

This presentation premiered at WaterSmart Innovations

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SOCIAL IMPACT:

**HOW SOCIAL MEDIA IS A CATALYST
FOR CHANGE**



CENTRAL BASIN MUNICIPAL WATER DISTRICT, PRISCILLA SEGURA



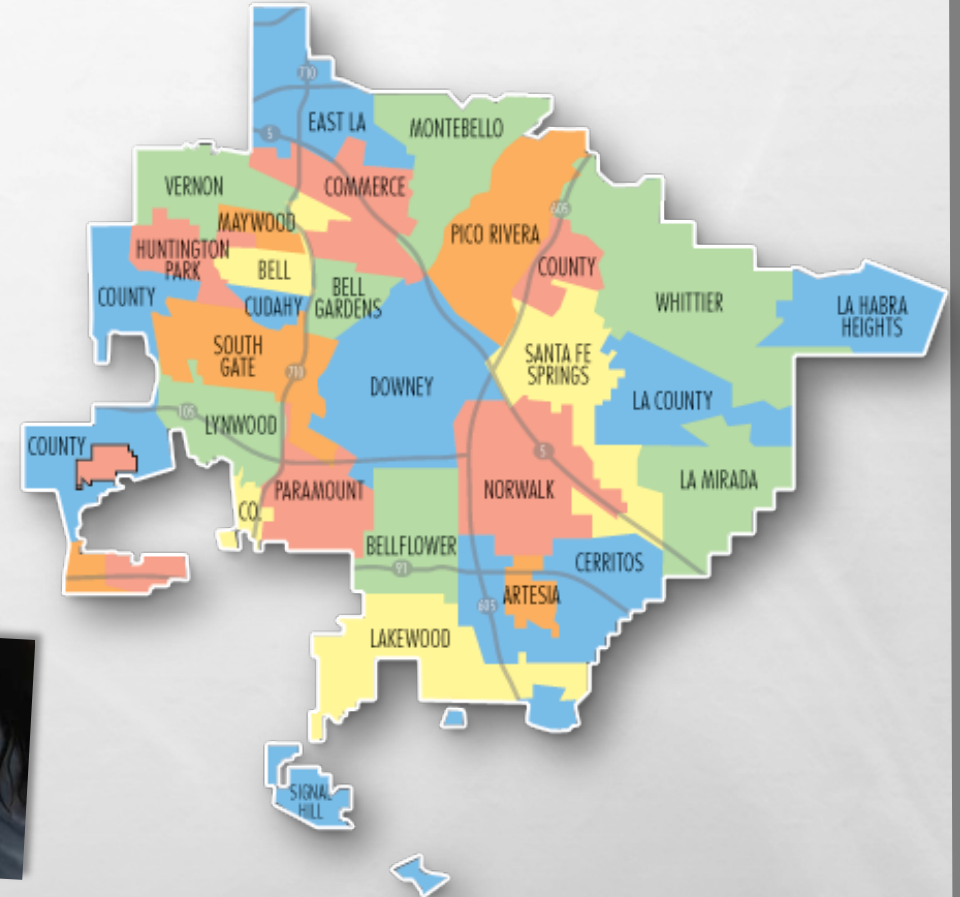
Central Basin
Municipal Water District



