



THE UTILITY OF SOCIAL MEDIA

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Education & Outreach



WHAT IS SOCIAL MEDIA?

- Umbrella term for digital tools to share information and network
- Content created to be shared freely
- User participation and user-generated content
- Social media is about people, not business
- You are the tool for social media



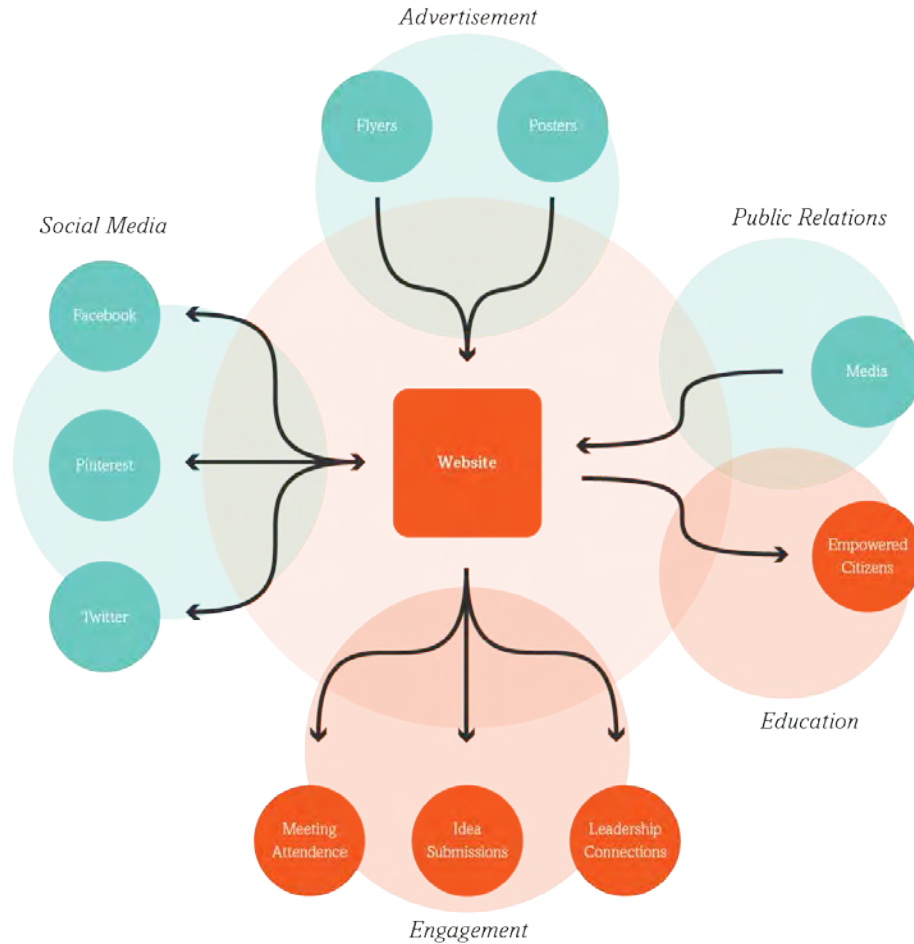
STRATEGY

- Goals
 - Listen
 - Communicate
 - Engage
- Objectives
 - Build awareness of Clean Water Services
 - Influence behavior change
 - Build partnerships
 - Engage media

Strategic Communications Plan

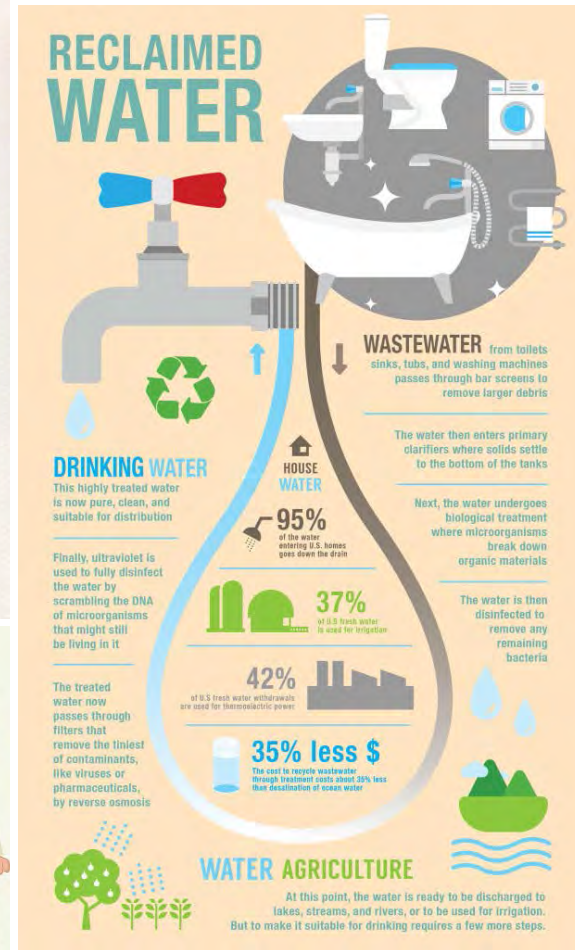


FLOW OF COMMUNICATION



CONTENT

- Teaser
- Photo
- Video
- Facts & figures
- Surveys
- Related news
- Reports



BMPs

- Stream, not flood of info
- Keep it simple
- More than words
- Hashtag for tracking, sharing
- Be responsive



