

Amy De Genaro, Summer 2011



INTRODUCTION TO SOCIAL MEDIA AND ITS USES IN GOVERNMENT AGENCY RECYCLING CAMPAIGNS

Connecticut Department of Energy &
Environmental Protection

Source Reduction & Recycling Program

OUTLINE

- General information
 - Connection to social marketing
- Types of social media
- Pros and Cons of specific websites
- Additional tools
- Things to consider
- Demographics & usage statistics
 - Twitter, Facebook, Mobile
- Examples
- Conclusions



WHAT IS SOCIAL MEDIA?

- Online two-way form of sharing information, ideas, etc.
 - Often nicknamed “Web 2.0”
- Free and easy interaction for both parties
- Can be divided into categories and subcategories
- Prevalence of younger generations
- Increasingly more accessible due to cell phones and Wi-Fi wireless internet



WHY USE SOCIAL MEDIA?

- Being on social media lets people (social media users) know that we care and are listening/keeping up to date with the current trends
- Open to new ways of getting in touch and sharing knowledge
- Can act as a motivational tool, reintroduce care/concern about the environment to people
- Technology may have caused decline in attention to and care for the environment, but technology/social media is how to get that attention back
 - Get the message back in their faces, where they can see it
 - (From article on “Environment360”)



SOCIAL MEDIA & SOCIAL MARKETING

- Social media is a way to expand social marketing to the internet
- Ways to influence and change public behavior
- Target an audience with most potential for action
- Product, price, place, promotion
- Message: convenient, personal, simple, fun, memorable, persuasive
- Social media is a way of “talking” to your target audience
- Focus on prompts and pledges as reminders



SOCIAL MEDIA CATEGORIES

- Communication – direct interaction
- Collaboration – social news and bookmarking
- Multimedia – photography and video sharing
- Other – accessories for cell phones, websites, etc.



COMMUNICATION

- Social Networks (Facebook, MySpace, LinkedIn)
 - Connect large amounts of people via profiles
- Microblogs (Twitter, Tumblr)
 - Rely on short posts, to the point
- Blogs (Blogger, Wordpress)
 - Longer posts, elaboration and reflection
- Location-based Social Networks (Foursquare, Facebook places)
 - “Check in” to locations



FACEBOOK



SOCIAL NETWORK

Pros

- Create a central page
- Easy to check while browsing the site
- Simple layout
- Provides space for basic information
- Variety of post types
- Large potential audience

Cons

- No control over comments
- Time consuming – needs regular updates to be effective
- Must be checked daily to respond to questions, etc.



NORTH CAROLINA – FACEBOOK

facebook

Search

Home Profile Account



Wall

- Info
- Photos
- Video
- Events
- Notes
- Discussions
- Poll
- Join My List

About

RE3.org is a social marketing campaign designed to encourage people to adop...

More

373

people like this

Likes

See All



The Wolf Exchange

RE3.org Like

Government Organization



Wall

RE3.org · Most Recent



RE3.org

Tour de France now has waste zones. Riders have specific places they must toss their trash during the race. This is a good alternative to scattering trash across the French countryside.



2011 Tour de France

velonews.competitor.com

Going green, the Tour has a "Waste Zone" before and after every feed zone.

about an hour ago · Share



RE3.org

Check out this artist that creates masterpieces from old televisions!



Alison Bailey Smith - Re-Cycling Technology, Creating Art - Welcome!

www.abscraft.com

Yesterday at 10:06am · Share

Thomas Bean likes this.



Alison Bailey Smith

hello re3 followed you from Flickr, to twitter, to website to here and just set up a new page on this interesting new site today so thought I'd share it

Discover New Games

Birthdays

See All

Sponsored

Create an Ad

Chat (Offline)

NEW HAVEN – OFFICE OF SUSTAINABILITY

o Facebook

facebook

Search

Home Profile Account



Wall

- Info
- Friend Activity
- Photos
- Discussions

252 like this

Likes

- Neighborhood Housing Services of New Haven
- New Haven Parks, Recreation & Trees
- Office of Cultural Affairs
- Decon '11

City of New Haven Office of Sustainability

Like

Government Agency · New Haven, Connecticut

Wall

City of New Haven Office... · Most Recent



City of New Haven Office of Sustainability

The City is repaving Middletown Ave from Dump Rd to Ferry St today and Saltonstall Ave tomorrow with an innovative technique, hot-in-place recycling, which eliminates the time, expense and environmental impact of milling, hauling, and transporting asphalt. The finished surface can be driven on minutes after the process is completed. For more info - <http://www.betterroads.com/roadsience-5/>



RoadScience | Better Roads

www.betterroads.com

In-place pavement recycling meets a variety of needs.

