

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

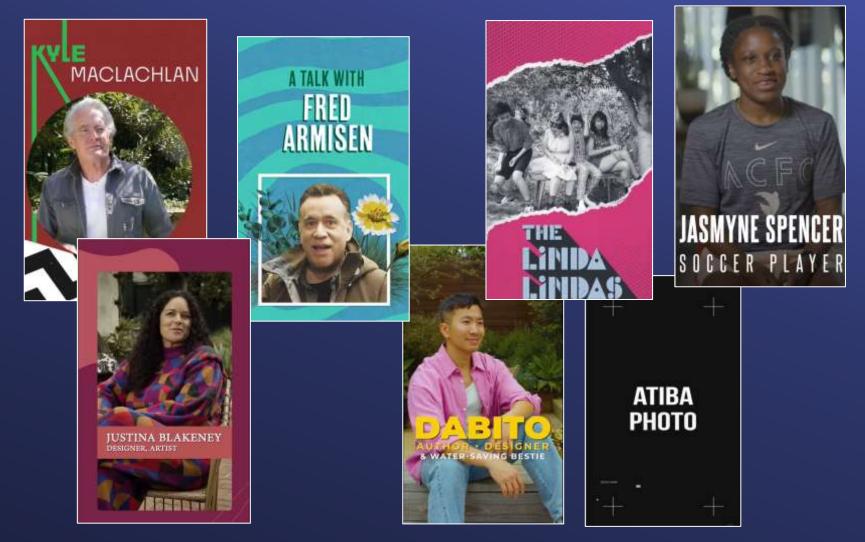
Working with Influencers is Cost Effective

- 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

Legislation & Communications Committee

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

Legislation & Communications Committee

BBMT +bewaterwise: Creative Process



BBMT +bewaterwise: Creative Process

IN1507 - DRAFT

Scene opens at intro stage & curtain with flying butterflies carrying an opening sign banner that reads:

> Bewaterwise.com Presents TO BE NAMED...

EVERYTHING BLACK AND WHITE.

Boring MUSIC matches the boring aesthetic — A small, nondescript house, with a boring lawn. Is that the sun snoring away up there?

A PUPPET waters the lawn — hose in hand. The grass is carpet. ADOG lays down nearby — sleepy and tired. This is a boring place.

PUPPET takes a long, deep, bored breath. There's gotta be more than this?

Suddenly, something catches his attention... His eye brows raise up.

CUT TO:

INSERT of a single POPPY flower. It grows front and center stage. But this one is in full, technicolor glory. It's petals a bright orange — like a glowing ruby oasis in this sea of black and white.

The dog's head raises at the sight of the colorful flower

Suddenly, the music picks up to a happy go-lucky Diddley.

py climax. Flowers — beaming with joy at

to life in color. Other pet lawn to reveal the

plants/inanimates) rise by. All of them now in

ally bopping to the

lands on a FLOWER.

and colorful CA native

view of dog smelling

d by a full, beautiful

s to a butterfly ...

the changes.

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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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THE NUTROPOLITAN WATER D

BBMT +bewaterwise: Creative Process



Pre-Production & Planning

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

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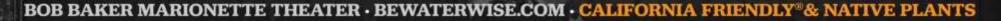


Production & Post-Production

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

BBMT +bewaterwise: Creative Process





present

"An Enchanted Transformation"

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