,369	\$45.45 Per Messaging Conv...	Average	Below average Bottom 35% of ...
 Purely Local 4	— Messaging Conversa...	11	11	— Per Messaging Conv...	—	—
<b>Results from 6 ads</b> ⓘ	<b>27</b> Messaging conversati...	<b>10,694</b> Accounts Center acco...	<b>34,321</b> Total	<b>\$33.33</b> Per Messaging Conver...		

Total Spend: \$900









## Mesa Water Omnipresent FB Likes - 051823

Ad	 Results	Reach	Impressions	Cost per result	Quality ranking <small>Ad relevance ...</small>	Engagemer rate ranking <small>Ad relevan...</small>	Conver rate ranki... <small>Ad rel...</small>	Amount spent
 Ad #5 - Outdoor Water Use	2 Follows or likes	1,482	2,902	\$17.18 Per Follow or like	-	-	-	\$34.36
 Ad #4 - Water Testing	2 Follows or likes	1,425	2,937	\$16.95 Per Follow or like	-	-	-	\$33.91
 Ad #2 - Rebates #2	2 Follows or likes	1,328	2,724	\$17.62 Per Follow or like	-	-	-	\$35.24
 Ad #7 - Earth Water Cycle	2 Follows or likes	1,566	2,960	\$17.45 Per Follow or like	-	-	-	\$34.89
 Ad #8 - Groundwater	2 Follows or likes	1,444	2,737	\$17.35 Per Follow or like	-	-	-	\$34.69
 Ad #10 - Xeriscaping	6 Follows or likes	1,431	2,608	\$5.95 Per Follow or like	-	-	-	\$35.67
 Ad #9 - Water Quote	2 Follows or likes	1,190	2,161	\$17.50 Per Follow or like	-	-	-	\$34.99
 Ad #6 - Water Meter	9 Follows or likes	1,501	3,157	\$3.80 Per Follow or like	-	-	-	\$34.24
 Ad #1 - Cats	1 Follow or like	1,263	2,248	\$35.58 Per Follow or like	-	-	-	\$35.58
 Ad #3 - Testimonials	2 Follows or likes	1,441	2,642	\$17.35 Per Follow or like	-	-	-	\$34.70
<b>Results from 10 ads</b> 	<b>30</b> Follows or likes	<b>5,345</b> Accounts Center ac...	<b>27,076</b> Total	<b>\$11.61</b> Per Follow or like				<b>\$348.27</b> Total Spent

## Mesa Water Omnipresent - Awareness 051923









Ad	Results	Reach	Impressions	Cost per result	Quality ranking Ad relevance ...	Engagemer rate ranking Ad relevan...	Conver rate ranki... Ad rel...	Amount spent
 Ad #3 - Water Filtration Experiment	38,490 Reach	38,490	87,640	\$5.32 Per 1,000 People Re...	Average	—	—	\$204.59
 Ad #1 - Water Quote	41,643 Reach	41,643	110,426	\$6.33 Per 1,000 People Re...	Average	—	—	\$263.71
 Ad #8 - 10 Years Locally Sourced	41,861 Reach	41,861	110,839	\$6.30 Per 1,000 People Re...	—	—	—	\$263.70
 Ad #4 - MWRF	43,546 Reach	43,546	110,514	\$6.05 Per 1,000 People Re...	Average	—	—	\$263.43
 Ad #9 - Testimonial	43,280 Reach	43,280	113,209	\$6.09 Per 1,000 People Re...	Average	—	—	\$263.54
 Ad #10 - Clean and Safe	30,481 Reach	30,481	75,794	\$5.59 Per 1,000 People Re...	Average	—	—	\$170.46
 Ad #7 - Composition of Water	41,705 Reach	41,705	112,325	\$6.33 Per 1,000 People Re...	Average	—	—	\$263.81
 Ad #6 - Efficiency	44,622 Reach	44,622	114,873	\$5.91 Per 1,000 People Re...	Average	—	—	\$263.79
 Ad #5 - FAQ	42,257 Reach	42,257	111,537	\$6.24 Per 1,000 People Re...	Average	—	—	\$263.68
 Ad #2 - Irrigation Schedule	44,559 Reach	44,559	113,142	\$5.92 Per 1,000 People Re...	Average	—	—	\$263.95
<b>Results from 10 ads</b> ⓘ	<b>135,604</b> Reach	<b>135,604</b> Accounts Center ac...	<b>1,060,299</b> Total	<b>\$18.32</b> Per 1,000 People Re...				<b>\$2,484.66</b> Total Spent

