



Water Environment
Federation
the water quality people



Turn Up Your Volume With Social Media!

Basics and Examples for Water Quality Professionals

April 20, 2017

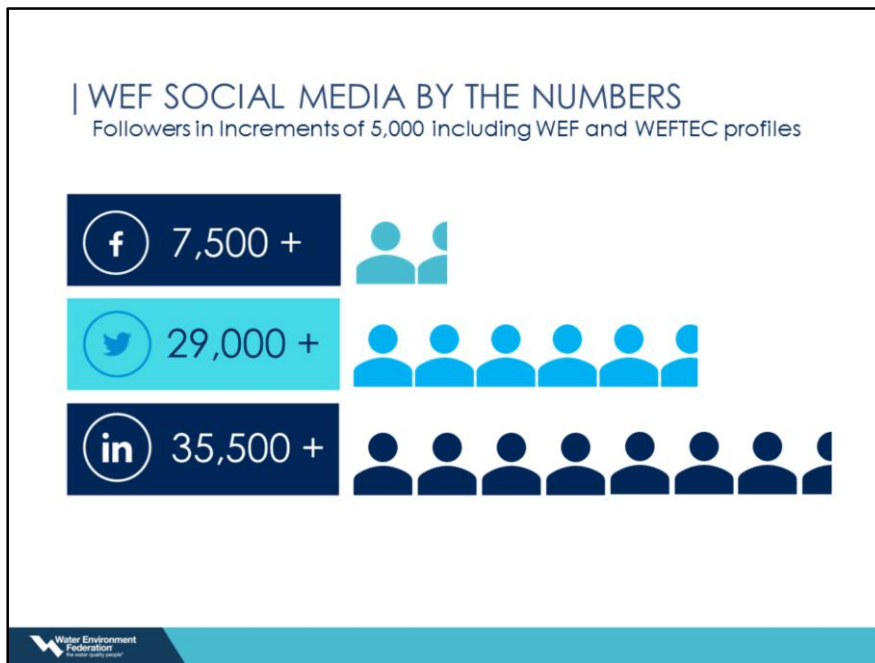
TODAY'S PRESENTERS

Juli LaRock, Chair, WEF Public Communication
and Outreach Committee

Jennifer Williams, WEF Marketing

Rahkia Nance, WEF Communications

Kristina Twigg, Alexandria Renew Enterprises



Introduction

1. Facebook (WEF.org and WEFTEC) – Call out a few quarterly metrics

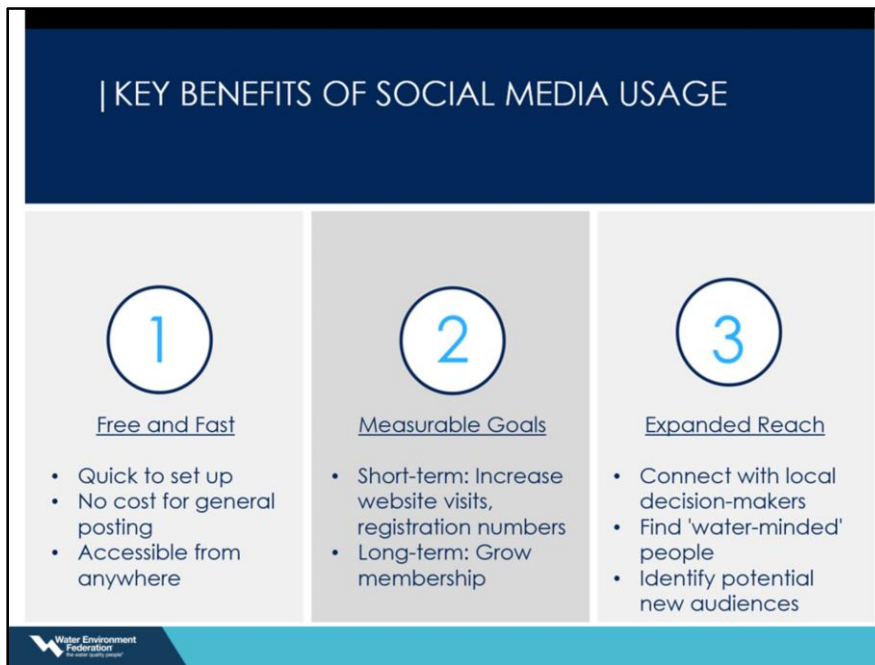
1. Audience
2. Content
3. Facebook specifics (i.e., friend vs. follower, shelf life, etc.)