June 29 at 4:37pm · Share



City of New Haven Office of Sustainability

Want to learn how to restore your historic home, save energy in the summer, and employ organic gardening solutions? Sign up for classes at <http://www.nhsofnewhaven.org/lab-classes.html>



Lab Classes

www.nhsofnewhaven.org

Neighborhood Housing Services of New Haven - Positioning New Haven's Neighborhoods to Succeed

June 20 at 11:48am · Share

Mary Kav likes this.



CARE - Community Alliance for Research and Engagement

What a great idea!!

Tuesday at 12:36pm



City of New Haven Office of Sustainability

14 new electrification stations off Stiles Street give truckers the comfort of air

Recommend This Place

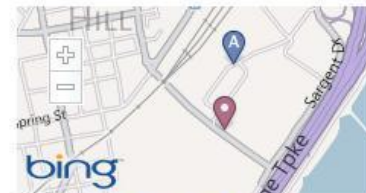


Help your friends discover great places to visit by recommending this.

Write a recommendation...

Duplicate Places

Help improve Facebook Places. Which of the following are the same place as City of New Haven Office of Sustainability?



New Haven, CT
423 check-ins · 88 likes

Save

Friends' Events

See All



Tuesday, July 19

Chat (Offline)

TWITTER



MICROBLOG

Pros

- #hashtags group together similarly themed tweets
- Integrated with cell phones and texting
- Good for short facts or reminders
- On-the-go updates for mobile users
- Easy interaction
- Can be linked to Facebook

Cons

- Limited to 140 characters or less
- Meant to be informal and conversational (potential approval problems)
- Time consuming (people expect regular updates)
- Character restrictions cut off posts if linked to Facebook



NORTH CAROLINA – TWITTER

twitter

Search

Have an account? [Sign in](#)



RE3.org

@re3org North Carolina

RE3.org is administered by the NC Division of Environmental Assistance and Outreach to encourage young adults to recycle.
<http://re3.org>

[+ Follow](#)

Text follow re3org to 40404 in the United States

Tweets

Favorites

Following

Followers

Lists



re3org RE3.org

Tour de France now has waste zones. Riders have specific places they must toss their trash during the race. Take a look bit.ly/oSu5bD
1 hour ago



re3org RE3.org

Old television parts transformed into masterpieces! Check out #abscraft's website at abscraft.com/index.html.
13 Jul



re3org RE3.org

Zero waste, package-free, local ingredients: this describes a grocery store opening n Austin. Read about #Ingredients at bit.ly/oukG24
12 Jul



re3org RE3.org

Download, print and hang these RE3.org posters to remind people to recycle! Find them at bit.ly/oH1qLq
8 Jul

Follow RE3.org on Twitter

Don't miss any updates from RE3.org. Sign up today and follow your interests!

[Sign up »](#)

Curious how RE3.org uses Twitter?

[Discover who @re3org follows](#)

About @re3org

801	639	677	68
Tweets	Following	Followers	Listed

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[Advertisers](#) [Businesses](#) [Media](#) [Developers](#) [Resources](#)
© 2011 Twitter

NEW HAVEN – OFFICE OF SUSTAINABILITY

o Twitter



Search



Have an account? [Sign in](#)



Sustainable NewHaven

@SustainableNH New Haven, Connecticut
The New Haven Office of Sustainability coordinates City sustainability activities, and offers a point of contact for info about sustainability in New Haven.
<http://www.cityofnewhaven.com/Sustainability/>

+ Follow

Text follow SustainableNH to 40404 in the United States

Tweets Favorites Following Followers Lists



SustainableNH Sustainable NewHaven
New Haven uses hot-in-place recycling, which eliminates the environmental impact of milling & hauling asphalt. See tinyurl.com/4kcb56
29 Jun



SustainableNH Sustainable NewHaven
14 new electrification stations give truckers the comfort of AC or heat without idling, thus mitigating air pollution tinyurl.com/65efe7y
13 Jun



SustainableNH Sustainable NewHaven
Mayor got a free energy assessment. What are you waiting for? Sign up before funding runs out! tinyurl.com/4xj6a9e
10 Jun



SustainableNH Sustainable NewHaven
Community meetings this week regarding upgrades to single-stream recycling on Tue rte. See: <http://www.cityofnewhaven.com>

Follow Sustainable NewHaven on Twitter

Don't miss any updates from Sustainable NewHaven. Sign up today and follow your interests!

Sign up »

Curious how Sustainable NewHaven uses Twitter?

