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Executive Director
Michael Wade

TO: San Luis & Delta-Mendota Water Authority Board of Directors
FROM: Mike Wade, Executive Director
DATE: October 7, 2024
RE: Program and Activities Update

Social Media Outreach and Education

CFWC’s social media program is the workhorse of our public outreach and education effort. It allows us to reach exactly the right audience through Facebook, Instagram or X (Twitter) with the most powerful message, based on demographics, location, and personal attributes.

The following is a top line report from September on each of the CFWC social media channels, along with imagery on page 2 that is linked to each online source. Click the ad to learn more.

September Social Media Report

Cultivate California Audience			
Facebook Metrics			
Facebook Reach	Content Interactions	Facebook Profile Visits	Facebook Follows
1.9m	2.8k	5.1k	3.3k

Cultivate California Audience			
Instagram Metrics			
Instagram Reach	Content Interactions	Instagram Profile Visits	Instagram Follows
21.1k	132	138	70

Consumer Audience			
FGWWF Facebook Metrics			
Facebook Reach	Content Interactions	Facebook Profile Visits	Facebook Follows
1.2k	128	141	4

Consumer Audience			
CFWC Instagram Metrics			
Instagram Reach	Content Interactions	Instagram Profile Visits	Instagram Follows
16.7k	935	505	233

September Social Media Report

Industry Audience CFWC Facebook Metrics

Facebook Reach	Content Interactions	Facebook Profile Visits	Facebook Follows
49.3k	3k	1k	32

Industry Audience X Metrics

X Impressions	X Engagement Rate	X Profile Visits	X Follows
1.1k	7.9%	4	18

Click the images below to visit our top content of September!