2. Twitter (WEF.org and WEFTEC) – Call out a few quarterly metrics

1. Audience
2. Content
3. Twitter specifics (i.e., character limit, hashtags, etc.)

3. LinkedIn (WEF and WEF Group – Excludes Specific Topic Groups) – Call out a few quarterly metrics

1. Audience
2. Content
3. Discussions



All of these platforms can be established within minutes. All you need is an email address. And because all you need is an email address, you can access these platforms and update from anywhere, a desktop computer, your phone, or other mobile device. They all have apps too.

Measurable goals

Promoting and sharing content from your site—and linking directly to it—will help drive traffic to your site

Giving potential members a taste of what it's like, the benefits of membership, is like dangling a digital carrot. Use it.

Expanded reach

You can have conversations with people and/or groups that may not be able to meet or take a phone call

Again, this is where the hashtag will come in—you can find people who are talking about the same things you're talking about

Juli LaRock

Chair, WEF Public Communication and
Outreach Committee



Public Communication & Outreach

- *Member feedback/interests*
- *WEF objectives/goals*
- *Use of social media*



Jennifer Williams

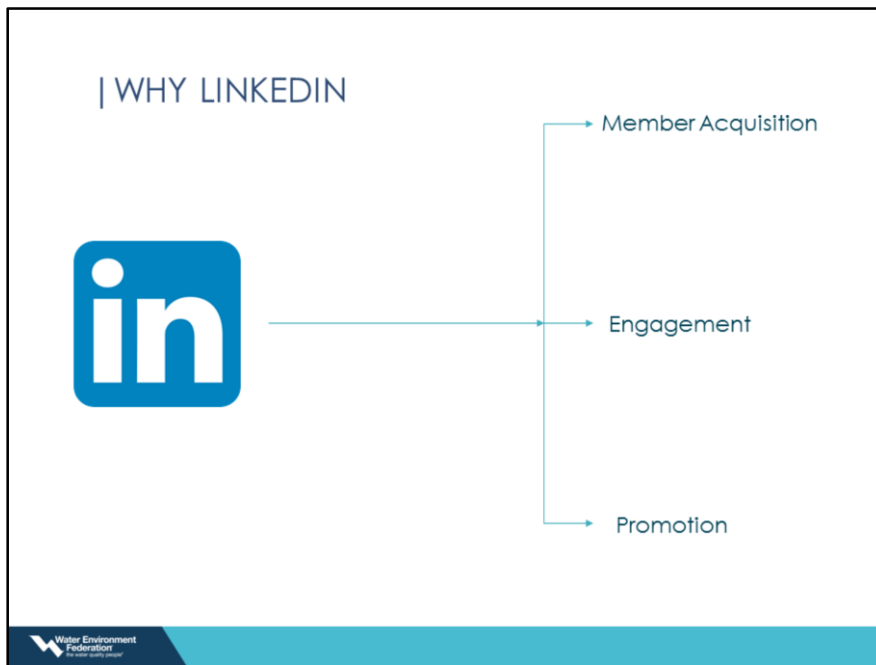
WEF Marketing



Jennifer is currently a Marketing Manager at the Water Environment Federation (WEF), with the responsibility developing and managing multi-channel marketing campaigns to help build brand awareness and increase engagement for WEF's Membership, Distance Learning, Students & Young Professionals, and Member Association programs. Prior to joining WEF, her 17-year marketing career consisted of stints in both corporate and not-for-profit organizations where she honed skills in digital marketing, campaign development, social media, fundraising and design.



- Good Afternoon. As Julie mentioned I work within WEF's Marketing team on a variety of programs across the organization.
- One of the top priorities for many of the programs I work with is membership acquisition and member engagement.
- I've found that LinkedIn is a useful platform for reaching our desired audience and it has aided greatly in my ability to help our programs with outreach



Why LinkedIn

LinkedIn is a social media platform with a professional focus. It's a place that professionals look to for career searches and affiliations. It's a natural tool for identifying, connecting and engaging with targeted audiences.

