



*Bringing  
Water  
Together*

# Water 101 Workshop Communicating Water Issues in a Multimedia World

Friday, February 3, 2017

9:00 a.m.

Jennifer Persike, ACWA, Deputy Executive  
Director of External Affairs & Member Services

[www.acwa.com](http://www.acwa.com)

# TODAY'S MEDIA: TRANSFORMED & REDEFINED

## MORE AVENUES TO COMMUNICATE THAN EVER



The New York Times



THE SACRAMENTO BEE 



Bloomberg  
NEWS



NEWS



# TODAY'S MEDIA: TRANSFORMED & REDEFINED

## TODAY WE WILL COVER:

- Traditional Media
- Social Media & Web-Based Digital Communication



# TODAY'S MEDIA: TRANSFORMED & REDEFINED

## REPORTERS PLAYING MULTIPLE ROLES



# TODAY'S MEDIA: TRANSFORMED & REDEFINED

- Beat reporters non-existent...little understanding of water
- Everyone with a smart phone can tell the story
- Fact checking rare – Being first & proactive most important



# WHAT THE MEDIA WANTS FROM YOU

## CALIFORNIA WATER IS A TOP NEWS STORY

- Drought has elevated public awareness of water to new levels
- Media needs you to tell a compelling story
- Appeal to and understand their audience
- Be interesting, entertaining, understandable, relatable
- Provide accurate information
- Be a resource
- Meet deadlines





# WHAT THE MEDIA WANTS FROM YOU

## BE CLEAR ON WHAT STORY IS ABOUT, ANGLE AND DEADLINE

- Understand what media needs
- Print: Good quotes, detail
- Radio: Short soundbites
- TV: Short soundbite with visuals
- Give yourself time to prepare – Call them back



# PUTTING YOUR BEST FOOT FORWARD

## THE INTERVIEW

- Assemble Your Facts, Understand Your Topic
- Research reporter and their stories if you don't know them
- Develop Your Key Messages with Supporting Anecdotes – PRACTICE
- Avoid Jargon and Acronyms!

POTW

SDWA

TMDL

NPDES

SDWA

IPR

BDCP

IRWMP

ESA

DSC

BMP



# PUTTING YOUR BEST FOOT FORWARD

## THE INTERVIEW

### Tell Your Story and Anticipate Questions – You are the Expert

- Be First With Your Own Bad News – Full Disclosure
- Be Concise
- Stop Talking When You Have Made Your Point!
- Don't Repeat Negative
- **Bridge Back to Your Key Messages...**
- Watch Your Non-Verbal Communication