# Mesa Water - FB Likes 2.0\_062323\_V1









Ad	 Results	Reach	Impressions	Cost per result	Quality ranking <small>Ad relevance ...</small>	Engagemer rate ranking <small>Ad relevan...</small>	Conver rate ranki... <small>Ad rel...</small>	Amount spent
 Likes Ad #12 - Costa Mesa Pets	21 Follows or likes	2,766	5,954	\$5.17 Per Follow or like	Above average	Average	Above a...	\$108.56
 Likes Ad #12 - Costa Mesa Pets - PC	23 Follows or likes	3,543	7,394	\$5.82 Per Follow or like	Above average	Average	Above a...	\$133.79
 Likes Ad #13 - Testimonials - PC	50 Follows or likes	6,400	11,526	\$4.48 Per Follow or like	Above average	Average	Above a...	\$224.03
 Likes Ad #13 - Testimonials	33 Follows or likes	4,120	7,145	\$4.21 Per Follow or like	Above average	Average	Above a...	\$138.85
 Likes Ad #14 - Rebates - PC	28 Follows or likes	3,774	5,556	\$4.58 Per Follow or like	Above average	Above avera...	Above a...	\$128.33
 Likes Ad #14 - Rebates	24 Follows or likes	4,152	6,260	\$6.02 Per Follow or like	Above average	Average	Above a...	\$144.59
<b>Results from 6 ads</b>  <small>Excludes deleted items</small>	<b>179</b> <small>Follows or likes</small>	<b>18,767</b> <small>Accounts Center ac...</small>	<b>43,835</b> <small>Total</small>	<b>\$4.91</b> <small>Per Follow or like</small>				<b>\$878.15</b> <small>Total Spent</small>



# Mesa Water - FB Likes 2.0\_062323\_V2

Ad	 Results	Reach	Impressions	Cost per result	Quality ranking <small>Ad relevance ...</small>	Engagemer rate ranking <small>Ad relevan...</small>	Conver rate ranki... <small>Ad rel...</small>	Amount spent
 Ad #6 - Lookalike (US, 10%) - IG Page Engage...	48 <small>Follows or likes</small>	4,578	10,463	\$3.70 <small>Per Follow or like</small>	Above average	Average	Above a...	\$177.52
 Ad #4 - Lookalike (US, 10%) - FB Page Engag...	35 <small>Follows or likes</small>	3,366	6,866	\$3.01 <small>Per Follow or like</small>	Above average	Average	Above a...	\$105.36
 Ad #4 - Lookalike (US, 10%) - FB Page Engag...	73 <small>Follows or likes</small>	6,090	14,194	\$2.83 <small>Per Follow or like</small>	Above average	Average	Above a...	\$206.72
 Ad #6 - Lookalike (US, 10%) - IG Page Engage...	31 <small>Follows or likes</small>	3,361	6,134	\$3.81 <small>Per Follow or like</small>	Above average	Average	Above a...	\$118.14
 Ad #12 - Dog - Pocket Copy	50 <small>Follows or likes</small>	1,935	3,373	\$2.14 <small>Per Follow or like</small>	—	—	—	\$107.24
 Ad #12 - Dog	69 <small>Follows or likes</small>	1,719	3,503	\$1.73 <small>Per Follow or like</small>	—	—	—	\$119.46
<b>Results from 6 ads</b>  <small>Excludes deleted items</small>	<b>306</b> <small>Follows or likes</small>	<b>16,394</b> <small>Accounts Center ac...</small>	<b>44,533</b> <small>Total</small>	<b>\$2.73</b> <small>Per Follow or like</small>				<b>\$834.44</b> <small>Total Spent</small>

