



## Strategy & Objectives



Share News  
and Tell Mesa  
Water's Story



Increase  
Transparency  
& Build Trust



Boost  
Community  
Engagement



Engage  
Mesa Water  
Employees



Involve  
Community  
Partners

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## Content Pillars



Mesa Water  
News,  
History and  
Employees



Water -  
Abundance,  
Quality and  
Facilities and  
Infrastructure



Community  
Engagement



Community  
Events &  
Water-  
Themed Days

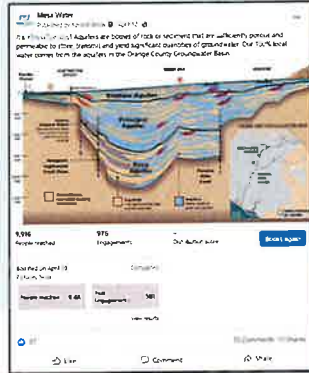


Contests to  
Encourage  
Community  
Engagement

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## Top Organic Content & Community Engagement



**Dj Sazon**  
 Perfect water at my place.

**Jagi Mac**  
 I have been for the last 37 years. Better than bottled that's for sure & chemical free.

**Mickey Cohen**  
 We love are water too better then any bottle and all 4 of our kids never had one cavity. Just like old days still can drink from a hose 🍷🍷

**Ray Reyes**  
 The water tastes great

**Ron Stender**  
 I've lived in Costa Mesa over 40 years and drink Mesa water all the time. Good clean water...bottom line. FYI

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## Six Paid Follower Campaigns



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## Paid Follower Campaigns - Spanish

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MesaWater DISTRICT

## Key Insights & Recommendations

- Continue to focus on our Costa Mesa audience
- Continue using targeted paid media to extend reach and message penetration in Costa Mesa
- Continue Spanish posts – paid and organic
- Increase video content
- Increase Instagram stories & reels



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## Key Insights & Recommendations

- Expand approach to add more types of campaigns:
  - Engagement campaigns
  - Click thru campaigns to website
  - Reach campaigns
- Add contests to aid in growth of quantity and quality engagement
- Improve community management (staff role) by responding to comments, tagging local partners/business, following other pages, etc.