Discover who [@SustainableNH](#) follows

About @SustainableNH

99	73	226	13
Tweets	Following	Followers	Listed

[About](#) [Help](#) [Blog](#) [Mobile](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#)
[Advertisers](#) [Businesses](#) [Media](#) [Developers](#) [Resources](#)
© 2011 Twitter

TUMBLR



MICROBLOG

Pros

- Share information in many formats
- Posts can be “reblogged” by other people
- Can tag posts with keywords for searches
- Popular with younger age groups
- Easy archive feature

Cons

- Cannot control who “reblogs” posts
- No easy way for comments or discussion
- Less professional
- Time consuming
- Limited audience, low potential for change



NORTH CAROLINA – TUMBLR

Reduce, Reuse, Recycle!

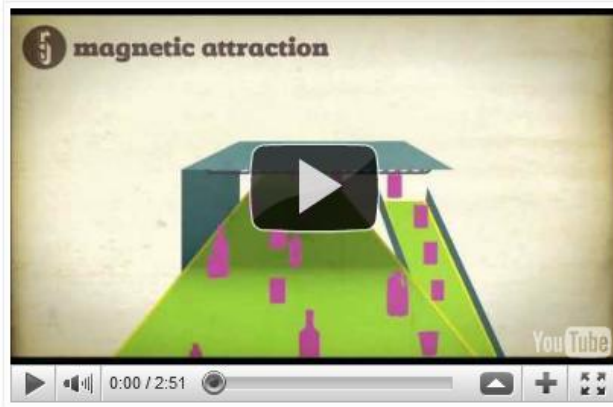
RE3.org is a social marketing campaign designed to encourage people to adopt recycling as part of their everyday behavior at home, work, and on-the-go.

Other RE3.org sites: [Blogspot](#) - [Facebook](#)
[Myspace](#) - [Twitter](#) - [YouTube](#) - [Flickr](#)

DISCLAIMER: Representatives of NC state government communicate via this Web site. Consequently any communication via this site (whether by a state employee or the General public) may be subject to monitoring and disclosure to third parties. Comments are welcome where relevant, except for those that contain offensive and inappropriate language. Representatives have no control over third party ads that rotate onto the page.

1/9

[Next](#)→



ever wonder how a MRF works (or what a MRF is)? this nifty video has the answer for you!

@2 months ago with 3 notes



[madlikes:](#)

old t shirts - new bracelets

Hipster Scarves →

+ Follow

Dashboard

Install Theme

(Source: [abundantadventures](#))

@2 months ago



okay, seriously. this is adorable.

@2 months ago



BLOGS



Pros

- Audience gets to hear directly from people who work with recycling
- Share experiences or opinions about news, events, etc.
- Personalizes and localizes recycling facts/information
- Can draft posts and publish later
- Updates can be irregular and spread out

Cons

- Requires commitment to writing
- Almost resembles writing a short webpage for every new post
- Potential to be time consuming (keeping up with current events for accuracy)
- Not as simple to manage, compared to shorter tweets



FOURSQUARE



LOCATION-BASED SOCIAL NETWORK

Pros

- Can leave recycling “tips” as different venues
- Provide rewards and incentives at different locations
- Create badges that people unlock when writing something specific at a given location

Cons

- Not as widely used
- More beneficial for specific locations, and recycling everywhere
- Would have to partner with companies to offer deals
- Less effective on a local basis



COLLABORATION

- Social Bookmarking (StumbleUpon, Delicious)
- Social News (Digg, Reddit)
- These are sites where DEEP does not need an account, and only needs to provide the ability to share
- Users have the ability to vote for the links they find most interesting
- Most popular are featured on the home page
- Upload/share/add stories/content/links/news from around the web



STUMBLEUPON & DELICIOUS

○ StumbleUpon

- Randomly brings you to a different website every time you click the button on the toolbar
- Can browse within categories
- All websites have been recommended/bookmarked by users

○ Delicious

- Save all your bookmarks online
- Share them with other people, see what others are bookmarking
- Show the most popular bookmarks being saved in various categories
- Search and tagging tools keep track of bookmark collections and help find new ones



DELICIOUS



It's Free!

Join Now

Sign In

The tastiest bookmarks on the web.
Save your own or see what's fresh now!



Learn More

HIDE INTRO

Search the biggest collection of bookmarks in the universe...

Search Delicious

Search

Fresh Bookmarks

Hotlist

Explore Tags

The freshest bookmarks that are flying like hotcakes on Delicious and beyond.