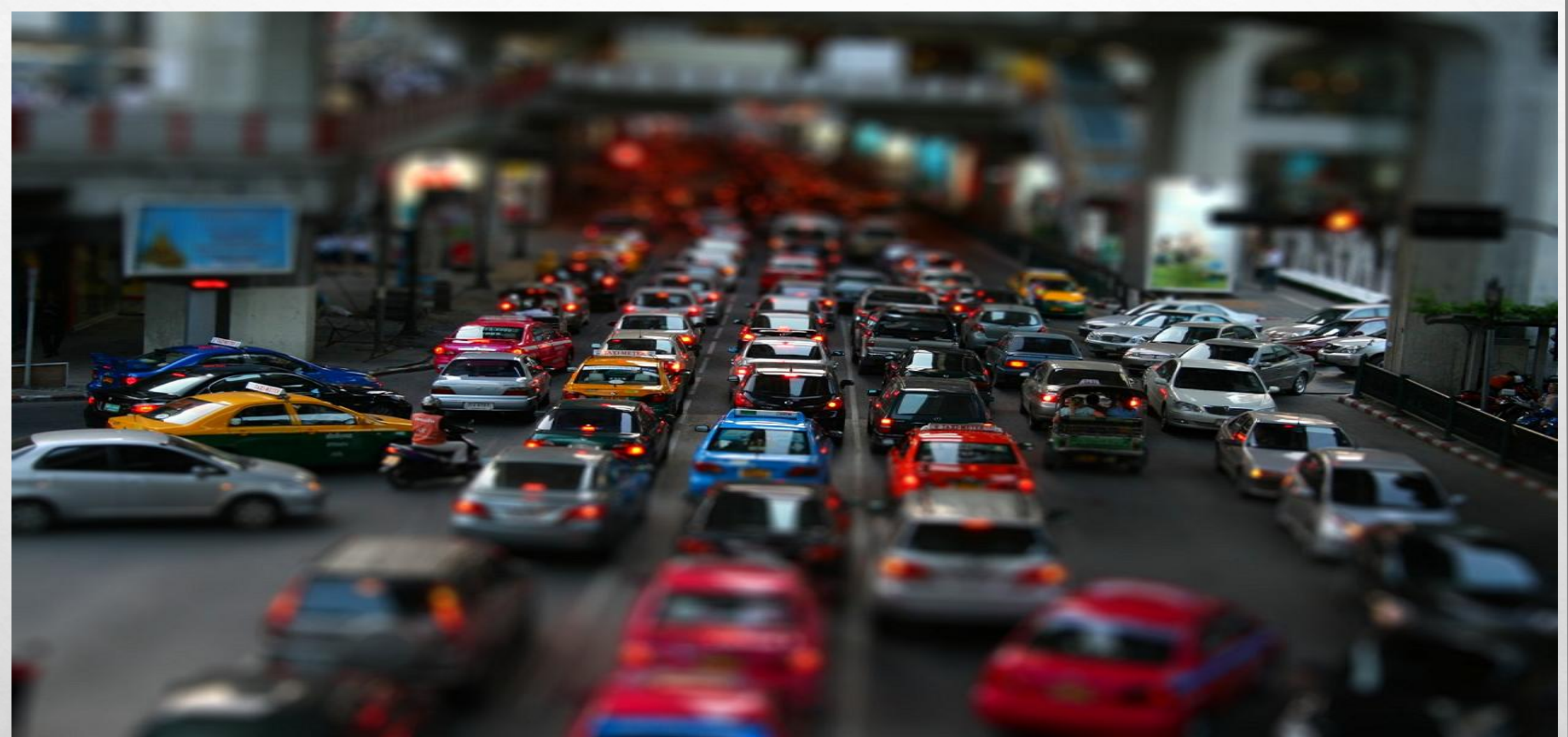
ABOUT CENTRAL BASIN

ABOUT CENTRAL BASIN MWD

- Water wholesaler serving 24 cities in Southeast Los Angeles
- Service 2 million people
- Governed by 5 elected Board Members
- Additional services include:
 - Conservation Programs
 - Recycled Water
 - Education
 - Legislative Affairs
 - Outreach



