



METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA
SOCIAL AND DIGITAL MEDIA

July 13, 2015



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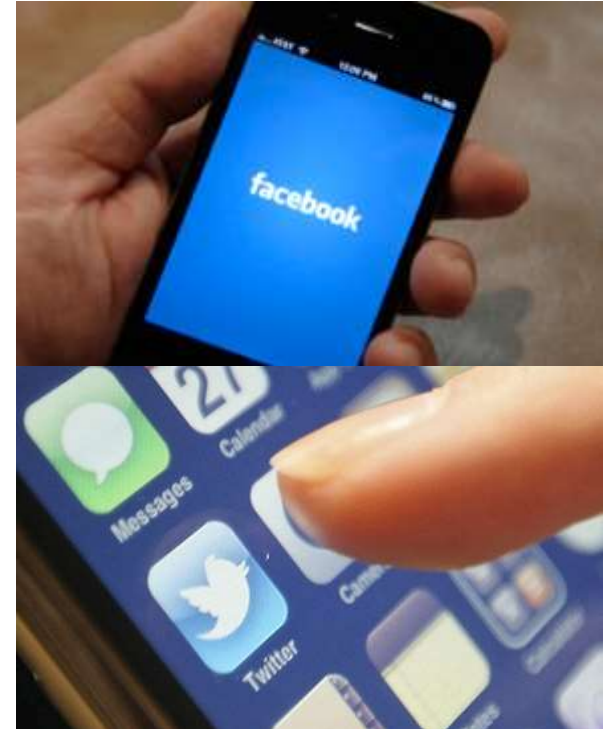
SOCIAL MEDIA



SOCIAL MEDIA: RATIONALE AND TACTICS



- 14 million people in Southern California on Facebook: #1 social network
- Twitter is ideal for distributing news/information
- Opportunities for deeper engagement and conversation



SOCIAL MEDIA: CURRENT STATUS



Since beginning of June:

- Facebook has grown from 600 followers to more than 7,400
- Twitter (@bewaterwiseh2o) has grown from 500 followers to 1,400
- Reached more than 2.8MM people, over 70K engaged with posts/page



Metropolitan Water District of Southern California
Published by Monika Medina | June 29 at 3:00pm

Stop spraying and start sweeping. Only use a broom to clean off sidewalks and driveways. For more water-saving tips, turn to bewaterwise.com.

Make it a clean sweep.



bewaterwise.com

36,624 people reached

Boost Post

Unlike · Comment · Share · 135 likes · 16 shares · 41 retweets


SOCIAL MEDIA: 'TURN' CAMPAIGN LAUNCH



- July 1: Launch of “Turn” campaign on Facebook and Twitter and the announcement of the “Facebook Pledge” challenge.

Metropolitan Water District of Southern California
Published by Monika Medina | 7 - July 1 at 11:15am · 🌐

Post your promise to #savewater. Share a photo of yourself and your water-saving pledge using #takeaturnca, or photo comment to this post!



Take your turn.
Make a pledge to save California.

#takeaturnca

707,840 people reached Boost Post

Like · Comment · Share · 🍷 5,900 🗨️ 580 ↻ 904

The image shows a screenshot of a Facebook post from the Metropolitan Water District of Southern California. The post is titled "Take your turn." and includes a call to action: "Make a pledge to save California." Below the text is a large, red, ornate water wheel. The post has received 707,840 reaches and 5,900 likes, 580 comments, and 904 shares. A "Boost Post" button is visible in the top right corner of the post area.

FACEBOOK PLEDGE CHALLENGE



FACEBOOK PLEDGE CHALLENGE



SOCIAL MEDIA: WHAT'S NEXT?



- August:
Partnership with
Randy's Donuts



SOCIAL MEDIA: WHAT'S NEXT?



- September–November:
 - Water Meter challenge
 - Support Turn campaign and PR initiatives
 - Opportunistic messages to capitalize on news and announcements

Goal: 2,000 shares.



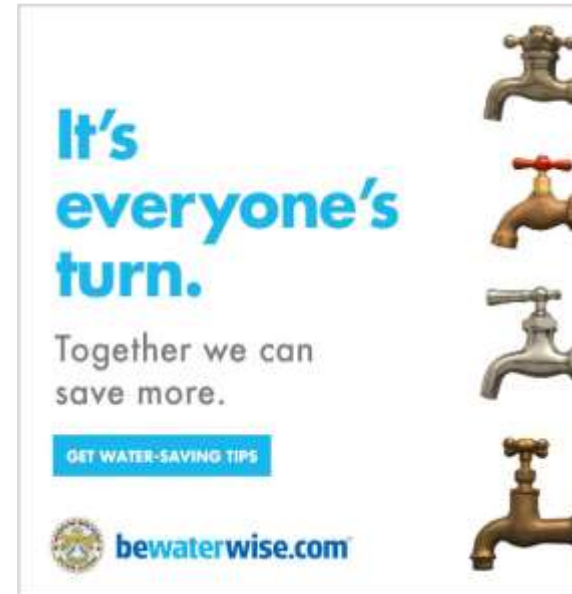
DIGITAL MEDIA



DIGITAL MEDIA: OVERVIEW AND RATIONALE



- Mix of digital ad networks and local sites
- Standard online banners, rich media, audio and video, sponsored edit, custom units