# SOCIAL MEDIA IS NOT JUST FOR KIDS!



# TRANSFORMED & REDEFINED-SOCIAL MEDIA: THE NEW FRONTIER



**Facebook:** widely used, low engagement, create events, share photos, advertising



**Twitter:** used by media, alerts/breaking news, sharing news/tips



**Snapchat:** popular with younger audience. Difficult to get followers



**Nextdoor:** anyone signed up in service area, alerts, updates, events, engagement



**YouTube:** subscribers, repurposing media, demonstrations/how-to



**Instagram:** hard to get followers, difficult to link customers to resources



**LinkedIn:** may be good for agencies with large recruitment efforts

# GLOBAL FACEBOOK STATISTICS

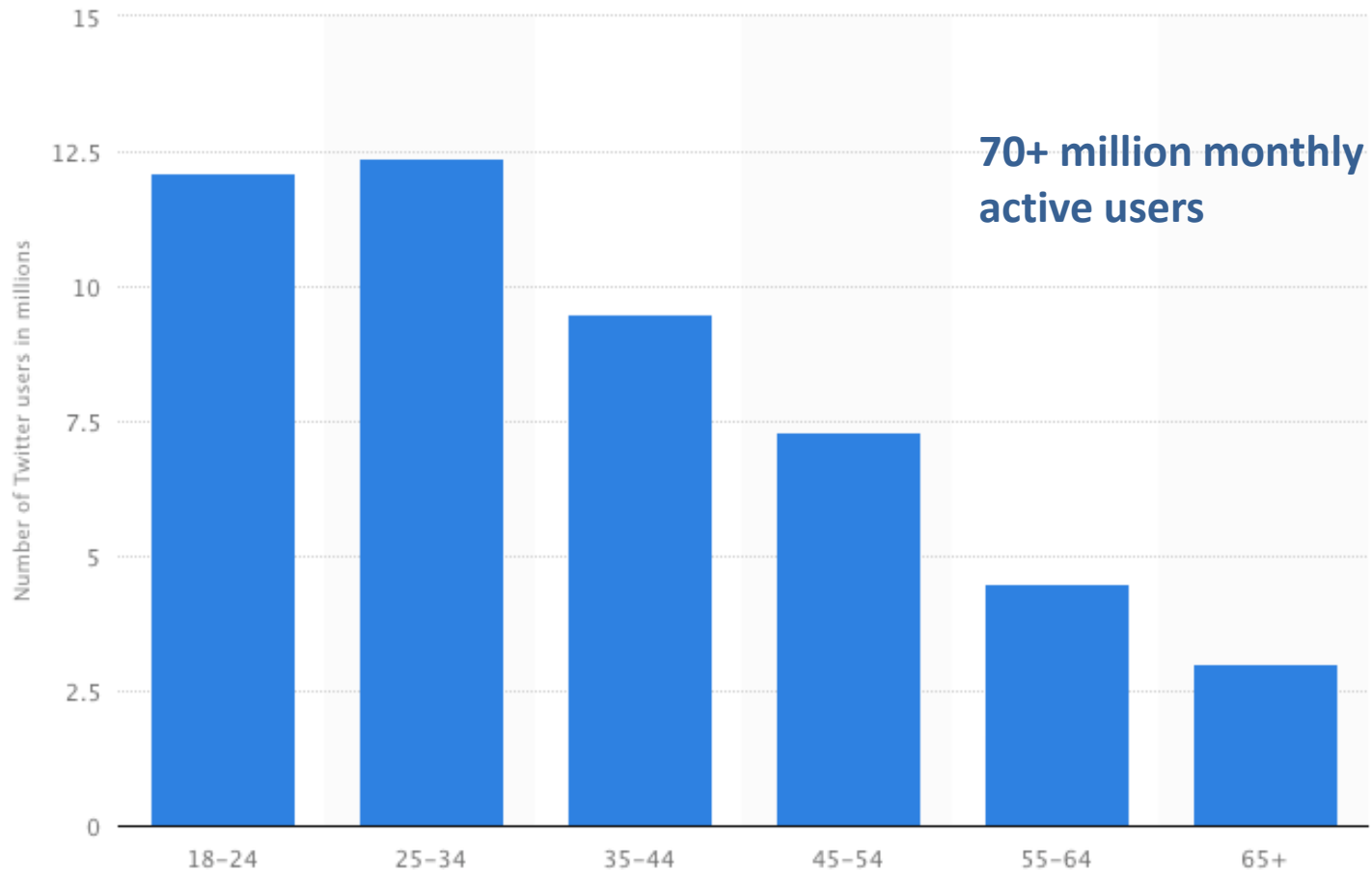


- Worldwide, there are over 1.71 billion monthly active Facebook users (Facebook MAUs) 15 percent increase
- Age 25 to 34, at 29.7% of users, is the most common age demographic; 30 to 39 next tier
- Average time spent per Facebook visit is 20 minutes

# GLOBAL TWITTER STATISTICS



Distribution of Twitter users in the United States as of February 2016, by age group – 25-35 top





# SOCIAL MEDIA & THE 2016 ELECTION

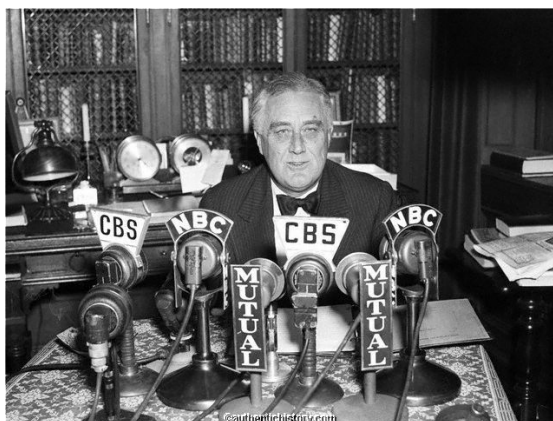


**Facebook** = 115.3 million people generated 716.3 million likes, posts, comments related to election

- As of 3:00 a.m. on November 9, 2016 - 75 million – election day tweets thru twitter
- Election day 2012 = 31 million tweets