## Mesa Water - FB Likes 2.0\_062323\_V3

Ad	Results	Reach	Impressions	Cost per result	Quality ranking <small>Ad relevance ...</small>	Engagement rate ranking <small>Ad relevan...</small>	Conversion rate ranki... <small>Ad rel...</small>	Amount spent
 Ad # 9 - Groundwater Basin	103 <small>Follows or likes</small>	5,887	11,810	\$1.94 <small>Per Follow or like</small>	Average	Above avera...	Above a...	\$199.88
 Ad # 9 - Bottled Water - Pocket Copy	9 <small>Follows or likes</small>	493	795	\$2.31 <small>Per Follow or like</small>	—	—	—	\$20.81
 Ad # 9 - Bottled Water	31 <small>Follows or likes</small>	1,095	1,711	\$1.72 <small>Per Follow or like</small>	—	—	—	\$53.43
 Ad # 9 - Groundwater Basin - Pocket Copy	73 <small>Follows or likes</small>	4,057	7,945	\$1.88 <small>Per Follow or like</small>	—	—	—	\$136.89
 Ad # 10 - Pets (dogs and cats)	419 <small>Follows or likes</small>	10,584	20,982	\$1.03 <small>Per Follow or like</small>	—	—	—	\$429.48
 Ad # 9 - Parents (All)	560 <small>Follows or likes</small>	4,841	9,070	\$0.45 <small>Per Follow or like</small>	—	—	—	\$251.01
 Ad # 9 - Parents (All) - Pocket Copy	572 <small>Follows or likes</small>	4,783	8,883	\$0.44 <small>Per Follow or like</small>	—	—	—	\$252.02
 Ad # 10 - Pets (dogs and cats) - Pocket Copy	272 <small>Follows or likes</small>	8,923	15,066	\$1.04 <small>Per Follow or like</small>	—	—	—	\$282.71
<b>Results from 8 ads</b> ⓘ <small>Excludes deleted items</small>	<b>2,039</b> <small>Follows or likes</small>	<b>30,069</b> <small>Accounts Center ac...</small>	<b>76,262</b> <small>Total</small>	<b>\$0.80</b> <small>Per Follow or like</small>				<b>\$1,626.23</b> <small>Total Spent</small>



**MRWG Social Media Content Calendar**

<b>Date</b>	<b>Topic</b>	<b>Caption</b>	<b>Graphic</b>	<b>A/L</b>
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Tuesday  
April 4

Encourage people to  
sign-up for clean-up  
events

April 22 is #EarthDay and cities across the High  
Desert are hosting clean-up events to keep our  
communities looking tidy. Sign up today to help  
keep the High Desert clean!

			 <p>AVRecreation.org 760-240-7880</p>	
<p>Wednesday April 5</p>	<p>Lawn and Garden Month</p>	<p>April is Lawn and Garden Month! We love finding ways to protect our lawns and the Mojave River Watershed. Avoid pesticides and show your lawn some love this month! 🌵 ❤️ Find stormwater safe lawn and garden tips at <a href="https://www.mojaveriver.org/app_pages/view/76">https://www.mojaveriver.org/app_pages/view/76</a>. 🌱 #LawnandGardenMonth #Tips #PollutionFree</p>	 <p>Lawn &amp; Garden Month</p> <p>MOJAVE RIVER WATERSHED GROUP</p>	

Tuesday  
April 11

Announce Earth Day  
Giveaway

To celebrate #EarthDay this month, we are doing a giveaway for our amazing High Desert followers! Like this post and tag a friend for the opportunity to win a Stanley tumbler and other cool #MRWG merch.

Wednesday  
April 12

Home Improvement  
and Construction

Working on a home improvement or construction project this spring? Make sure to clean up after each work day to keep dust and debris out of our waterways.

Saturday April  
22

Earth Day Post

Happy Earth Day, High Desert! We are so thankful for everyone who works to keep our community and planet pollution free. Don't forget to enter our Earth Day giveaway! Check out our pinned post to enter.





Friday  
April 28



Earth day Clean-up  
recap post


This year's Earth Day saw High Desert residents making a huge effort to clean up our region. Thanks to everyone who came out to show their support for our region!

### MRWG July Social Media Content Calendar

Date	Topic	Caption	Graphic
Tuesday July 4	4 <sup>th</sup> of July	<p>Happy 4th of July, High Desert! So many of us will be gathering to watch fireworks and celebrate together. Let's be sure gather up any trash our parties create to keep it out of the watershed. Wishing you a safe, and #StormwaterSavvy Independence Day! 🌟</p> <p>#4thofjuly #MRWG #fireworks</p> <p>¡Feliz 4 de julio, High Desert! Muchos de nosotros nos reuniremos para ver los fuegos artificiales y celebrar. Desechemos cualquier basura que generen nuestros grupos para mantenerla fuera del suministro de agua. ¡Tenga un Día de la Independencia que sea seguro y respetuoso con el medio ambiente!</p>	<p><b>See OneDrive for (3) options for this post. I created (2) before I realized Luke had already created one before departing. 😊</b></p>

