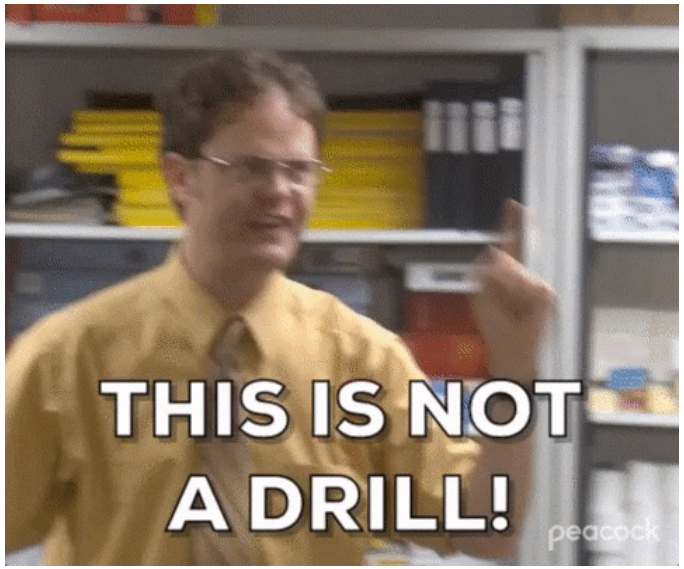

What's the Procedure: Taking Surveillance Data to Social Media

Pablo Cabrera M.S. | *Communications Specialist*
San Gabriel Valley Mosquito and Vector Control District

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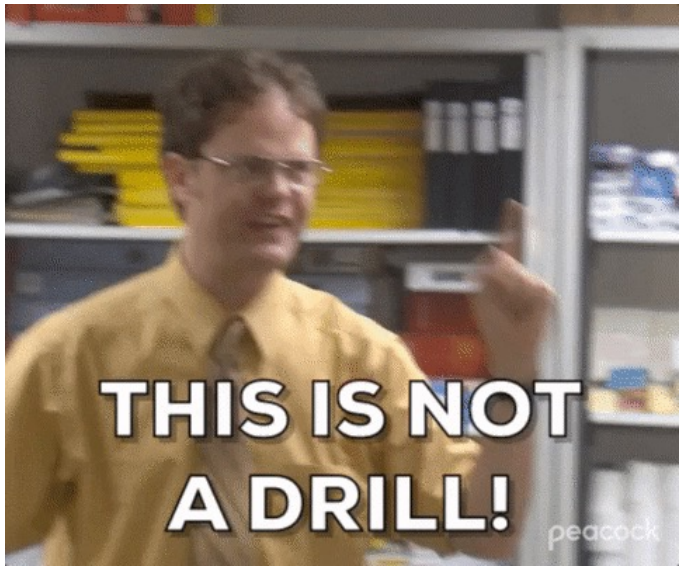

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San Gabriel Valley
Mosquito & Vector
Control District

At A Glance

- 287 square miles in Los Angeles County
- Population: Estimated 1.5 Million (majority urban residential)
- 26 cities plus Los Angeles County
- District Budget: $5.7 million
- Communications Operational Budget: $123,000
- Communications Department: 5 full time staff members

The Problem

- West Nile virus is endemic to California
- How do we create awareness about West Nile virus, without freaking people out?