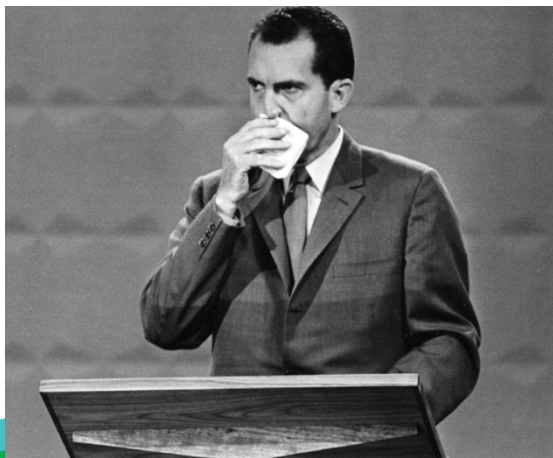


# FIND THE RIGHT CHANNEL



Roosevelt turned to radio

Television turned on Nixon



Obama turned to mainstream entertainment



# PRESIDENT DONALD TRUMP & TWITTER

Donald Trump's personal  
account  
21.4 million followers



The President's official  
account  
14.2 million followers



# SOCIAL MEDIA – THE NEW FRONTIER



Women's March on Washington started with a **Facebook invite**.

Teresa Shook invited 40 of her friends to a March on Washington - next morning 10,000 additional names had joined the group.

By Saturday, 500,000 + showed up in D.C.

Sacramento

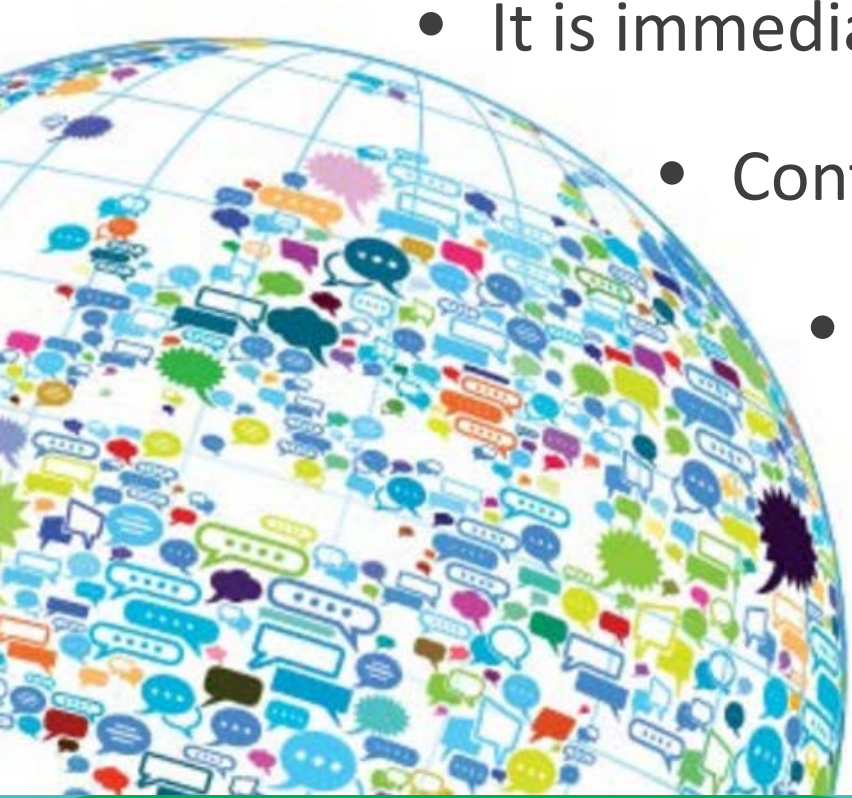


Washington DC



# SOCIAL MEDIA – THE NEW FRONTIER

- Social media has changed the way we engage and communicate with the public
  - It is immediate communication
    - Controlled, targeted message
      - It is two-way or even multi-way communication
      - Transparent, triggers engagement



# WHY / HOW TO USE SOCIAL MEDIA

- Your customers are on social media
- Your media, local legislators and other influences are on social media
- Excellent way to tell your story and to monitor what is being said about you
- Information via social media can become a movement...**Good or Bad**
- Helps you control, target information
- Helps increase traffic to your website
- Inexpensive way to “advertise”