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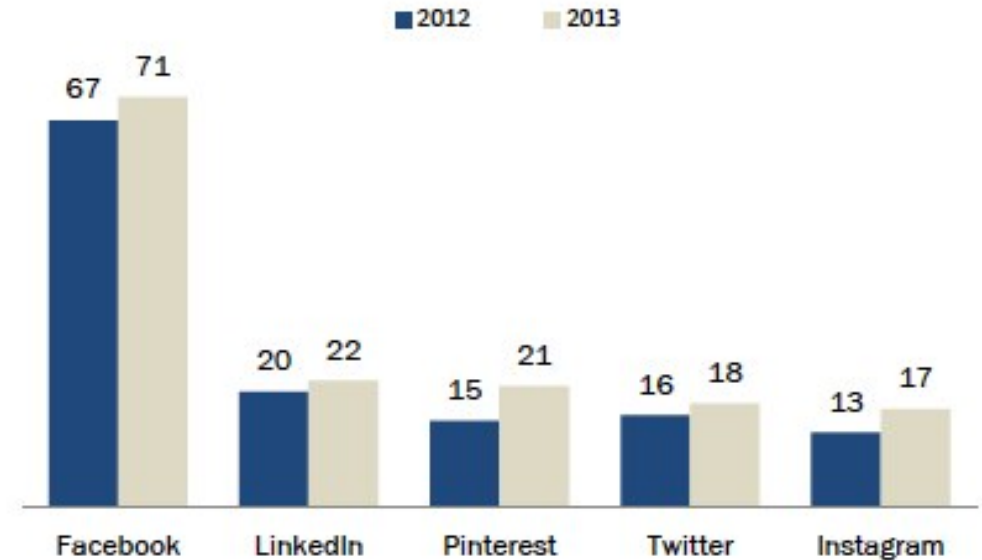
DIGITAL TRAFFIC

DIGITAL TRAFFIC

- 73% of online adults use social media
- Online interaction is increasing
- Makeup of Social Network
 - FB – Narratives, opportunity to share stories
 - Twitter – News breaks & dissemination
 - YouTube – video sharing
 - Instagram – Mobile, photo sharing
 - Pinterest – Interest Collages
 - LinkedIn – Professional Networking