See more recent bookmarks

New bookmarks saved in the last minute 1 3 7



5 Great Tools for Social Media Teams | Social Media Today

via socialmediatoday.com

SAVE | SHARE

5

19 Related Tweets

tools media socialmedia social cms



An Oral History of Friday Night Lights - Grantland

via grantland.com

SAVE | SHARE

24

6 Related Tweets

tv grantland fnl television football



Why files need to die - O'Reilly Radar

via radar.oreilly.com

SAVE | SHARE

23

4 Related Tweets

semanticweb tagging files system computers



Facebook Commerce: The Beginner's Guide

SAVE | SHARE

22

DIGG & REDDIT

○ Digg

- Focuses primarily on article sharing
- Place for people to discover and share content from anywhere on the web
- Relies on community votes to show what's popular

○ Reddit

- Extremely similar to Delicious, but divided into many distinct categories
- Thrives on sharing photos/text/etc. of things in real life that are funny/ridiculous
- Large variety of things being shared
- Users vote to push things up higher on list



World News

[Most Recent](#)[All Stories](#)**104**

Scenes from the Last Space Shuttle Mission: Flight Day 6 [Pics]

[Digg](#)

theatlantic.com — The combined 10-person crew on the Space Shuttle Atlantis and the ISS woke up to a special greeting recorded by Sir Elton John 1 hr 50 min ago

via jameslowell 5 Comments 1,584 Save Bury

**117**

With Power Shortage Looming, Japan Hustles to Prove Nuclear Reactors Are Safe

[Digg](#)

ecocentric.blogs.time.com — Nobody likes a 40-year heat wave, but a 40-year heat wave in the midst of national drive to conserve energy seems particularly cruel. Last month, r... 4 hr 30 min ago

via CG80 5 Comments 1,380 Save Bury

**33**

The Power of Android, The Reliability of Cisco: The New Cius

[Digg](#)

http://cisco.com/cius— The Cisco Cius has all the capabilities of a desktop PC in an elegant form factor that you can take anywhere. Don't be tied to your desk - go mobile with the Cisco Cius.

Sponsored by Cisco Bury

**184**

Lost Michelangelo masterpiece found hanging on walls of student halls

[Digg](#)

dailymail.co.uk — The mid-16th century work depicting the crucifixion of Jesus was believed to be by one of the Renaissance artist's contemporaries, Marcello Venusti. 5 hr 20 min ago

via arbiinc 2 Comments 7,181 Save Bury



Hot Stories From Digg



Why Is Quantum Gravity So Hard? And Why Did Stalin Execute the Man Who Pioneered the Su...

9 diggs via lifenbits

Eric Cantor: The most dangerous whiner in America

8 diggs via ruminare

Is Facebook Worth \$100 Billion?

5 diggs via enjoras



MULTIMEDIA

- Photography (Flickr, Photobucket, Picasa)
- Video Sharing (YouTube, Vimeo)
- Livecasting (Skype, Ustream)



FLICKR



PHOTOGRAPHY

Pros

- Way to share official photos of events, facilities, receptacles, etc.
- Reach a large variety of people (no language barrier)
- Use tagging to link people to photos in searches
- Put photos in groups with certain themes

Cons

- Need to generate a large volume of photographs in order to be necessary and effective
- Free account limits uploads per month
- Copyright settings can be confusing and lengthy



NORTH CAROLINA – FLICKR



[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) [Upload](#)

You aren't signed in [Sign In](#) [Help](#)

[Search](#)

RE3.org's photostream pro
[Sets](#) [Galleries](#) [Tags](#) [People](#) [Archives](#) [Favorites](#) [Profile](#) [✉](#)

[Slideshow](#) [✉](#) [f](#) [t](#) [More](#) ▾



Craven College 6

© All rights reserved
Uploaded on Feb 16, 2011
[0 comments](#)



Craven College 5

© All rights reserved
Uploaded on Feb 16, 2011
[0 comments](#)



Craven Community College...

6 photos
57 views



1 Recycle ARD Raleigh 2010...

6 photos
96 views



Treasurer Cowell's Visit to...

3 photos
54 views



NC State Fair 2010

174 photos
1,673 views

YOUTUBE



VIDEO SHARING

Pros

- Provides a home for PSAs and educational videos
- Can be re-watched at any time
- Large accessibility
- Good resource for schools and organizations
- Audience extends beyond CT
- Easy, convenient, can be linked or embedded across the internet

Cons

- Biggest challenge is making the video itself (or converting existing videos to usable format)
- Comments are notorious for their anonymity and ability to get out of hand easily
- Uploaded content must be 100% original to avoid copyright issues
- Most accounts cannot upload videos longer than 10 minutes



NORTH CAROLINA – YOUTUBE



Search

Browse

Movies

Upload

Create Account

Sign In



RE3.org
re3org's Channel

Subscribe

All

Uploads

Favorites



0:00 / 0:31 360p

Info Favorite Share Playlists Flag

Can Life Cycle- Recycling Climate Change

Like

From: re3org | Apr 19, 2010 | 339 views

This is a video from the Asheboro Zoo School. The assignment was to link recycling with climate change. What do you think?