Member Acquisition

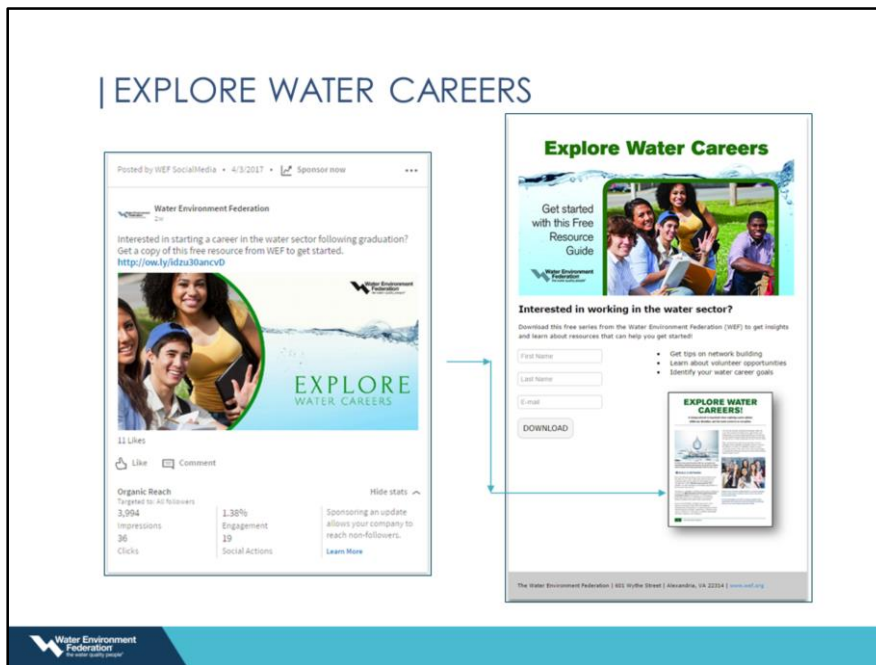
- LinkedIn offers advanced search features that allow users to create targeted lists for expanding their member base.
- With the ability to search using a variety of demographic filters such as age, industry, education, job function and job title you can zero in on individuals who are a good fit for your organization

Member Engagement

- Through LinkedIn's group feature you can engage with your audience in hyper-targeted segments based on topic or common interests

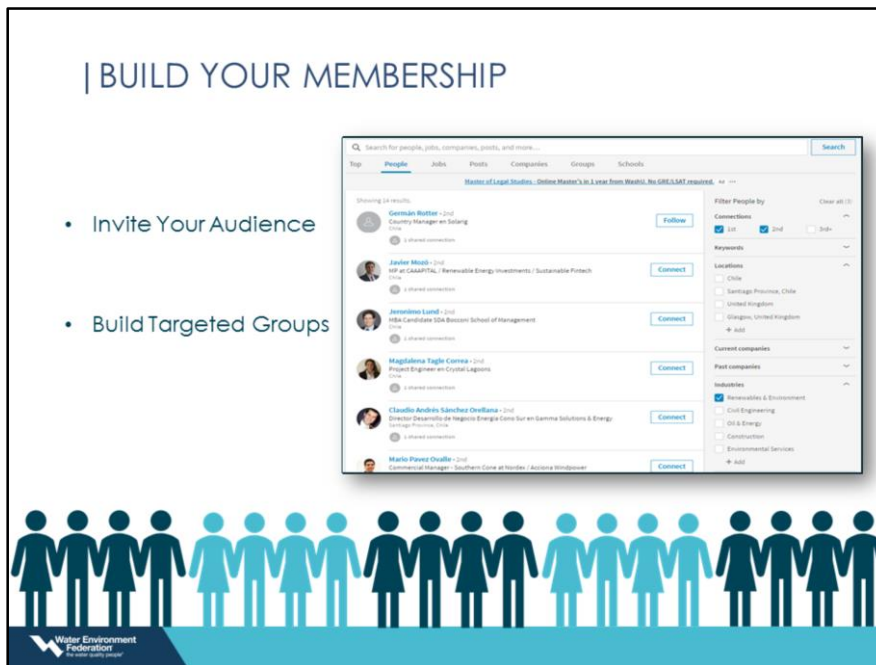
Promotions

- LinkedIn's Showcase pages and Sponsored Content allow you to promote products and events to your current members and prospect members