WHERE WE STARTED

- March 2007- YouTube
- July 2008 - Twitter
@RiverRanger
- October 2009 – Facebook
- May 2009 - Twitter
@CleanWaterNews
- June 2014 - Instagram



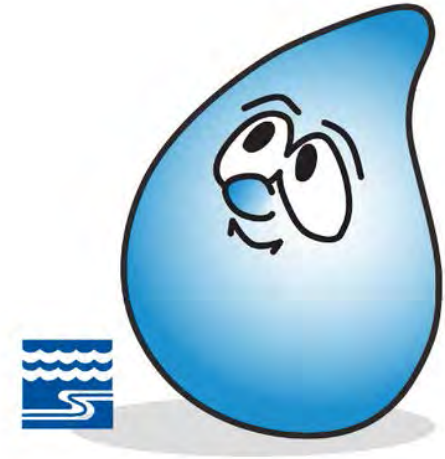
TWITTER

- @RiverRanger
 - 639 followers
 - Local audience
 - More frequent, informal content
- @CleanWaterNews
 - 4,690 followers
 - National audience
 - Less frequent, news content



INSPIRATION

- Northeast Ohio Regional Sewer District
 - @neorsd
 - @WallyWaterdrop
- DC Water
 - @dcwater
 - @GeorgeHawkinsDC



#EXAMPLES

- #purewaterbrew
- Record of mentions
- Partner updates
- Increased engagement



#purewaterbrew

Top | Live | Accounts | Photos | Videos | More options

Clean Water Services @CleanWaterNews · 9h
More #purewaterbrew challenge participants!

Ted Assur @TedAssur
Brewing cream ale with recycled waste water for the @CleanWaterNews #homebrew clean water challenge 🍷@OregonBrewCrew!

Clean Water Services @CleanWaterNews · Jul 13
Thanks for taking part in the #purewaterbrew challenge!

Caitlin Brehm @CaitlinBrehm
We're brewing an American Pale Ale/Session IPA with recycled waste water for the @CleanWaterNews #homebrew clean water challenge 🍷

Clean Water Services @CleanWaterNews · Jul 13
Thanks for participating! #purewaterbrew

Brehm Bucks Brewing @BrehmBucksBrew
Believe it or not, this used to be wastewater. We're helping @cleanwaternews show off their... if.t/11Qcfqs

Clean Water Services @CleanWaterNews · Jul 7
So true, that's why we are working on #purewaterbrew! huff.to/1G5wgTF

Waterkeeper Alliance @Waterkeeper
You can't have tasty beer without #cleanwater. Check out @sweetwaterbrew's site to help fund Waterkeepers' projects! waterkeeperbrew.org

HuffPost Lifestyle

Clean Water Services shared EPA- Water Is Worth It's photo.
July 17 at 2:53pm · Edited ·

By the way, that water they use, it's been used before and will be used again #purewaterbrew

EPA- Water is Worth It
Over 50% of that local beer you like to drink is water. Brewers know that #CleanWaterRules.

191 people reached [Boost Post](#)

11 Likes · 1 Comment

Clean Water Services
June 26 at 6:32am ·

#purewaterbrew

Is Beer the Next Frontier for Clean Water Utilities? | NACWA Blog
There is a 'yuck' factor associated with what has traditionally been called Toilet to Tap initiatives in the arena of water reuse; but this may be changing. With the...
BLOG NACWA.ORG

89 people reached [Boost Post](#)

2 Likes · 1 Share

Clean Water Services via EPA- Water Is Worth It ·

October 9, 2014 ·

Fodder for #purewaterbrew efforts - bit.ly/1rJvZDA

OPINION: Clean water rules, important for beer and the economy | ...
OPINION: Clean water rules, important for beer and the economy
BROOKLYNABLE.COM

EXAMPLES

- Crisis communication
 - Scoggins Creek fire response
 - Treatment facility non-incident response

Scoggins Creek Fire 2014

Clean Water Services Home

OFFICIAL FIRE INFORMATION

Scoggins Creek Fire 2014 Community

Like Follow Share

Timeline About Photos Likes Videos

6,566 people like this

ABOUT

Official Fire Information Page for Scoggins Creek Fire 2014 near Gaston and Forest Grove, Oregon.

Ask for Scoggins Creek Fire 2014's website

PHOTOS

Post Photo / Video

Write something on this Page...

Scoggins Creek Fire 2014 September 25, 2014

We are officially signing off from the Facebook page—this will be the last post. We want to say a huge “thank you” for all your support during this incident. We are grateful that this fire was extinguished quickly without any injuries and that no structures were lost.

While the fire is contained, there is still work to be done. Over the next several days, crews will continue to do the hard work of mopping up the fire and will also bring equipment in from the fire line. ... See More

Like Comment Share

Kathy Hayes, Ashley Armstrong, Dave Craig and 595 others like this. Top Comments



QUESTIONS?

Connect

- @CleanWaterNews
- @RiverRanger
- facebook.com/cleanwaterservices
- oconnore@cleanwaterservices.org