View comments, related videos, and more

Uploads (32)



Can Life Cycle-
Recycling Climate
339 views - 1 year ago



Pac Man - Recycling
and Climate Change
315 views - 1 year ago



Recycle for the
Generations- Recycling
177 views - 1 year ago

see all

Favorites (33)



The Future of Landfill
Gas & Biogas
GeotechTV - 374 views



Landfills
wastemana... - 2,320 views



Trash Talk
CBSNewsOn... - 82 views

see all

USTREAM

LIVECASTING

Pros

- Extremely useful in certain situations
- Provides live streaming video feed for viewers to watch online
- Broadcast conferences, events, interviews, panels, or anything of interest that many people are unable to attend
- People at home can participate without actually being there

Cons

- Only useful for very specific reasons
- Must have actual events or speaker that people would be interested in watching
- Live video feeds are risky because there's no way to censor or control what happens once the camera starts running



OTHER

- Widgets/Applications
- Buttons/Badges
- Podcasts
- Mobile Website
- RSS Feed

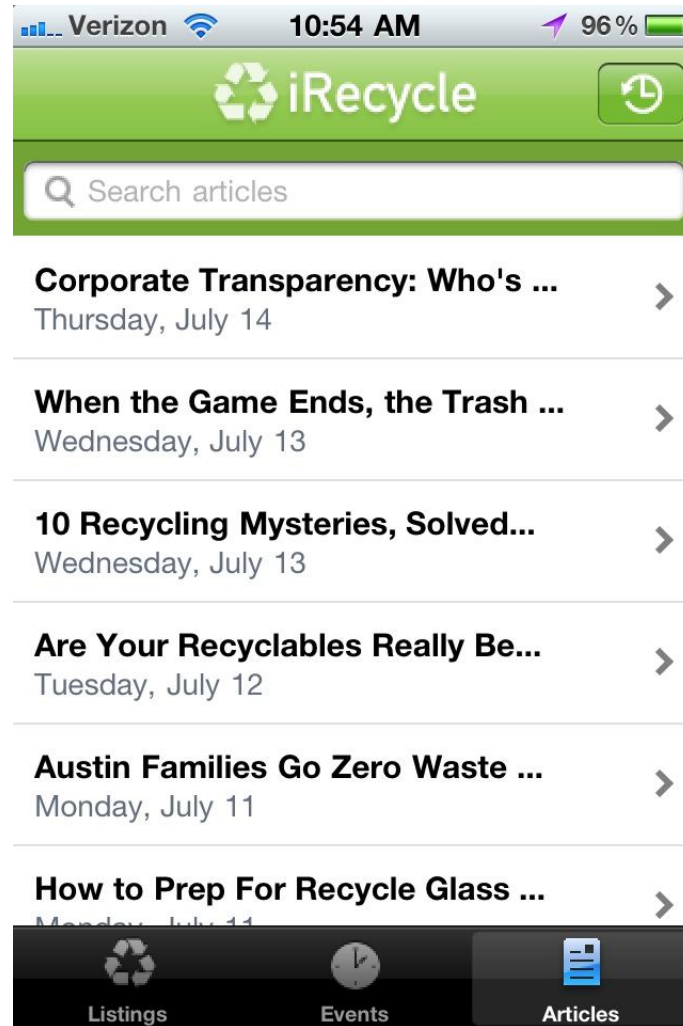
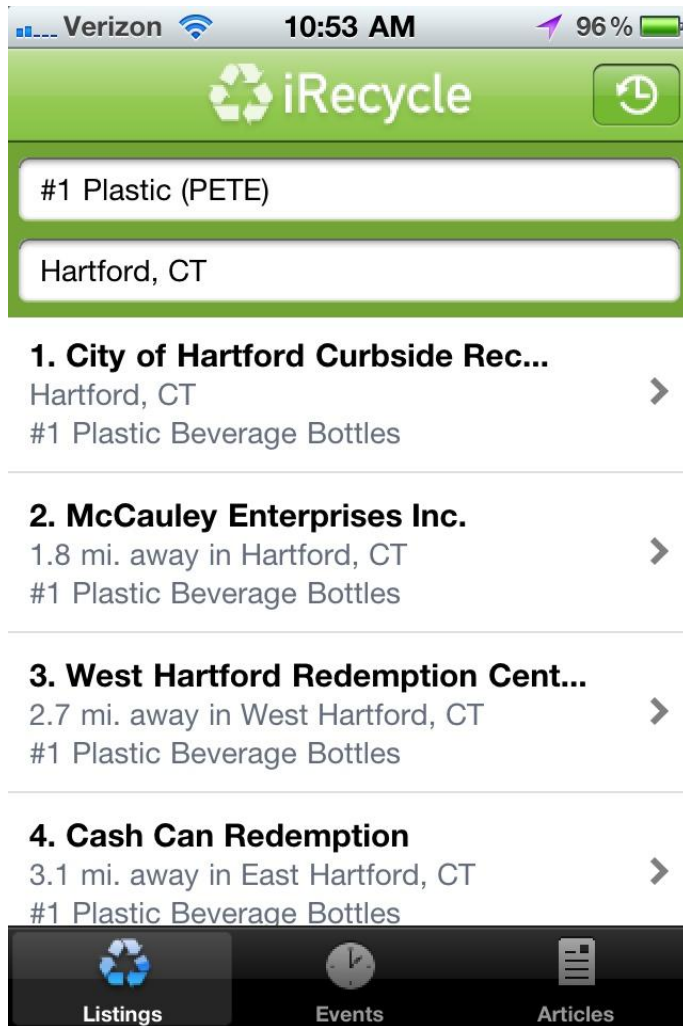