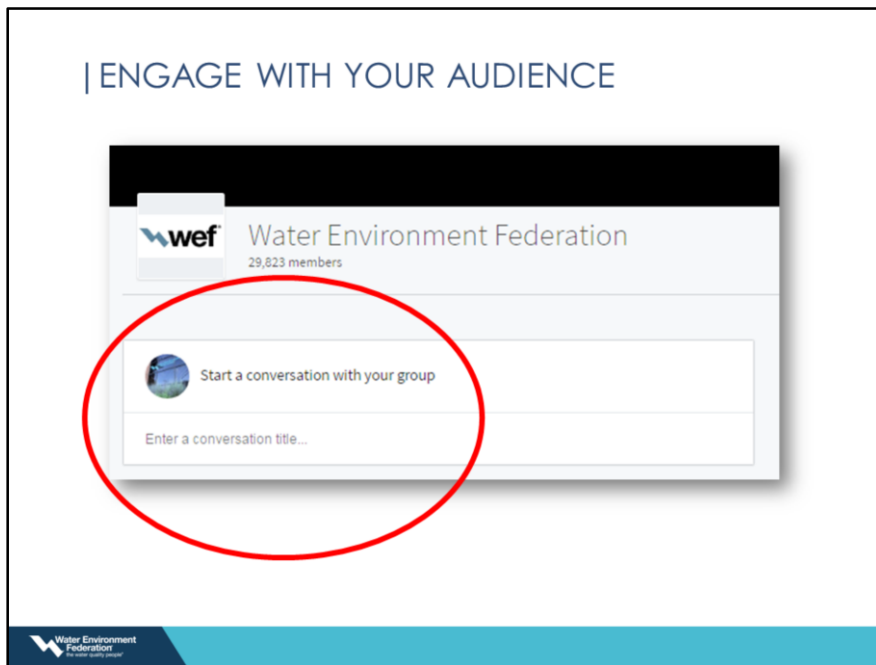
Our In-Bound Marketing Campaign (YP/Students) Example of a Member Acquisition Campaign

- Just this month we launched WEF’s inaugural inbound (content) marketing campaign. For those of you who are not familiar... inbound marketing uses content to generate new leads. We produced a piece of useful and desirable content (based on audience requests). People who are interested (usually those who fit well into our target audience) sign up to receive it.
- This campaign was launched across several channels including web, social media (Facebook, Twitter & LinkedIn), third party distributions (career center). Approximately 90% of the 500+ downloads we’ve received thus far have come from LinkedIn (via group messages, profiles posts and ads).
- Although not shown here, the TY Landing Page where the content is downloaded also has a button to “Join WEF”



How can you use LinkedIn to build your membership?

- Invite the right people to join your groups.
- Using the LinkedIn advance search feature you can look for individuals who fit your member profile, then you can send personalized invitations for those members to join your group.
- This process can be time consuming, however it has the potential for a high payoff.
- Data shows that personalized messaging performs at a higher rate than mass communications.
- Plus, this feature is free and puts your message directly into the inbox of your prospects.
- If a prospect accepts your invite and becomes a member of your group, you'll gain the opportunity to engage and share the benefits of your MA

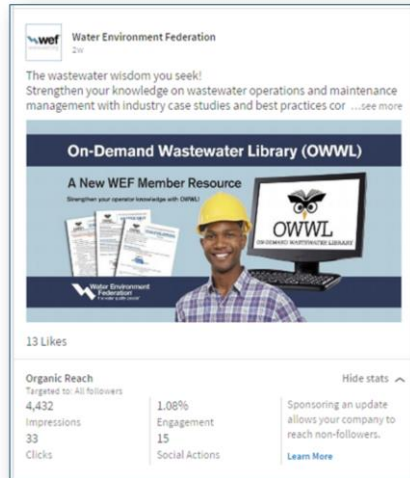


Getting the Conversation Started – Using LinkedIn Group

- Groups are one of the most powerful tools within LinkedIn. Group messages are seen by everyone in your group and can even be delivered to your group's email inbox.
- Members request to be included in your groups, which usually results in a higher engagement rate because they are there due to their professional or personal interests.
- Groups give you direct access to your audience. You can start the conversation or chime in on conversations started by others.

