



Legislation and Communications Committee

Update on Social Media Influencer Projects

Item 6a
July 8, 2024

Report on Activities from External Affairs

Subject Social Media Influencers

Purpose
To provide an update on how
Metropolitan is using social media
influencers to promote water conservation
and sustainability, and reach diverse
audiences

Social Media Influencer Campaign

Why Use Influencers?

- They bring the ability to reach new audiences who don't typically engage with Metropolitan
- Their communities trust their opinions and choices, so the information influencers share brings credibility and visibility to our programs

Social Media Influencer Campaign

Working with Influencers is Cost Effective

- We work directly with the influencers for a fee far below industry standard because they largely view their participation as a public service
- In-house staff conduct the interviews, filming, editing and production for the influencers (a rarity where most prefer to create their own content)

Using Unique Voices to Carry our Messages

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Social Media Influencer Campaign



Social Media Influencer Campaign

Results

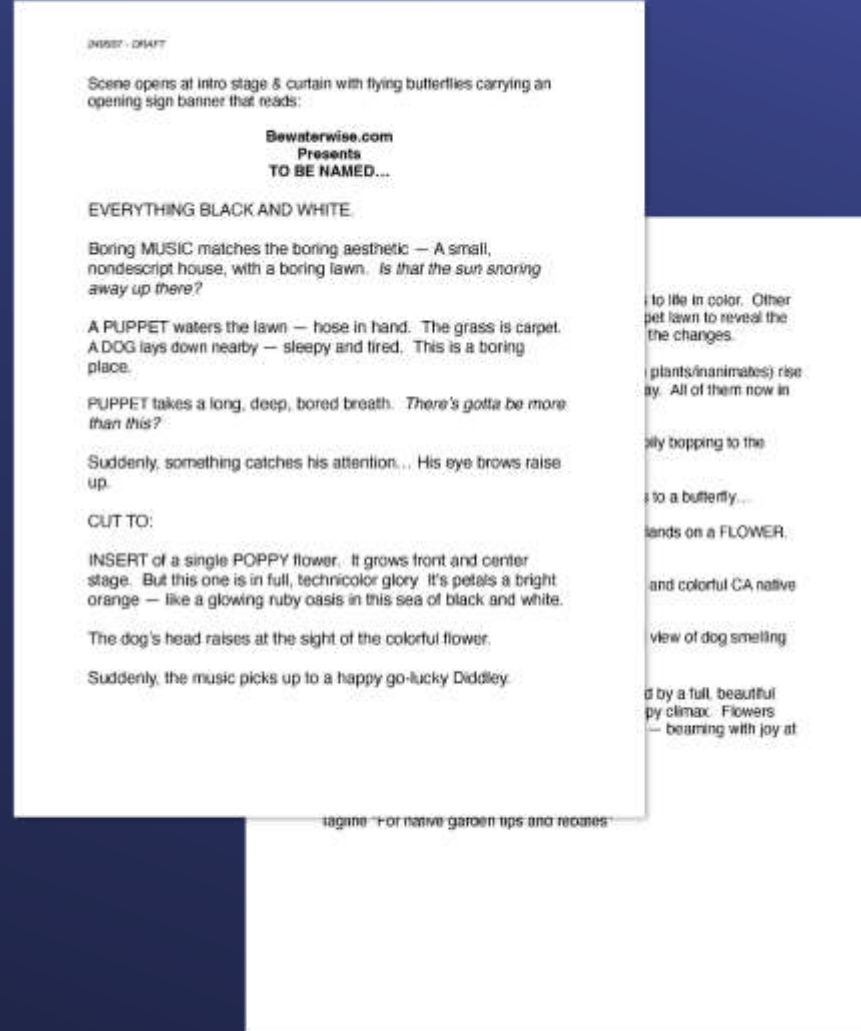
- Worked with 9 influencers and 2 players from the Angel City Football Club to produce more than 20 video vignettes
- Generated nearly 8 million total impressions
- Found footing with new followers who are younger and more diverse in interests, ethnicities, and lifestyles among other unique qualities

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BBMT +bewaterwise: Creative Process



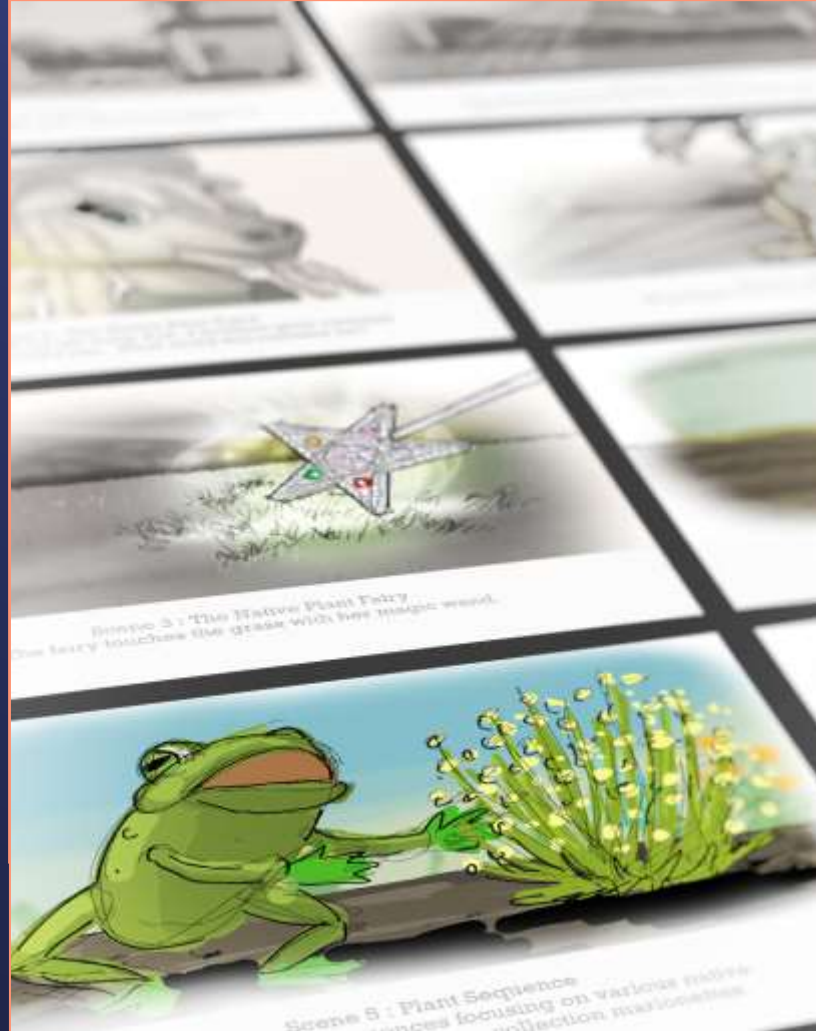
BBMT +bewaterwise: Creative Process



Scripting & Ideation

- Determine message
- Establish theme and narrative
- Form initial story ideas

BBMT +bewaterwise: Creative Process



Storyboard & Visualization

- Pairing script with imagery
- Story development
- Build-in tangibles
- Establish shot list

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BBMT +bewaterwise: Creative Process



Project: BBMT - Title Page
Date: 06.14.2024
Artist: Andrew Au | andrew@co.com

THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

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BBMT +bewaterwise: Creative Process



Pre-Production & Planning

- Identify production needs
- Performer Casting
- Permits & Logistics
- Set Crafting

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BBMT +bewaterwise: Creative Process



BBMT +bewaterwise: Creative Process



Production & Post-Production

- Filming
- Editing, coloring & special effects
- Sound & audio

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