WIDGETS & APPLICATIONS

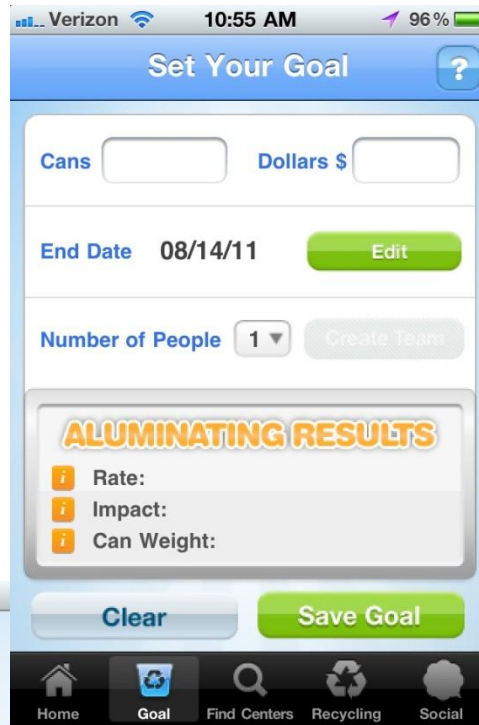
- Small interactive boxes embedded on the side of a webpage
- Provides info related to specific theme
- Regularly update themselves whenever changed by the creator
- Can offer facts, tip of the day, search boxes to localize info
- [EPA Widgets](#)
- Known as mobile “apps”
- Similar to widgets but with more info and interaction
- Are essentially easy-to-use interactive versions of a website
- Optimizes an idea, organization, or website to provide the user with a simple and fast way to locate or share info



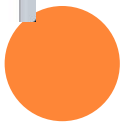
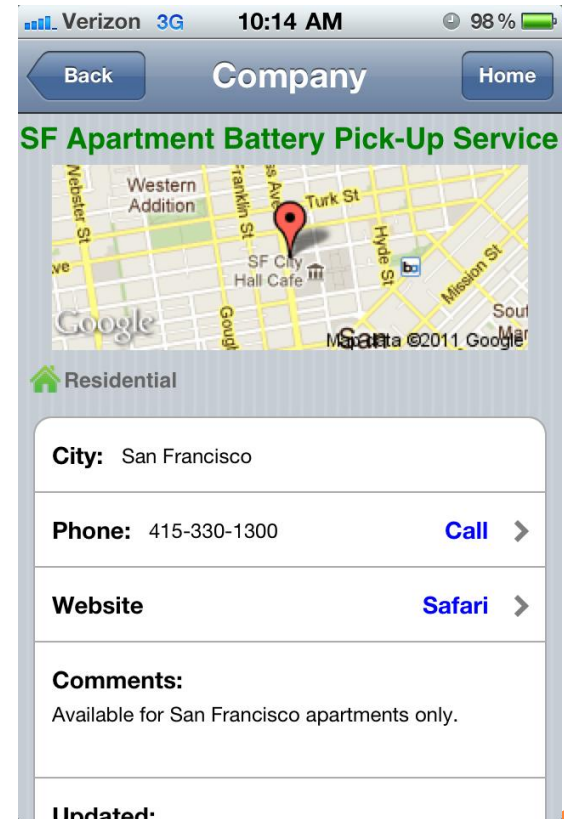
iRECYCLE – EARTH911



