



**Presentation and
Discussion Item 15**

SOCIAL MEDIA UPDATE



Purely Local Paid Campaign (February 2023 – May 2023)



Top performing post
53 new followers



2nd best performing post
33 new followers

Campaign Overview

- Five different ads
- Geo-targeted to Costa Mesa
- **123 total new followers**
- Top post: Sustainable landscaping
- 2nd best post: Water quality testing
- \$16.16 cost per follower
- \$1,972 total spend

Omnipresent Campaign



Campaign Overview

- 20 informational ads geo-targeted to our service area
- Highly visual to compete with other content
- Ads remain ever present and will be seen every time a user is on the platform

Omnipresent Campaign



Omnipresent Campaign



Ad Copy:

At Mesa Water, plentiful, clean water is fundamental to our quality of life. That's why we take pride in providing reliable and safe water not only for humans but also for our furry companions.


Our dedication to high-quality water has made us a favorite among Costa Mesa residents, even the furry ones!

For exciting water facts, important notifications, and fun giveaways, make sure to follow us on Facebook. Join our online community by clicking [Subscribe now!](#) 😊

FY 23 Key Insights

Mesa Water
Tue 1/24/2023 11...

Have you checked for leaks in your home recently? If not, it's...



Total Engagements	4,394
Reactions	38
Comments	7
Shares	3
Post Link Clicks	9
Other Post Clicks	4,337

Boosted

Mesa Water
Mon 8/22/2022 2...

As your kids head back to this week 🍌 🍏, be sure them on their way with #1



Total Engagements	2,962
Reactions	7
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	2,955

Boosted

Mesa Water
Thu 4/14/2022 1...

At last night's Board Meeting, we honored the winners of our Vid...

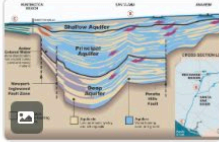


Total Engagements	1,698
Reactions	84
Comments	4
Shares	1
Post Link Clicks	—
Other Post Clicks	1,609

Boosted

Mesa Water
Tue 4/12/2022 1...

It's #TriviaTuesday! Aquifers are bodies of rock or sediment that...

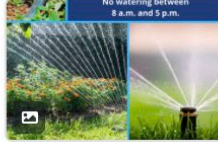


Total Engagements	974
Reactions	97
Comments	35
Shares	10
Post Link Clicks	3
Other Post Clicks	829

Boosted

Mesa Water
Fri 6/10/2022 5:1...

The State Water Resource Control Board has adopted emergency regulation to



Total Engagements	736
Reactions	15
Comments	10
Shares	2
Post Link Clicks	358
Other Post Clicks	351

Boosted