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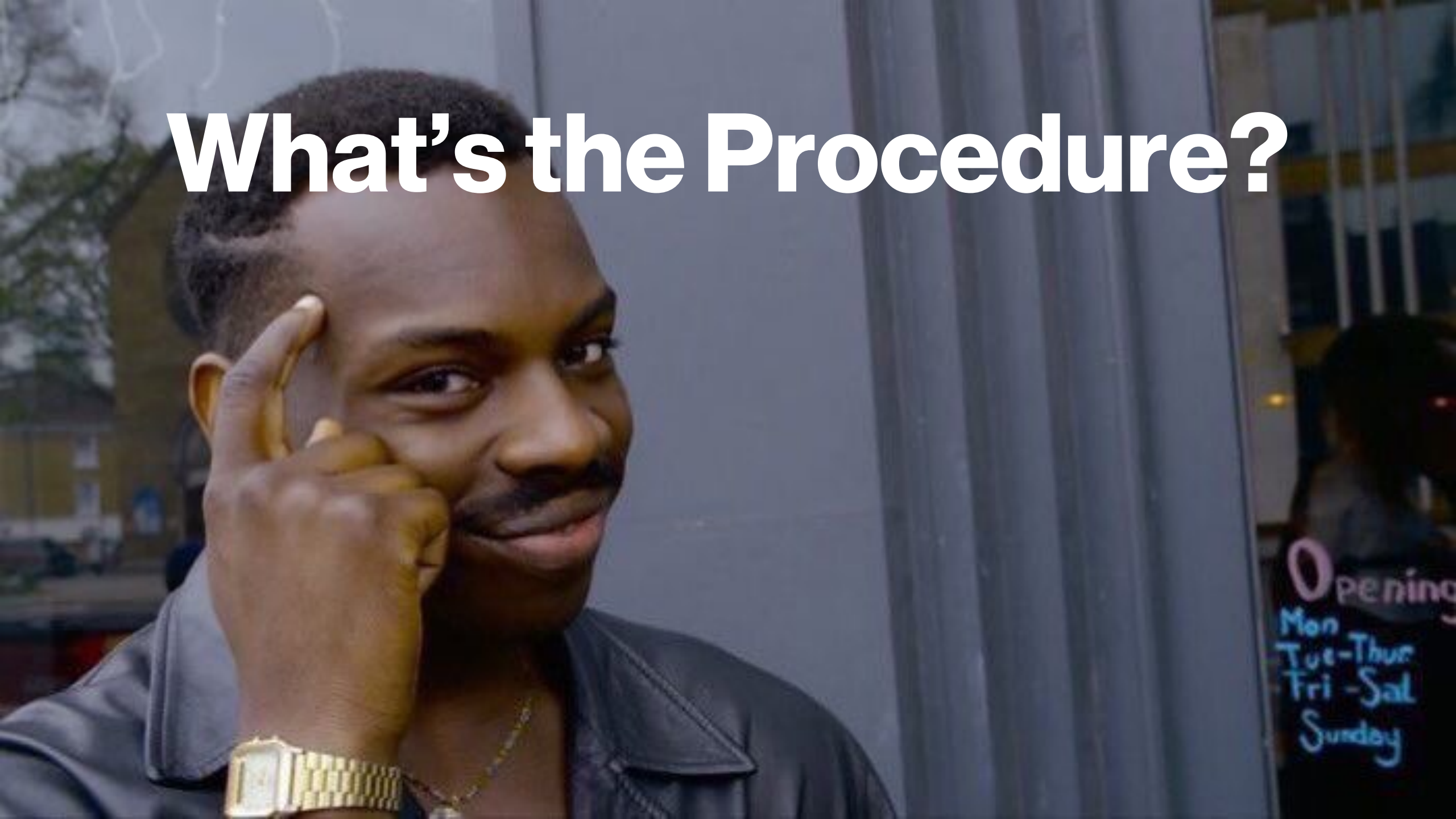
What's the Procedure?
Opening
Mon
Tue-Thur
Fri -Sat
Sunday

The Model

1. Receive the Information
2. Update the Website
3. City is notified
4. Social media assets are prepared
5. Social media platforms are updated
6. Push Ads
7. City Follow ups

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1. Receive the Information

- Surveillance department provides weekly Surveillance Report to all staff
- Any West Nile virus new detections are verified by the Communications Department

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2. Update the Website

- Our West Nile virus public page is updated
- This page becomes homebased for any West Nile virus activity in our District
- A “last updated” date and time is noted to add transparency and trust to the webpage

3. City is Notified

- Once the new cities have been identified the appropriate city officials are notified:

    a. City Manager
    b. City Staff (City staff usually included: Assistant City Manager, City Clerk, PIO/Analyst, Director of Public Works, Director of Parks/Rec/ or Community Services)
    c. Board of Trustee
    d. District Manager and Clerk of the Board are also included in these emails to help track communications and response

- Once the e-mail has been sent a 30min grace period is implemented from when the email was sent before any social media post are published