ALUMINATE



RECYCLE LIST & ECOFINDER



WIDGETS & APPLICATIONS

Pros

- Can create widgets showing recycling tips or info from WDIDW page that can be embedded on municipality websites (or others)
- Localized zip code entry to find drop off locations
- Countdown to CT Recycles Day
- Do not need to be managed once created

Cons

- Require extra technological development, cannot create on our own
- Would likely pay someone to create an app that will be available for free
- Small audience for the app unless it generalizes recycling tips/info and could be useful for people of all states



BUTTONS & BADGES

- Usually small rectangular boxes made up of images and text
- Advertise organizations, businesses, facts, information, anything that can be linked to an accompanying website
- Embedded on a different associated website
- Acts as a visual bookmark
- Can provide advertisements or advice
- Recycling badges could remind people to recycle certain items while linking to corresponding pages with localized info
- Good resource for municipalities to embed on their own websites



BUTTONS & BADGES

- Examples
 - CDC Campaigns
- Buttons
 - Created to be shared on websites
- Badges
 - Usually posted on personal/individual sites or profiles to show affiliation with a cause, etc.



PODCASTS

- Combination of “broadcasting” and “iPod”
- Audio files that can be downloaded and played on computers and portable devices
- Length ranges from a few minutes to over an hour
- Resemble news broadcasts, discussions, conversations
- Can be listened to at any time (especially useful for commutes, walks, or other down time)
- Give people with busy schedules the opportunity to keep up with news and info
- Require additional technology and content that can be shared verbally



MOBILE WEBSITE

Pros

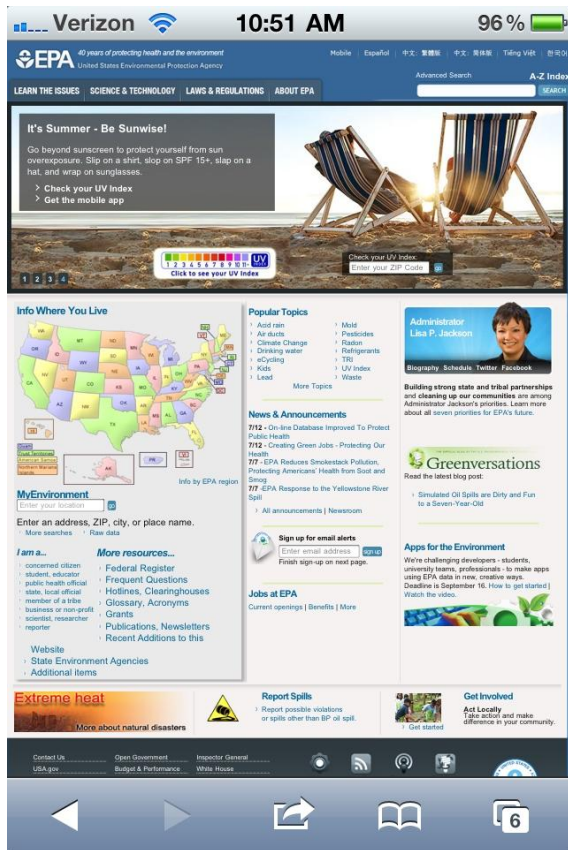
- Simplified version of the actual website
- Easily loaded and navigated on small smart phone screens
- Simplify recycling tips and info for people on the go
- Provide info in an easily accessible format
- Acknowledges that people use mobile web, would benefit from easy access to info and tips

Cons

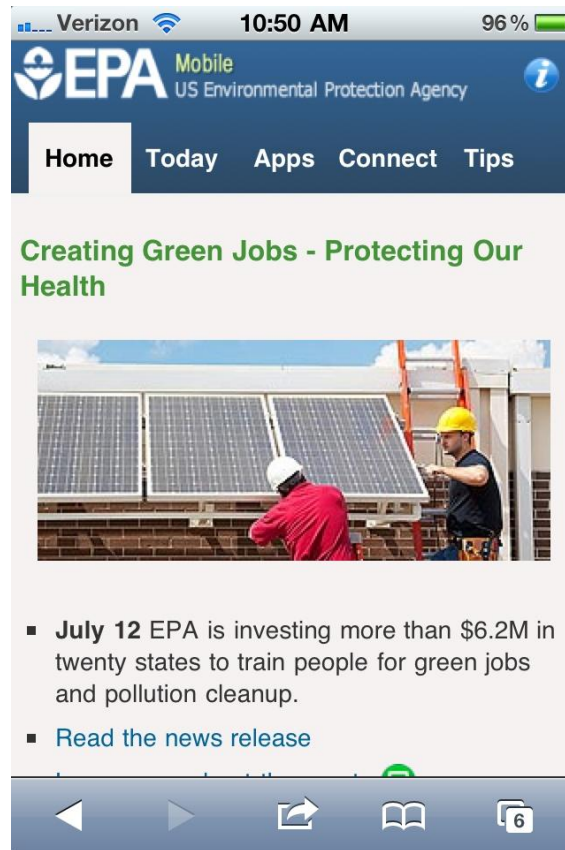
- People going to the DEEP website wouldn't get linked to the mobile recycling site unless they click recycling
- Would have to redesign and simplify the entire website
- Could require additional technological assistance
- May have to cut back on content