Social media sites, 2012-2013

% of online adults who use the following social media websites, by year

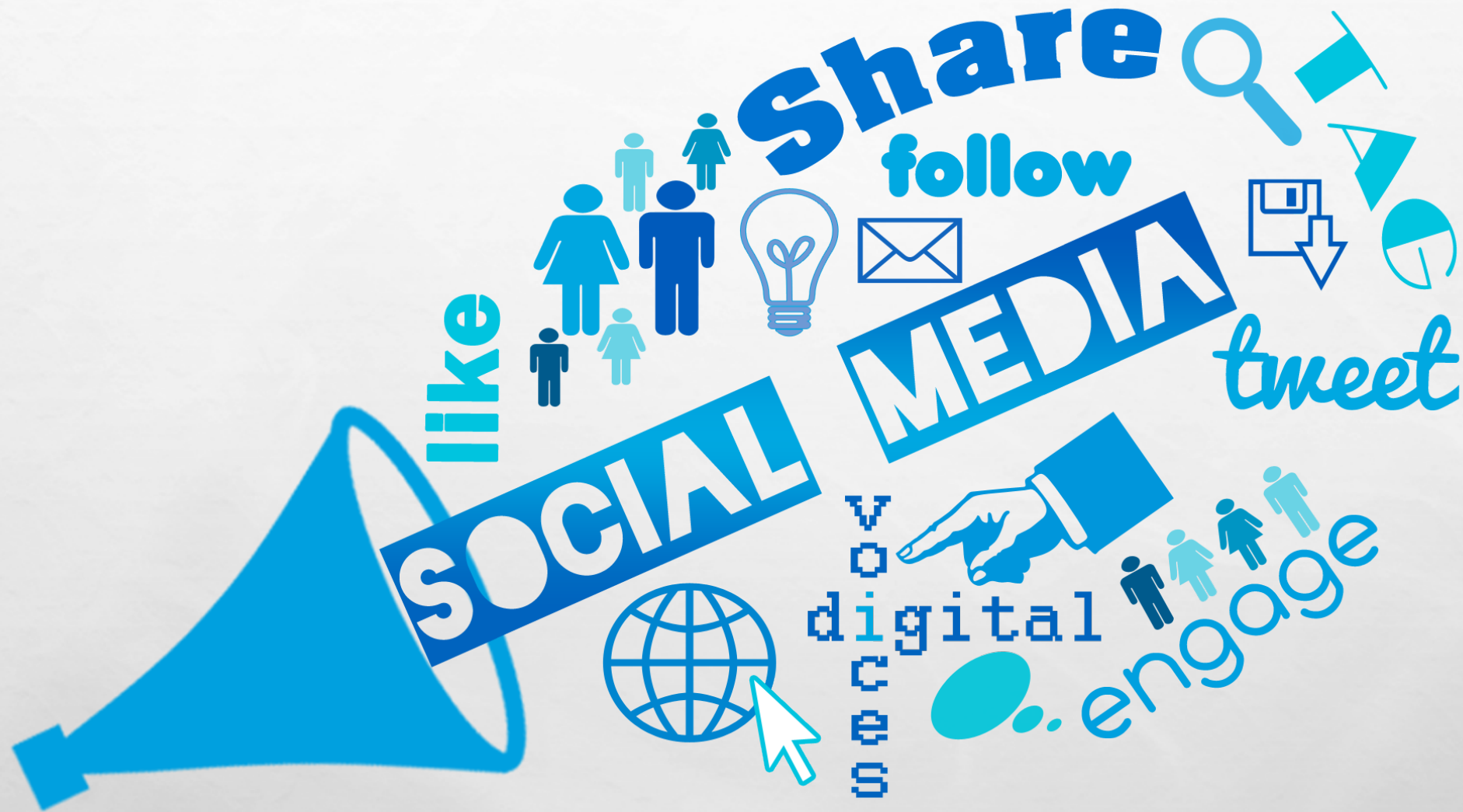


Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER



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ONLINE CIVIC ENGAGEMENT

ONLINE CIVIC ENGAGEMENT



- 43% - users learn more about a social issue
- 18% take action
- Don't replace traditional methods!
- Online 'civic engagement' behavior:
 - Like & share posts
 - Post information/links
 - Voice opinion
 - Encourage others to do the same
- Younger online users are more likely to engage in civic engagement

**We're In A Drought
Shut Your Tap!**

Central Basin Municipal Water
Government Organization

+ Follow ➔ Share ...

Timeline About Photos Reviews More ▾

**Don't waste
what we
Don't have...**

**IN A
DROUGHT
SHUT
YOUR
TAP!**

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TWEETS 2,847 PHOTOS/VIDEOS 105 FOLLOWING 1,356 FOLLOWERS 2,152 FAVORITES 11 More ▾ Edit profile

We're In A Drought; Shut Your Tap!

Southern California is entering its third consecutive dry year with major reservoir records at an all-time low. <http://www.centralbasin.org/en/conservation/in-a-drought-shut-your-tap/>

taps southern california summer campaign landscapes toilets lakes water news

Follow Board

▶ PLAY

Don't Just Yap, Shut Your Tap!
During the drought, it is more important than ever to become aware of the water we are wasting. Residents have adopted new habits in conserving water. So ask yourself, what are you doing to conserve water?
by Central Basin Municipal Water...

Montebello
Cudahy
South Gate
Whittier
Cerritos

Drought tolerant plants are beautiful and practically and very low maintenance. Here are some samples of gardens Central Basin has created. www.centralbasin.org

✳ 1

Demonstration Gardens : CBMWD
centralbasin.org

When you participate in TURF REMOVAL, save...