# HOW TO BE SUCCESSFUL WITH SOCIAL MEDIA: PLANNING FIRST

- Position your organization on Facebook, Twitter, Instagram and Snapchat
- Understand your audience
- Plan your content – Monthly calendar
- Use analytics to adjust
- **FB – Think headline, action, not daily, boost**
- **Twitter – think frequency, brevity (140 words)**
- **Instagram – Organic, growth, visual focus**



# EXAMPLES: SOCIAL MEDIA INFORMATION SHARING / EVENTS



ACWA

January 23 at 2:06pm

Just added! Senator Robert Hertzberg, Chair of Senate Natural Resources and Water Committee, will be the Luncheon keynote speaker. Senator Hertzberg will give his vision for the future of California water recycling, water conservation, Proposition 218, and enterprise system catalogs. <http://bit.ly/2iXleQg>



Like Comment Share



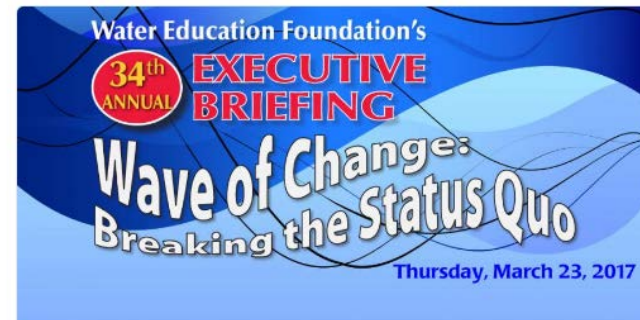
CA Water Boards @CaWaterBoards · Jan 18

The public workshop on urban water conservation is under way. Watch or listen here: [buff.ly/2jzhrsw](http://buff.ly/2jzhrsw) Notice: [buff.ly/2jzqfPk](http://buff.ly/2jzqfPk)



Water Education Fdn @WaterEdFdn · 24h

Data, data everywhere but how to make it more usable for #cawater? Learn more at our March 23 Executive Briefing



2017 Executive Briefing - Water Education Foundation

March 23 in Sacramento – Registration now open!

[watereducation.org](http://watereducation.org)

# EXAMPLES: SOCIAL MEDIA ONGOING EDUCATION



Save Up to 30% on Your Water Bill!

## Free Water Saving Programs

**SPRINKLER NOZZLE INSTALLATION PROGRAM**

- Detailed evaluation of irrigation system
- FREE high efficiency nozzles, including installation
- Must have automatic irrigation system in place
- To sign up, call 909-657-4414

**SMART IRRIGATION CONTROLLER UPGRADE PROGRAM**

- FREE weather-based irrigation controller including installation
- Must have min. irrigated area of 500 sq ft & attend a workshop

**IRRIGATION SURVEY & RETROFIT PROGRAM**

- Evaluation of irrigation system
- FREE weather-based irrigation controller and high efficiency nozzles with installation
- Must have a min. of 1/4 acre property

**SIGN UP TODAY!**  
CALL 909-267-2130

**Monte Vista**  
WATER DISTRICT

Like Comment Share





# EXAMPLES: SOCIAL MEDIA

## EMERGENCY RESPONSE/PUBLIC NOTIFICATION



### Water Quality Report available

Outreach & Conservation Manager Ashley Metzger from Desert Water Agency · 1 Jul

Learn more about your water and our operation in DWA's most recent water quality report. There are helpful videos that answer some of our most common water quality questions, updates on key issues - plus a letter from our General Manager.



[www.dwa.org/2015wqr](http://www.dwa.org/2015wqr)

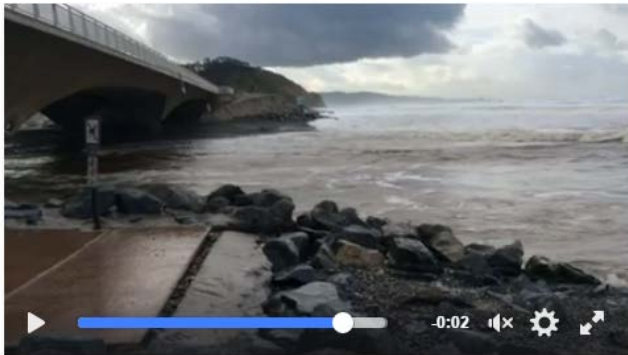
Shared with Desert Water Agency in General



### The San Diego Union-Tribune

Yesterday at 9:48am · 🌐

The heavy rains were causing heavy runoff Tuesday morning at Torrey Pines State Beach.