| PROMOTE EVENTS AND PRODUCTS

- Event Promotions
- Product Promotions



- LinkedIn is also a good platform for promoting upcoming events and product lines.
- Here we have an example of a post we did for our Great Water Cities event series. The link drives you directly to the WEF Event page for GWC with a registration link and info about the event.
- We recently launched a new member-only resource OWWL (On-Demand Wastewater Library). We offered a sneak peek via LinkedIn (and other social channels) to pique interest in the member only benefit. With this launch we saw a significant increase in downloads, page visits and registrations.
- These type of promotions are a win-win because even if you don't get a direct conversion (registration, download, member join) they help drive traffic to your website and build brand awareness. {END}

Rahkia Nance

WEF Communications



Rahkia Nance is an award-winning communications professional. She has served in communication leadership roles, with an emphasis on developing and managing content for corporate intranets, newsletters, and blogs.

Ms. Nance is part of the communications team at the Water Environment Federation (WEF), and primarily works with WEF's provide social media and provides media relations support. Prior to her work at WEF, Ms. Nance led communications for Fannie Mae's Operations and Technology division, and served as the department's primary writer and editor. She previously served as internal communications manager at DC Water, and also worked at Elements Communications Solutions, where she was a communications specialist assigned to the Water Works Board of the City of Birmingham (Ala.). Ms. Nance has a bachelor's degree in journalism from Florida A&M University and a master's degree in strategic communication from American University.



Facebook is the largest social media platform there is. Many of us spend hours on it, and the line between work life and personal life often blurs as share the exciting moments of our lives. You've probably seen selfies from friends on work travel and on their way to conferences. In the past month, how many of you have seen something work –related from one of your friends on Facebook? Promotion announcement? Job transfer?

That just goes to show people are listening, and we each have a unique opportunity to reach and engage our personal networks with messages and information about the water sector.



I'm going to start off by giving you some tips on how you can strengthen your voice using Facebook. Then, I'll share some examples of WEF materials you can use to help you do that.

TELL A STORY



- How do you fit into what's going on?
- Did something exciting happen?
- Did you learn something new?



Let's say you're at a conference or workshop. Or maybe you're at a work site. You can talk about why you're there. Are you speaking or presenting? Facilitating? Moderating? Taking part in a project? All of these things will bring your audience into the posts, and may also prompt others to share your content.

You may have heard the phrase "live-tweet" or "live-tweeting." This refers to a play-by-play social media documenting of a specific event. Even though the phrase suggests this practice is limited to Twitter, you can do the same thing on Facebook. You see a lot of this at conferences. One of the more shareable types of content is a quote from a speaker. Or you can add your own commentary.

PAINT A PICTURE

- Use photos or video to capture the moment
- Share a quote or anecdote
- Who are you with?



Visual content is king on social media. Posts that have some kind of visual element—whether it’s a photo, graphic, or even text on a colored background—consistently attract more attention and engagement. They also help people better understand what it is you’re talking about.

BE A SOCIAL MEDIA BUTTERFLY



- Make your post(s) public*
- Follow and use hashtags
- Like, comment and share!



If you're comfortable, you can set your Facebook profile to public. Or, if you're not quite there yet, you can set individual posts to public. Another good way to get involved is by using hashtags on your posts, and also following them to keep up with what's going on. This week is Earth Week, so #EarthWeek2017 is something you'll see a lot of. If you're participating in an event that has its own hashtag, be sure to use it on your posts and interact with others who are using it as well.

I do want to note that you should review your employer's social media policy to make sure your activity is in line with it.