\$1.00 per sq ft from the Metropolitan Water District

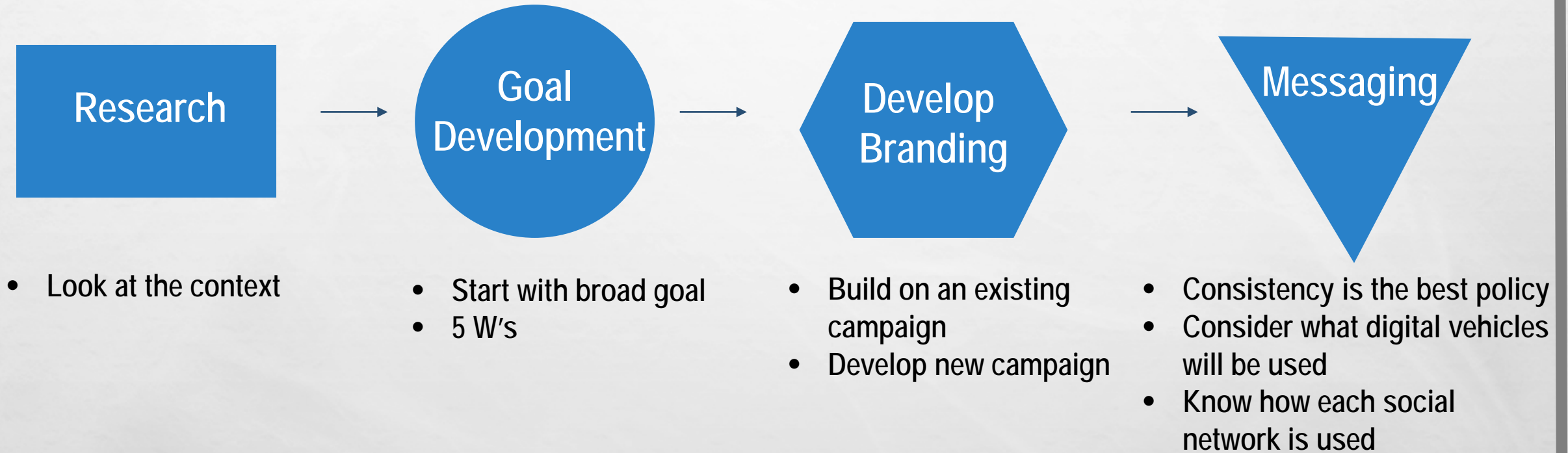
Cash rebates available to remove thirsty grass from your landscapes!
www.centralbasin.org

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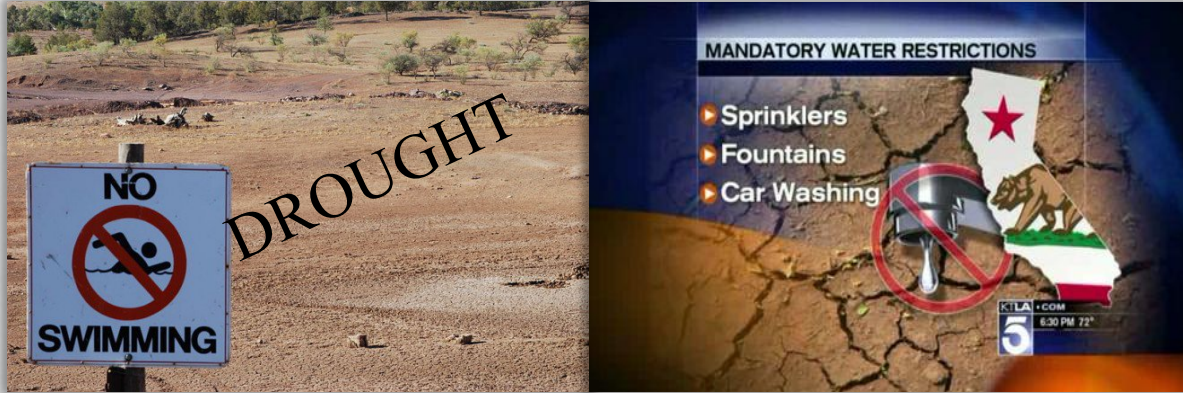
Residential Turf Removal : CBMWD
centralbasin.org

ONLINE CAMPAIGN STRATEGIES

Online Campaign Strategies

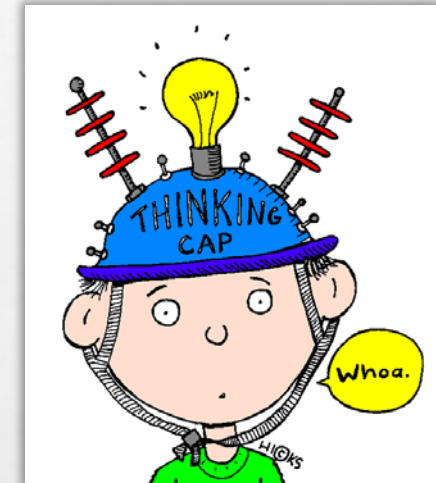
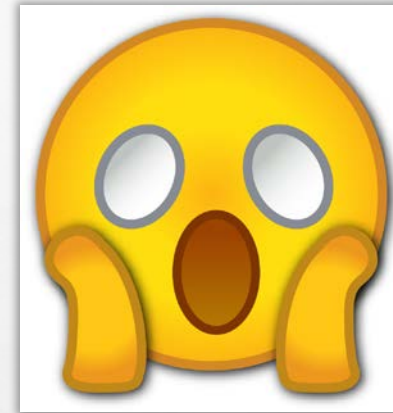