1.7K Views

Like Comment Share



### The Sacramento Bee

Yesterday at 10:44am · 🌐

Water was shut off in Eureka Hall, Folsom Hall, Placer Hall and the Shasta Theater, as well as in the Sierra and Sutter residence halls.



### Sacramento State shuts off water fountains, sinks after high lead levels found

Sacramento State officials have shut off water to sinks and water faucets in six buildings at the school and two dormitories after elevated levels of lead were...

SACBEE.COM

Like Comment Share



LADWP @LADWP · Jan 23

STORM OUTAGE UPDATE: As of 12:30 p.m., 9,000 customers are w/o power due to storm conditions. More: [p.ctx.ly/r/3et9](http://p.ctx.ly/r/3et9)

1 4 5

# EXAMPLES: SOCIAL MEDIA

## RECRUITMENT



San Diego County Water Authority

20 hrs · 🌐

Job Opportunities: The Water Authority is currently searching for Maintenance Workers (5 positions), Senior Office Assistants (2 positions) and a Water Resources Specialist. Further details: <http://bit.ly/K1rw9t>



Job Opportunities | San Diego County Water Authority

[AGENCY.GOVERNMENTJOBS.COM](http://AGENCY.GOVERNMENTJOBS.COM)

👍 Like    💬 Comment    ➦ Share



Los Angeles Department of Water & Power

👍 Like Page

January 2 at 7:15pm · 🌐

LADWP is currently accepting applications for its Summer 2017 Student Engineer Program. Student engineers will be paired with LADWP engineers and work in technical teams within LADWP on water and power operations. The deadline to submit a completed application is January 20, 2017. Successful applicants will be notified of their selection by March 2017. Please post & share! <http://p.ctx.ly/r/3918>



👍❤️ 48

11 Comments 58 Shares

👍 Like    💬 Comment    ➦ Share



# EXAMPLES: SOCIAL MEDIA

## ENGAGE CUSTOMERS FOR ACTION

 **Save Our Water**  
October 25 at 3:40pm · 🌐

Have you recently #reimagineyourlandscape and want to share it with California? Share your story and images or videos with us and you could be featured on the Save Our Water website and Facebook page. Go to <http://saveourwater.com/.../around-the-neighborhood/share-re.../> and show us how you're helping California save water. Water Conservation. It's For Life.



[HTTP://SAVEOURWATER.COM/ABOUT-THE-DROUGHT/AROUND-THE-NEIGHBORHOOD/SHARE-REIMAGINED-LANDSCAPE-STORY/](http://saveourwater.com/about-the-drought/around-the-neighborhood/share-reimagined-landscape-story/)

106K Views

👍 Like    💬 Comment    ➦ Share

### Los Angeles



### Westlake Village

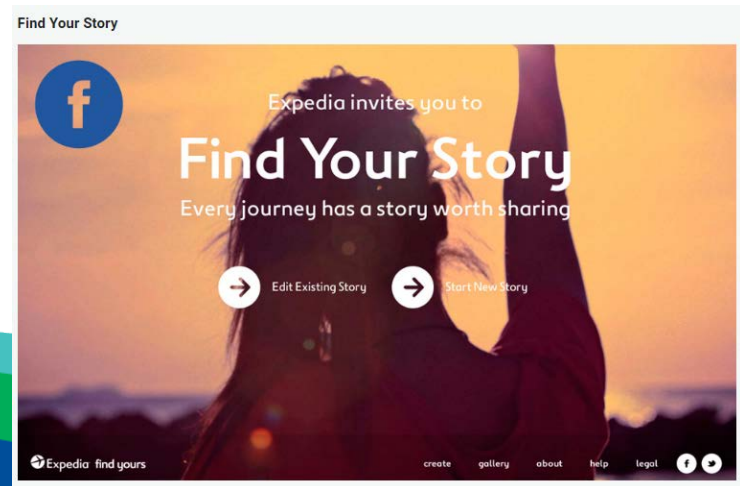


# EXAMPLES: SOCIAL MEDIA WEBSITES

## WEBSITES



CNN has a nice short left navigation bar and picks the top headlines for each section displayed down the page. It also does a good job of showing you what's "inside."