<p><b>Friday July 7</b></p>	<p><b>DIY</b></p>	<p>Welcome to the Creation Station! This summer, upcycle your trash into treasure and teach kids about the importance of recycling! Create yard ornaments with used, clean water bottles. Not only are these water bottle wind spirals an exciting activity, but they help preserve the Mojave River by recycling for activities! View the link below for more information about creating your own water bottle wind spirals!</p> <p><a href="https://happyhooligans.ca/water-bottle-wind-spirals/">https://happyhooligans.ca/water-bottle-wind-spirals/</a></p> <p>#creative #crafts #DIY #MRWG  #CreativeStation  #MRWG  #DIY</p>	 <p>DIY Water Bottle Wind Spirals</p> <p>Mojave River Watershed Group logo</p>
<p><b>Saturday July 8</b></p>	<p><b>DIY Giveaway</b></p>	<p>Did you see our post yesterday about DIY recycle-friendly projects for the summer? Do you have your own DIY projects to share? What if we said you could win a Stanley Cup for sharing your ideas?! We have great news, because now you can!</p> <p>Share your favorite summer DIY project by July 31 for a chance to win this Stanley Cup!</p> <p>#Giveaway  #DIY  #MRWG</p>	 <p>GIVEAWAY  GIVEAWAY  GI AY  GI AY  GIVEAWAY  GIVEAWAY</p> <p>Stanley Cup</p>

<p><b>Tuesday July 11</b></p>	<p><b>Animal Highlight - Desert Tortoise</b></p> <p><b>(TRY TO FIND PHOTO FROM SCHOOL DEMOS IN PAST)</b></p>	<p><b>All Platforms:</b>          Another Mojave River animal highlight coming your way! This month we highlight the Desert Tortoise, one of the longest-living animals in our region at 50-80 years. Have you ever seen one of these infamous creatures near the Mojave River? 🌵 🌱</p>	
<p><b>Friday July 14</b></p>	<p><b>Grill Season - Recycle oil and grease</b></p>	<p><b>All Platforms:</b>          July is National Grilling Month! Help us protect the Mojave River when you're at your next BBQ by recycling oils and greases. Instead of pouring oil and grease into the sink (a big no-no!), you can pour them into bins and take them to a local household hazardous waste collection center. Visit the <a href="https://calrecycle.ca.gov/HomeHazWaste/Directory/">CalRecycle website</a> to find a certified collection center near you.</p> <p><a href="https://calrecycle.ca.gov/HomeHazWaste/Directory/">https://calrecycle.ca.gov/HomeHazWaste/Directory/</a></p> <p>Cuando esté cocinando a la parrilla este verano, ayude a proteger el río Mojave reciclando aceites y grasas. En lugar de tirar el aceite y la grasa al fregadero, puede colocarlos en recipientes resistentes al calor y llevarlos a un centro de recolección de desechos peligrosos. Visite</p>	

		<p>el sitio web de CalRecycle para encontrar un centro de recolección cerca de su hogar.          #SummerBBQ #MRWG</p>	
<p><b>Wednesday July 19</b></p>	<p><b>Enviroscape Post</b></p>	<p>☔ Ever wondered how rainfall affects pollutants in the Mojave River? The MRWG Stormwater Pollution Demonstration is here to show you! Rain can cause water pollution if we are not careful with our waste. Check out the video to see what happens when it rains! ☔</p> <p>P.S. If you're a teacher in the High Desert and would like to use this demonstration in class, message today!  <i><b>(contact details to come)</b></i></p> <p>¿Alguna vez se preguntó cómo la lluvia afecta los contaminantes en el río Mojave? ¡La demostración de aguas pluviales de MRWG está aquí para mostrárselo! La lluvia puede provocar la contaminación del agua si no tenemos cuidado con nuestros residuos. ¡Este video muestra lo que sucede cuando llueve!</p> <p>Si eres un maestro en High Desert y te gustaría usar esta demostración en tu salón de clases, ¡contáctanos hoy!</p> <p>#MRWG #SPD #Stormwater #Enviroscape</p>	 <p><b>See graphics folder for full video.</b></p>


**Friday July 21**

**DIY Giveaway**

We are all about DIY projects this summer and we want to hear about your favorites! Share one of your recycle-friendly creative projects for your chance to win this Stanley Cup! Giveaway ends July 31, so hurry before time's up!

#creative #crafts #DIY #MRWG



<p><b>Tuesday July 25</b></p>	<p><b>Saving Water in the Garden</b></p>	<p>How can you save water when gardening? Here are a few dos and don'ts when it comes to watering your garden! For more gardening tips visit our website link in bio.</p> <ul style="list-style-type: none"> <li>💧 DO water in the morning or late afternoon to reduce water loss from evaporation DON'T water in the middle of the day</li> <li>💧 DO apply water evenly and slowly DON'T overwater the plants</li> <li>💧 DO water once every 7 to 21 days during the summer DON'T water everyday</li> </ul>	
<p><b>Friday July 28</b></p>	<p><b>Last Chance DIY Giveaway</b></p>	<p>Here is your LAST CHANCE to win a Stanley Cup! Share your favorite DIY recycle-friendly project by July 31 for your chance to win!</p> <p>#creative #crafts #DIY #giveaway #MRWG</p>	