Online Campaign Strategies – Central Basin



Research:

- Serious Drought
 - Need for increased awareness
- State Water Resources Control Board passes outdoor water restriction
 - HUGE need to disseminate information
 - Provide conservation strategies to reduce outdoor water consumption



Our GOAL:

- Who – Cities, residents, businesses
- What – Increase awareness & increase conservation
- Where – Southeast Los Angeles
- When – Throughout the drought
- Why – Create change, increase agency
- How – Mainly FB & Twitter, some Pinterest (in addition to our other marketing strategies)

Online Campaign Strategies – *In A Drought, Shut Your Tap!*



Branding



Existing campaign

facebook



Online Campaign Strategies – *In A Drought, Shut Your Tap!*



Central Basin MWD @CentralBasin · Aug 18
This month's Central Focus Newsletter is out! Highlights include new statewide water use restrictions. bit.ly/1tgMRzw

Central Basin MWD @CentralBasin · Aug 7
Making your way to a water efficient garden can be easy by using these few steps: bit.ly/UoEO47 #waterconservation

Central Basin MWD @CentralBasin · Jul 2
Make your home #WaterSmart! Using a broom instead of a hose to clean the driveway is a great way to #savewater! bit.ly/1hsiox1

Online Campaign Strategies – *In A Drought, Shut Your Tap!*

Messaging

- Plan ahead of time
- Hub for information
 - Drought news
 - Resources
- Engage
 - Conversational pieces
 - Ask for feedback
- Sense of communal effort
 - Shout outs to regional/local campaigns



In A Drought, Shut Your Tap! - Challenges



- Challenging Comments

- [REDACTED] The law passed? It is going to be difficult to enforce for most utilities, which are understaffed
July 17 at 6:11pm · Like · 1
- Central Basin Municipal Water [REDACTED] The State Water Board approved to pass the regulations and it will be pending approval by the Office of Administrative Law. More information will come as to who will be making the citations. Please help us share awareness on the regulations, thanks!
Commented on by Pequi Segura [?] · July 18 at 8:57am · Like
- [REDACTED] This is a poor example, it is hard to believe that they are wasting water, their lawn is already brown from lack of water.
July 20 at 12:01am · Like

In A Drought, Shut Your Tap! - Challenges



Central Basin Municipal Water

Posted by Pequi Segura [?] · June 18

#WaterWednesday

Today was the debut of our Water Education Tours, an educational experience that provides a behind-the-scenes tour of our operations facilities. A VERY special thanks to all those who participated!



- [redacted] I wish you would spend more energy on actually supplying a clean and continuous supply of water at a fair price, than having tours that serve no actual purpose to 99.9% of your paying customers.
June 18 at 5:05pm · Like
- [redacted] It begins with educating the public first. The tours do that [redacted]. It gives people an understanding of the great effort it takes to provide safe drinking water for millions in this desert we live in.
June 18 at 5:36pm · Unlike · 1
- [redacted] Tell both Bobs I say hello 😊
June 18 at 5:36pm · Unlike · 1
- Central Basin Municipal Water [redacted] We strive to supply our region with clean water supply while keeping our constituents in mind. This year our Board of Directors adopted a budget with no rate increases on imported water.
Commented on by Pequi Segura [?] · June 19 at 9:00am · Like · 1
- Central Basin Municipal Water [redacted] indeed as you mentioned, education is a key component!
Commented on by Pequi Segura [?] · June 19 at 9:02am · Like
- [redacted] Desert? Southern California has not been a desert for a long time . Agriculture has thrived and water has been supplied as needed. Do you really think the population is gonna shrink and the water needs get less? People don't tours they want water supplied at a reasonable price.
June 19 at 10:07am · Like
- [redacted] Don't want tours
June 19 at 10:08am · Like