Here's one example of a WEF campaign that you can get involved in, if you haven't already. We launched the #mywaterlegacycampaign during WEFTEC 2016, but that was just the beginning. It was designed to live on beyond WEFTEC and social media helps us to do that. One the things we do via social media is pose a question relevant to the theme and ask our followers to comment. Since then, water professionals from across the country and around the world have responded.

| #MYWATERLEGACY: A WEF SOCIAL MEDIA CAMPAIGN



Here's an example of how we kicked off 2017 with #mywaterlegacy

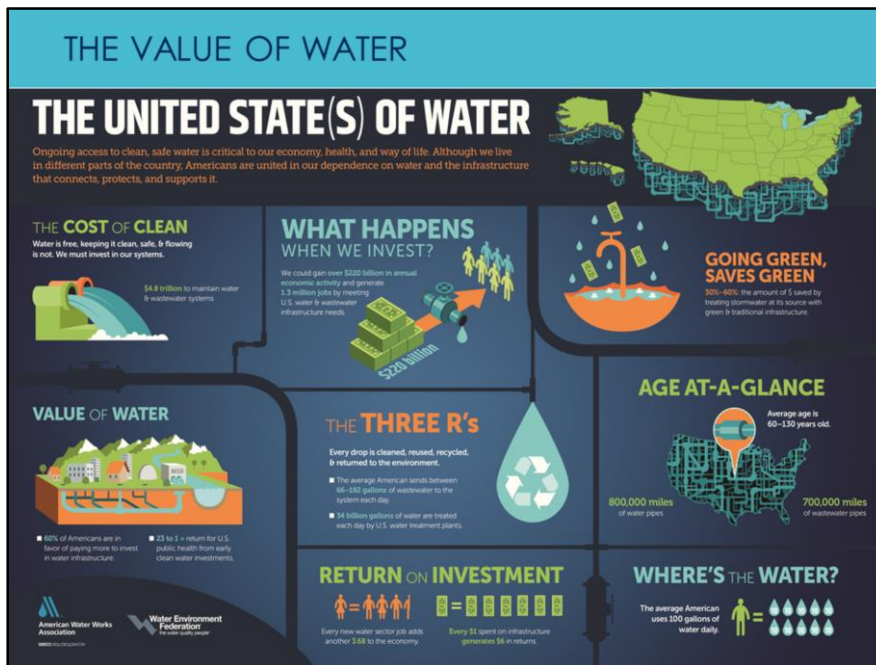
[READ QUESTION AND RESPONSES OUT LOUD]

| #MYWATERLEGACY: A WEF SOCIAL MEDIA CAMPAIGN

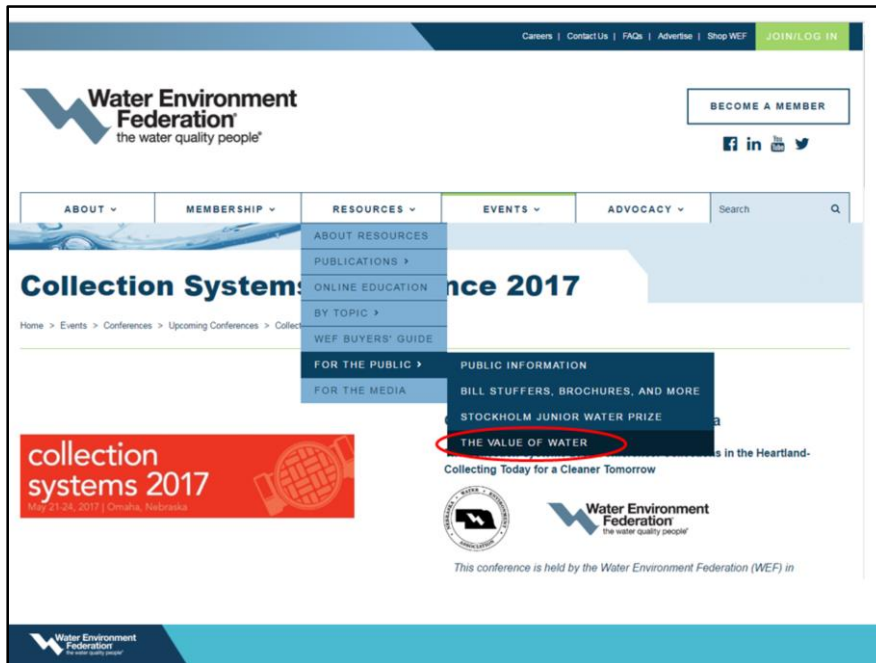


Here's another example. We asked what's the most important contribution you've made as a water professional. Here are some answers. [READ ANSWERS OUT LOUD].

All of the posts you see on WEF's Facebook page are set to public, so you are more than welcome to share them and start conversations with your own social media networks.