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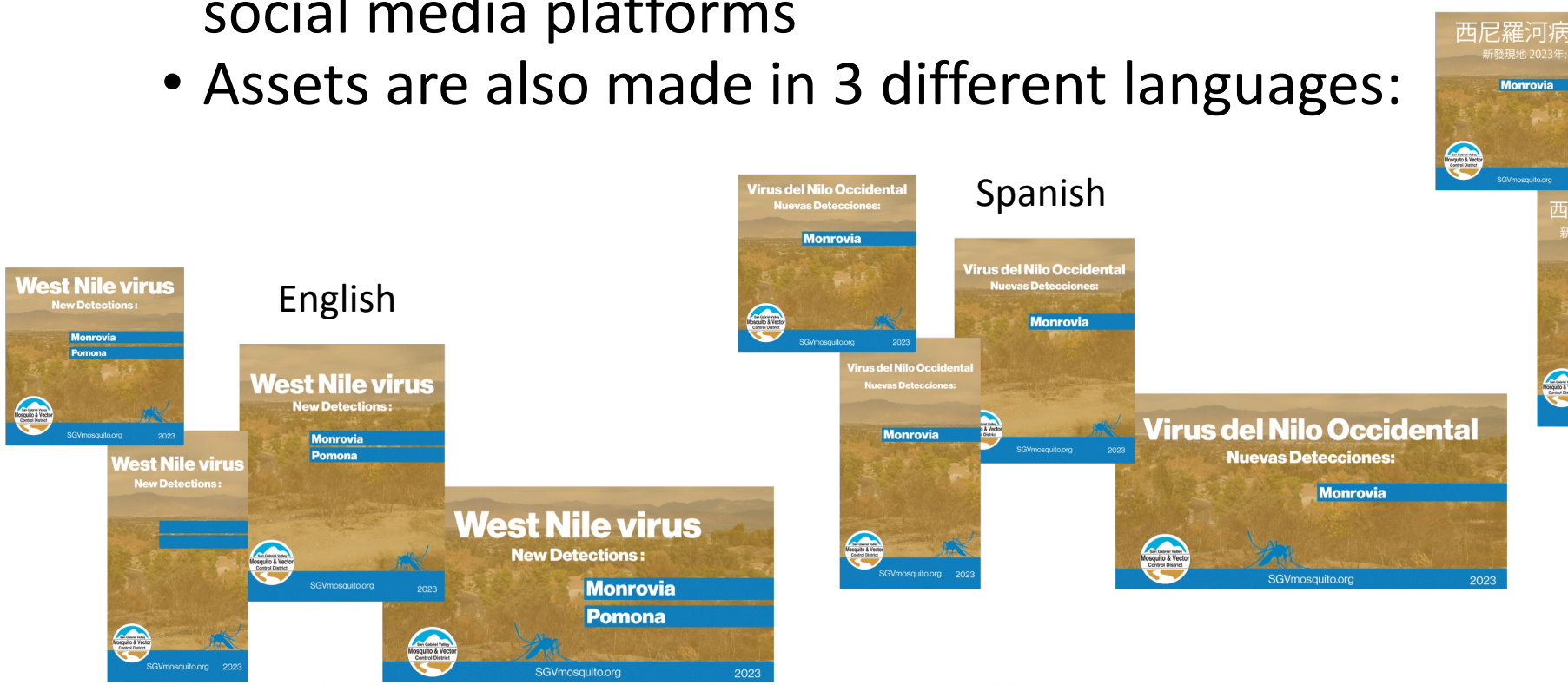
4. Social Media Assets are Prepared

- Social media assets are updated to reflect the new cities
- Assets are created in different ratios to best accommodate different social media platforms
- Assets are also made in 3 different languages:



