This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
SOCIAL IMPACT:
HOW SOCIAL MEDIA IS A CATALYST FOR CHANGE

CENTRAL BASIN MUNICIPAL WATER DISTRICT, PRISCILLA SEGURA
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
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
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

Look Daddy, we’re changing the world one tweet at a time.
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. [Visit website](http://www.centralbasin.org/en/conservation/in-a-drought-shut-your-tap/)

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

**Central Basin Municipal Water**
Government Organization

**Timeline**  |  **About**  |  **Photos**  |  **Reviews**  |  **More**

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**Central Basin Municipal Water District**

**Online Campaign Strategies**
Online Campaign Strategies

- **Research**
  - Look at the context

- **Goal Development**
  - Start with broad goal
  - 5 W's

- **Develop Branding**
  - Build on an existing campaign
  - Develop new campaign

- **Messaging**
  - Consistency is the best policy
  - Consider what digital vehicles will be used
  - Know how each social network is used
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 additional to our other marketing strategies)
Online Campaign Strategies – *In A Drought, Shut Your Tap!*

**Branding**

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

Don’t waste what we Don’t have...

Central Basin Municipal Water District

Twitter:
- This month’s Central Focus Newsletter is out! Highlights include new statewide water use restrictions. bit.ly/1tgMRzw
- Making your way to a water efficient garden can be easy by using these few steps: bit.ly/UpEO47 #waterconservation
- 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

Outdoor over watering, like this photo, will now cost you $500. http://bit.ly/1mSuhM
Don’t just yap, help us shut the tap!

The law passed? It is going to be difficult to enforce for most utilities, which are understaffed.
July 17 at 6:11pm - Like 3

Central Basin Municipal Water: 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 on July 18 at 8:57am - Like

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

Like · Comment · Share
In A Drought, Shut Your Tap! - Challenges

• Don’t get caught in a digital fight

• Allow users to ‘back you up’
In A Drought, Shut Your Tap! - Challenges

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

[Images and text from a presentation showing examples of social media posts related to water conservation]
In A Drought, Shut Your Tap! - Addressing Challenges

Ditch Your Water-Wasting Porcelain Throne!

HELP CONSERVE WATER
Get Cash To Remove Your Grass!

Water Conservation Starts Here!

When In Drought... Shut Your Tap!
Don't Waste What We Don't Have!

Find Your Garden Utopia!
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
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?

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