



RPU SOCIAL MEDIA UPDATE

Office of Communications

FEBRUARY 2024

RiversideCA.gov

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OVERVIEW

As of December 31, 2023



Total # of Followers

18,189



Total Engagements

17,940



Total Reach & Impressions

910,892



Instagram
Most engaging platform and
platform with highest reach

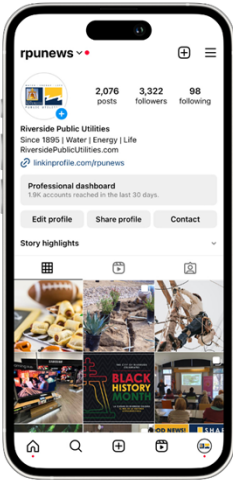


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SOCIAL MEDIA BREAKDOWN



Facebook (January 2023 – December 2023)

Followers	Reach	Engagement
12,356	345,778 (28x)	4,896 (40%)

Instagram (January 2023 – December 2023)

Followers	Reach	Engagement
3,320	414,327 (125x)	11,870 (358%)

X (January 2023 – December 2023)

Followers	Impressions	Engagement
2,513	150,787 (60x)	1,174 (47%)



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FACEBOOK TOP POSTS

Reach:
7,910

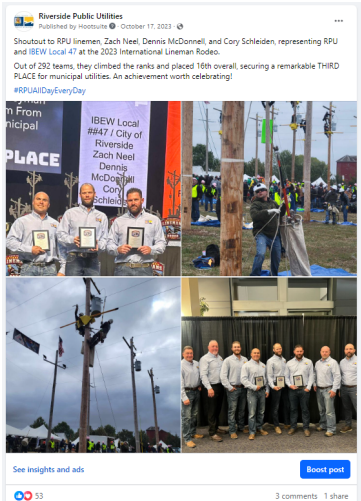


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Reach:
1,330



INSTAGRAM TOP POSTS



SCAM ALERT
ALERTA DE FRAUDE
WATER | ENERGY | LIFE
CITY OF RIVERSIDE
PUBLIC UTILITIES

rpunews and cityofriverside · Following

rpunews Edited · 53w
SCAM ALERT: 311 has received several reports regarding a group of individuals posing as a water filtration company affiliated with the City. These individuals are telling residents they are giving away water filtration systems on behalf of the City but need to first test the water.

Please be aware that this is a SCAM! The City of Riverside and Riverside Public Utilities is NOT AFFILIATED with such company. DO NOT let them inside of your home.

Whenever in doubt, please don't hesitate to report to 311 or contact the RPU Customer Service call center at (951) 782-0330.

1,111 likes
January 30, 2023

Add a comment...

Reactions: **1,111**
Reach: **33,705**



rpunews · Following

rpunews Edited · 8w
Here's a friendly reminder that RPU is always there for you. all day, every day!

Be on the lookout for our new billboard sign the next time you drive past Magnolia and Jackson.

#RPUAllDayEveryDay

bigmikeyys 8w
Thank you RP U - Mikey G
Reply

ea413 8w
Reply

76 likes
December 9, 2023

Add a comment...

Reactions: **76**
Reach: **1,476**



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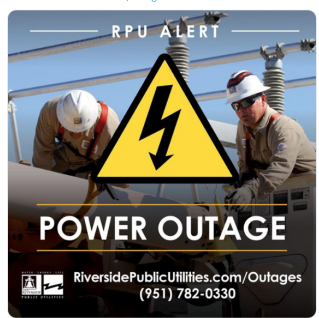
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X TOP POSTS

Riverside Public Utilities (RPU) @RPUnews

RPU crews are working on a power outage in the La Sierra area. The cause of this outage has not yet been determined.

Please check the outage page for the latest information:
RiversidePublicUtilities.com/Outages



RPU ALERT
POWER OUTAGE
RiversidePublicUtilities.com/Outages
(951) 782-0330

10:56 PM · Sep 11, 2023 · 2,302 Views


1 2 5 1

Impressions: **1,618**

Riverside Public Utilities (RPU) @RPUnews

Lose the grass and get some cash. Receive up to \$5/sq ft by removing turf & converting to a water-wise landscape!

Learn about our turf replacement rebate and #SpringIntoSavings at RiversidePublicUtilities.com/Rebates




DOING OUR PART & WATERING SMART

5:46 PM · Apr 5, 2023 · 1,899 Views

2 3 5 1

Impressions: **1,773**



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GOALS FOR 2024



Engaging reels

- Mainstream trends



Capital improvement project updates



Targeted social ads

- Multi-lingual, geo-locate, target audiences



Data-driven decisions

- Hootsuite analytics
- Hyperfocus on behavior - times, frequency, content



Collaboration and cross-promotion



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CONNECT WITH US



f RiversidePublicUtilities

@ X RPUnews



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