We worked on a new toolkit with the American Water Works Association that shows a range of information about water. It provides a national outlook, and there are also regional snapshots. You can share these on your personal pages and use it as a jumping off point. You can also add your own insights as a water quality professional to the information given.



If you haven't already, you can go to wef.org and download this infographic, along with the regional information. And now Kristina will share some Twitter tips with you.

Kristina Twigg Alexandria Renew Enterprises



Kristina Twigg is a Communications Specialist at Alexandria Renew Enterprises, a water resource recovery facility serving Alexandria and parts of Fairfax County, Virginia. She focuses on media relations as well as planning and creating content for the utility's internal and external communications platforms. Kristina previously worked for the Water Environment Federation and has a B.S. in Bioenvironmental Science and an M.S. in Science and Technology Journalism from Texas A&M University.



Distilling the Message

What is your organization's personality and story?

Distilling the Message

- Brand
 - What is your organization's personality
- Core stories
 - What are the key stories you want to convey?



Alexandria's Water Transformers

Water Environment Federation
Protecting our water. Preserving our world.

A brand is like your organization's personality – the image we project and the characteristics we embody as an organization.

Our core stories (examples)

AlexRenew Innovation:

We value new technology and training to better serve our customers and waterways.

- New technology
- Worker profiles
- Company news

Value of Water

Water is a valuable resource that we must protect and preserve.

- Waterway health and news
- Water studies and stories
- Facts and statistics

Personal connection

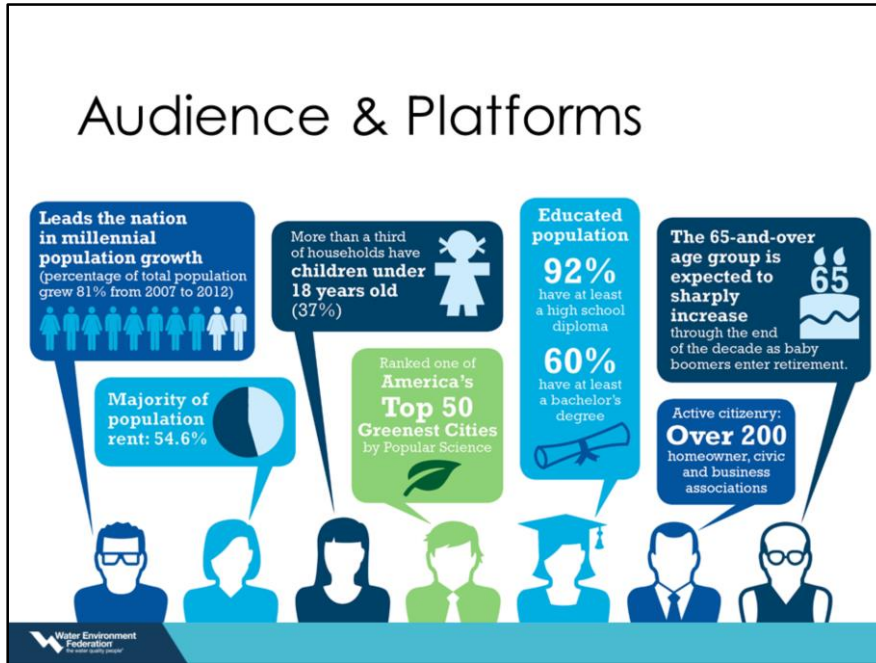
Residents play a vital role in our efforts to protect waterways.

- Water conservation
- Non-flushables
- Experiencing local waterways

Audience & Platforms

Is Twitter the right platform for your audience?

Audience & Platforms



Who are you communicating with, and what are you using to communicate with them?

Do an analysis of your audience and determine if twitter is the right platform for reaching them.

Who uses twitter? (FROM PEW RESEARCH CENTER)

24% of online Americans use Twitter

Younger Americans are more likely than older Americans to be on Twitter (especially ages 18-29)

36% of young adults ages 18-29 are on Twitter

Twitter is also a bit more popular among the highly educated

42% of Twitter users visit daily, 23% visit more than once a day

According to eMarketer, Facebook and Twitter are the top social networks used by US companies. More than 60% of US companies use Twitter for marketing.