DIGITAL MEDIA: MEDIA MIX



PANDORA[®]

LA
Times

MAXPOINT

millennialmedia[®]
the mobile advertising & data platform

NATIVO

UNIVISION
INTERACTIVE MEDIA

Sunset

videology[®]

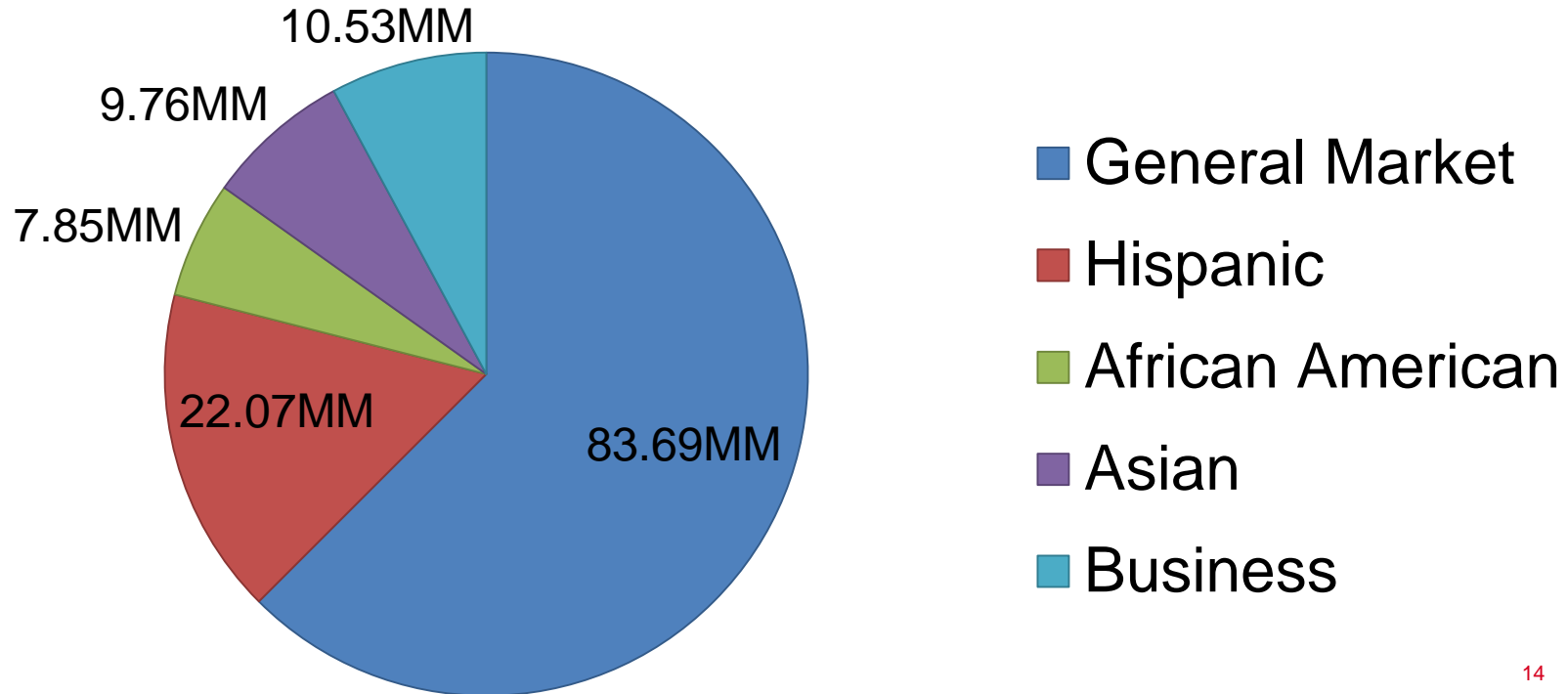
Sizmek[™]

exponential
Advertising Intelligence

DIGITAL MEDIA: PLAN DELIVERABLES



Total Digital Impressions and Added Value: 133.9MM



QUESTIONS?

