



WEST VALLEY WATER DISTRICT
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**EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA**

MONDAY, JULY 22, 2024 - 12:00 PM

NOTICE IS HEREBY GIVEN that West Valley Water District has called a meeting of the External Affairs Committee to meet in the Administrative Conference Room, 855 W. Base Line Road, Rialto, CA 92376.

BOARD OF DIRECTORS

**Director Angela Garcia, Chair
Director Channing Hawkins**

Members of the public may attend the meeting in person at 855 W. Base Line Road, Rialto, CA 92376, or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may be submitted via Zoom, by telephone by calling the following number and access code: Dial: (888) 475-4499, Access Code: 840-293-7790, or via email to administration@wvwd.org.

If you require additional assistance, please contact administration@wvwd.org.

I. CALL TO ORDER

II. PUBLIC PARTICIPATION

The public may address the Board on matters within its jurisdiction. Speakers are requested to keep their comments to no more than three (3) minutes. However, the Board of Directors is prohibited by State Law to take action on items not included on the printed agenda.

III. DISCUSSION ITEMS

1. Updates to the External Affairs Committee
2. Federal Update.
3. State Legislative Update.
4. May - June And June – July 2024 Social Media Reports.
5. Community Events / Sponsorship Web Page.

IV. ADJOURN

DECLARATION OF POSTING:

I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the foregoing External Affairs Committee Agenda at the District Offices on July 18, 2024.

Elvia Dominguez

Elvia Dominguez, Board Secretary



**BOARD OF DIRECTORS
EXTERNAL AFFAIRS COMMITTEE
STAFF REPORT**

DATE: July 22, 2024
TO: External Affairs Committee
FROM: Socorro Pantaleon, Gov't and Legislative Affairs Manager
SUBJECT: MAY - JUNE AND JUNE – JULY 2024 SOCIAL MEDIA REPORTS

BACKGROUND:

The social media report provides updates on West Valley Water District's (WVWD) social media profile activity on Facebook, Instagram, LinkedIn and Twitter. Key Performance Indicators (KPIs) including the reach, impressions and engagement of posts are condensed into one report to untangle audience insight, allowing staff to understand best practices for successful customer engagement.

DISCUSSION:

In this two month reporting period, the Public Affairs team enjoyed participating in community events, such as the Inland Solar Challenge, The Men's Health Fair at the Rialto Farmers Market, Fontana's Community Health and Resource Fair, and Rialto's Juneteenth Celebration.

During both months we focused social media content on highlighting our people and the work that WVWD staff does to engage, inform and educate our community.

Across all platforms, we observed engagement with a range of posts. LinkedIn had an uptick in followers with 40 new followers. We will continue to analyze the posts that generate more engagement across our social media platforms.

FISCAL IMPACT:

None

STAFF RECOMMENDATION:

Receive and file

ATTACHMENT(S):

1. Social Media Report -May - June
2. Social Media Report - June -July

MAY - JUNE

2024

SOCIAL MEDIA

Report



MAIN KPI'S



No. of Followers
1,128



Reach
1,993



Engagement
287



No. of Posts
17 posts

TOP POST



Post Impressions

817 Impressions

Post Engagement

10 interactions

MAIN KPI'S



No. of Followers

1323

+9



Reach

1,808

+13.9%



Engagement

133



No. of Posts

13 posts

TOP POST



Post Impressions

572 Impressions

Post Engagement

26 interactions

MAIN KPI'S



No. of Followers

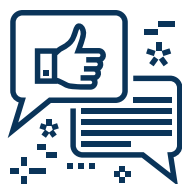
636

+35



Reach/Impressions

5,727



Engagement

465



No. of Posts

2 posts

TOP POST



Post Impressions

843 Impressions

Post Engagement

443 interactions

MAIN KPI'S



No. of Followers
422



No. of Posts
15 posts

TOP POST



Post Impressions

78 Impressions

Post Engagement

9 interaction

In this past reporting month, the Public Affairs team enjoyed participating in community events, such as the Inland Solar Challenge, The Men's Health Fair at the Rialto Farmers Market, Fontana's Community Health and Resource Fair, and Rialto's Juneteenth Celebration.

Additionally WVWD staff and board members were honored to host a visit from County Supervisor Armendarez to showcase the District, its facilities staff and give an update on the progress of the Oliver P. Roemer Upgrade and Expansion Project.

Across all platforms, we observed engagement with a range of posts. LinkedIn had an uptick in followers with 35 new followers. We will continue to analyze the posts that generate more engagement across our social media platforms.



JUNE - JULY

2024

SOCIAL MEDIA

Report



MAIN KPI'S



No. of Followers
1,130



Reach
1,501



Engagement
336



No. of Posts
12 posts

TOP POST



Post Impressions

707 Impressions

Post Engagement

99 interactions

MAIN KPI'S



No. of Followers
1322



Reach
2,213
+25.7%



Engagement
250



No. of Posts
12 posts

TOP POST



Post Impressions

2,067 Impressions

Post Engagement

54 interactions

MAIN KPI'S



No. of Followers

641

+5



Reach/Impressions

3,475



Engagement

49



No. of Posts

2 posts

TOP POST



Post Impressions

300 Impressions

Post Engagement

26 interactions

MAIN KPI'S



No. of Followers
422



No. of Posts
12 posts

TOP POST



Post Impressions

65 Impressions

Post Engagement

9 interaction

This month, the public affairs staff focused social media content on highlighting our people, including the work that WVWD staff does to engage, inform and educate our community. We know that historically these posts do well, especially when we gear them toward our channels that are more employee oriented, like LinkedIn.

We had a wide array of posts across all our social media platforms that reached our audience, but that also surprised us based on which platform the posts did well on. For example, on Facebook, where we normally see a large focus of our likes coming from “our people” posts, this month we saw the top post go to a job opening.

In order to better form our social media calendar going forward, we will continue to monitor trends across our channels to see where we can improve our KPI’s.