# EXAMPLES: WEB MEDIA

## BLOGS & VIDEO

ACWA Association of California Water Agencies

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  - Region 6
  - Region 7
  - Region 8
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  - Region 10
- Calendar
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- How to Join

Home » About ACWA » ACWA Regions

### Executive Director's Blog: New Administration Brings New Opportunities for Solutions

View Edit Track

Submitted by Tim Quinn on Wed, 01/18/2017 - 4:34pm in ALL

Many people in the water community have been asking me the same question these past few weeks – What will a Trump Administration mean for California water? No one knows the answer for sure, but as we move forward, as always, ACWA will stick to its core values. And the template for those core values is the coequal goals of advancing a water policy that benefits both California's economy and environment.

I have worked in California water under five governors and now – with the election of President Trump – six presidents. These transitions are just part of life for those who work on public policy. ACWA, as an organization founded in 1910, has worked with many governors and presidents and with each administration, we worked to deliver reliable, safe water while preserving the environment. Now, we adhere to the coequal goals of water supply reliability and ecosystem health, and use the 2009 Delta Reform Act and Gov. Jerry Brown's California Water Action Plan as our road map for achieving those goals.



### Fish Habitat Flows and Water Rights Project - Draft EIR

Sonoma County Water Agency

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Follow us on Twitter @WaterEdFdn for breaking news



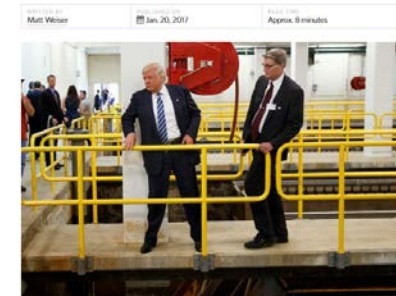
In-depth coverage of the California drought. Always follow-free, always trustworthy. Learn more about us.

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ENVIRONMENT & WILDLIFE LAW & POLICY MANAGEMENT & SUPPLY AFFAIRS GENERAL

## Wild Ride Awaits for Water Issues Under Trump

Like his vow to build a border wall, Trump's promises around water issues will be difficult to fulfill. And the path to get there could be disruptive for water agencies and the environment.



Donald Trump toured the Flint Water Plant and Facilities, on Wednesday, Sept. 14, 2016, in Flint, Mich. He has vowed to triple funding for a federal loan program to help local agencies upgrade their water infrastructure. (The Water Project)

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#### Related Articles

- Wild Ride Awaits for Water Issues Under Trump
- Salmon Still Under Threat Due to Mechanical Issues at Sheeta Dam
- Where Are the Fish? Finally, Answers for Water Managers
- San Francisco Makes History With New Water Board
- The Unforgiving New Landscape for Water Utilities
- Wastewater: A New Frontier for

# SOCIAL MEDIA & OTHER INFO CHANNELS

## BE PROACTIVE

- Part of ongoing communications program
- Be transparent with information: web site, newsletters, outreach, social media
- Use all channels



### Bringing Water Together: ACWA Unveils its New Brand with Dramatic Flair

In a debut dubbed "The Big Reveal," ACWA unveiled a new logo and tag line at its 2016 Fall Conference & Exhibition with a special video presenta-

The new look is the most significant change ACWA has made to its visual identity since 1994. The new branding was unveiled to the general member-

### Congress Sends Historic Water Bill to President

Capping a week of dramatic developments, Congress sent legislation to President Barack



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## ACWA OUTREACH ADVISORY

DECEMBER 22, 2016

### Final Environmental Documents on CA WaterFix Released

### Biological Opinions Expected to be Finalized in Early 2017

State and federal officials today released the final, refined environmental documents for California WaterFix, the preferred project alternative intended to modernize the state's water infrastructure in the Sacramento- San Joaquin Delta.

The documents were released after nearly 10 years of study and hundreds of public meetings. WaterFix is the preferred project among 18 alternatives – including keeping the status quo – that were studied by state and federal officials as options for increasing water supply reliability and addressing ecosystem concerns in the Delta, while minimizing environmental impact.



# TODAY...MULTIPLE CHANNELS = GREATER REACH THAN EVER BEFORE

✓ **Use: Traditional**

✓ **Use: Social, web and digital**

- Seize opportunity
- Know audience
- Research
- Create message
- Use all channels
- Track your traction
- Adjust as needed



# CONTACT INFORMATION

Feel free to connect with us

**Jennifer Persike, ACWA, Deputy Executive Director  
of External Affairs & Member Services**



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