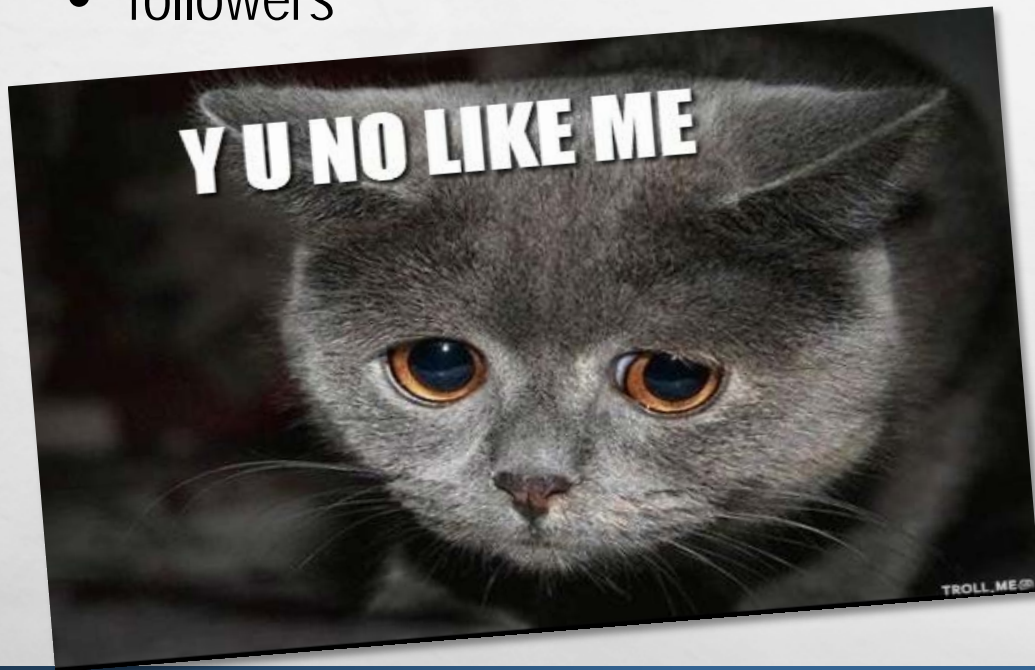
- Don't get caught in a digital fight
- Allow users to 'back you up'



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In A Drought, Shut Your Tap! - Challenges

- Maintaining user engagement
 - Facebook/Twitter 'likes'
 - shares or retweets
 - followers



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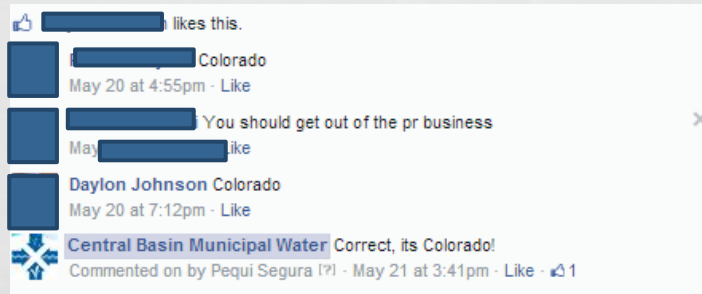
In A Drought, Shut Your Tap! - Addressing Challenges

- Challenging Comments

- Acknowledge
 - Offer your POV
- Ignore
- Creates Buzz

- Maintaining User Engagement

- Evaluate your strategy
 - What works
 - Change strategy
- Use analytics
 - What posts have most views
 - What type of posts receive interaction
- Look at competitors
- Offer incentives
- Online advertising



In A Drought, Shut Your Tap! - Addressing Challenges



In A Drought, Shut Your Tap! - Results

Our GOAL:

- Raise drought & outdoor regulation awareness
- Create change

Results:

- Increased civic engagement
 - Likes/followers
 - Liking posts
 - Sharing posts
 - Asked questions
 - Via page
 - Private message



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Online Campaign Best Practices

- Be Tactful
- Post frequently but don't inundate
- Acknowledge your users
- Like and be *Liked*
- Use traditional media to promote Social Media Pages
- If at first you don't succeed, dust it off and try again!



Questions?



/centralbasinmunicipalwater



@centralbasin

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