Getting Organized

Planning and scheduling your tweets

Getting Organized



Getting Organized

- Monthly editorial calendar
- Create engagement campaigns
- Week-by-week scheduling
- Set up & monitor lists



#TwitterTips

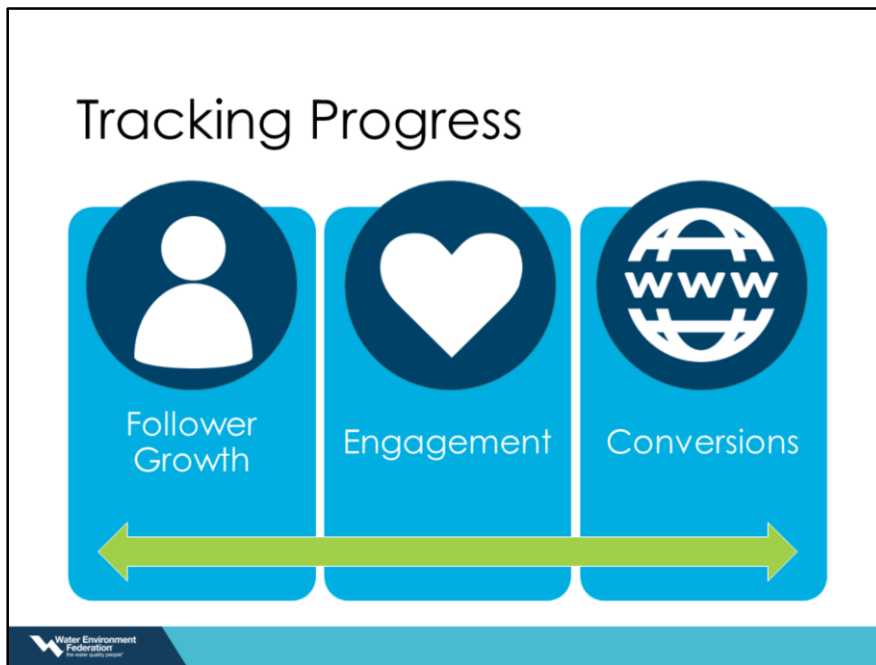
Find peak post times

Post daily at least and figure out the frequency that works for you.

DATE	CORE STORY	MESSAGE	PLATFORM	MEDIA / LINK
1-Mar	Value of Water	March 22 is World Water Day! This year's theme is wastewater and all the ways we can reuse it for good! #worldwaterday	Facebook / Twitter	World Water Day poster
1-Mar	Personal Water Connection	Do you know an environmental superstar? If so, nominate them for the 2017 Ellen Pickering Award. The deadline is 3/30!	Facebook / Twitter / LinkedIn	www.alexandriava.gov/recreation/earthday/info/default.aspx?id=76206
2-Mar	AlexRenew Innovation	It's March #MicrobeMonth! We'll be highlighting some of our favorite microbes who help us clean dirty water.	Twitter	Microbe graphic
7-Mar	AlexRenew Innovation	2016 was a big year thanks to your investment in clean water. Take a look at the highlights in our latest annual report!	Facebook / LinkedIn / Twitter	https://alexrenew.com/annual-report-2016

Tracking Progress

Measure your results to see what is working.



What are your goals for using Twitter?

There are a lot of metrics for tracking progress and a lot of tools out there to help you.

Follower growth

- Number of followers gained each month / month-to-month percent growth

Engagement

Who are your followers and who engages most?

- **Engagements:** Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion
- **Impressions:** Times a user is served a Tweet in timeline or search results
- **Engagement rate:** Number of engagements divided by impressions

Conversions

Are you getting the results you want with social media? Are people clicking through to your website, are they buying your product, or attending an event you are promoting?

Tips for improvement

- See what content is working for you, as well as posting times / frequencies
- Share more media: according to a study of Promoted Tweets from SMB advertisers conducted by Twitter, Tweets with images generate 313 percent more engagement than those without.
- Monitor closely / engage in conversations/ share other's content - social media is a conversation



QUESTIONS?

CONTACT US!

Juli LaRock: jarock@sfwmd.gov

Jennifer Williams: jwilliams@wef.org

Rahkia Nance: rnance@wef.org

Kristina Twigg: ktwigg@alexrenew.com



THANK YOU!