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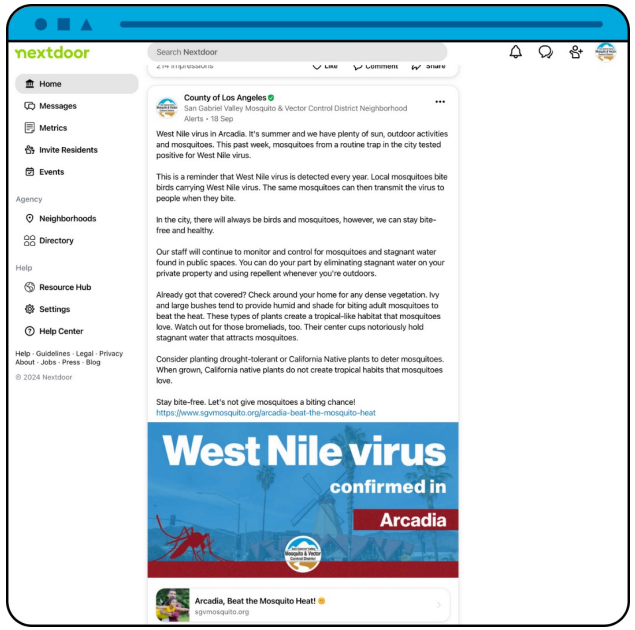
5. Social Media Platforms are Updated

- Social Media post are created using the appropriate size ratio
- The city is tagged in the social media post
- The post links to “West Nile virus activity in San Gabriel Valley” page
- Social Media platforms:

Nextdoor



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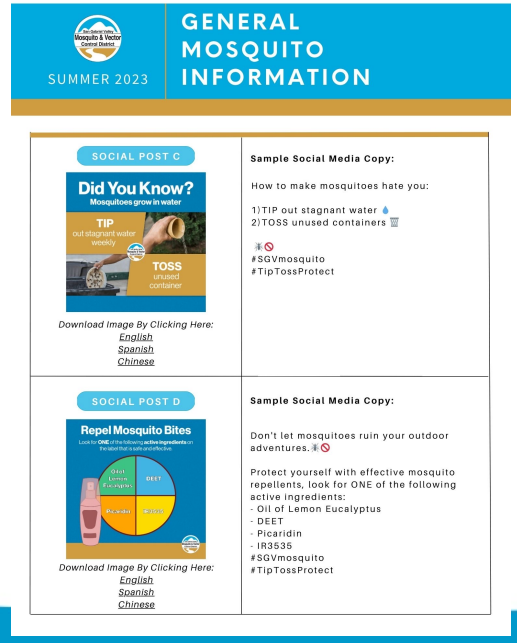
6. Push Ads

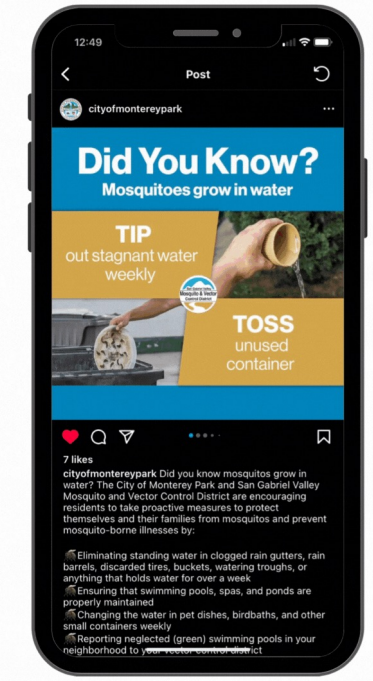
- A $20 push ad is created through our Meta network
- Runs for one week
- A trackable link is used to track how many people actually click on the link
- The post leads people to a city specific seasonal campaign page
- The assets are also specific to the city

7. City Follow Ups

The District offers cities the follow options:

- Bite Prevention Box
- A presentation
- Attend an event
- Social Media kit





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Results

West Nile virus Webpage Visits:

2,285 visits in 2023, 15% increase compared to 2022

Total Cost on push Ads: $470

Custom City Campaign Page Link Clicks: 2,879

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Key Takeaways

- Serves as a model for other procedures like: locally acquired Dengue, adulticing, and travel related cases
- Standardizes the process and cities will develop their own response
- Primes our audience to Tip, Toss, Protect

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THANK YOU

Pablo Cabrera M.S.

Communications Specialist

San Gabriel Valley Mosquito and Vector Control District

Pcabrera@SGVmosquito.org
626-814-9466

@SGVmosquito
@ImagesByPablo