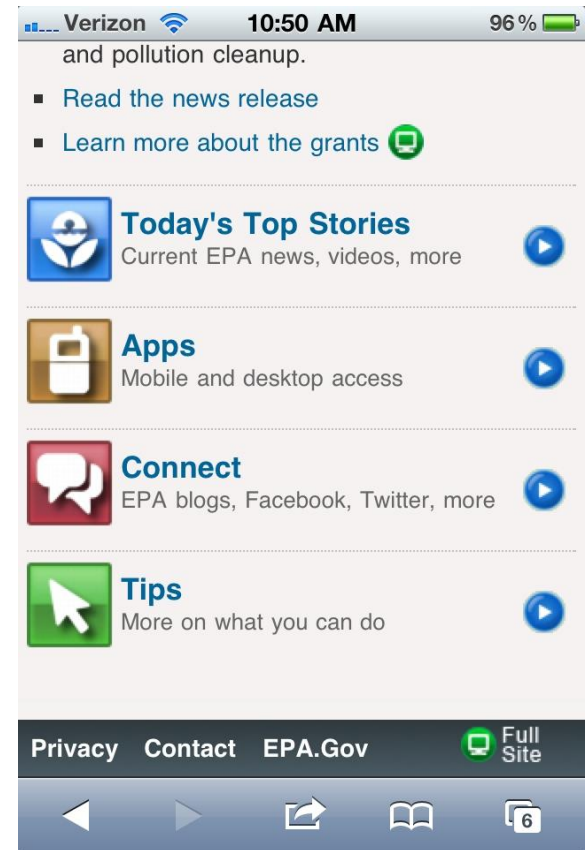
MOBILE WEBSITE



EPA full site



EPA mobile site



RSS FEEDS



- Stands for “Really Simple Syndication”
- Web feed of info from regularly update sources (such as blogs, news sites)
- Users can subscribe to feeds, get them sent directly to their web browser
- Can view all RSS feed in one location without having to go to many different websites
- Doesn’t require extra effort once set up
- Feeds can be posted on different websites (such as municipalities) for people to read DEEP recycling news on their local websites
- No major cons because they are simple and exist for anyone who wants to subscribe



URL SHORTENERS

- Takes a long URL and shrinks it into a shorter one
- Social media pages often rely on concise but useful info – shorter URLs are particularly useful
- Take up less characters in 140 character tweets
- Looks neater, takes up less space
- Some shorteners allow you to track how many times the link has been clicked
- Some people hesitate to click short URLs because they can't read the full extension (have been used to spread untrustworthy links)
- Avert the problem by using official USA.gov shortener ([go.USA.gov](https://go.usa.gov))



SOCIAL MEDIA TOOLS

- HootSuite, TweetDeck, Seesmic
 - Used to update multiple social profiles at once
 - Can choose which ones to send to
 - Often have built-in URL shorteners
- Metrics
 - [Google Analytics](#), Insight
 - Track fans/friends/subscribers, posts, visits, links clicks, page views, etc.
 - [Google Reader](#) (track RSS feeds), [Google Alerts](#) (track keywords across the web)
- Share Button
 - [HowTo.gov](#) – “Add This” button
 - [EPA](#) – “Share This” button



THINGS TO CONSIDER

○ Strategies

- Either keep theme of posts separate on each profile
- OR link them together and post the same things
- Know what you will be posting before you start

○ Comment policy

- Can be problematic because comments can be about literally anything
- NC DPPEA sees negative comments as an opportunity to respond with factual info and open a conversation that could change views of recycling
- Most federal organizations have a comment policy listed on their website and social media profiles



facebook vs. twitter

a breakdown of 2010 social demographics

500 Million
total users

88% of people are aware of facebook

41% login everyday

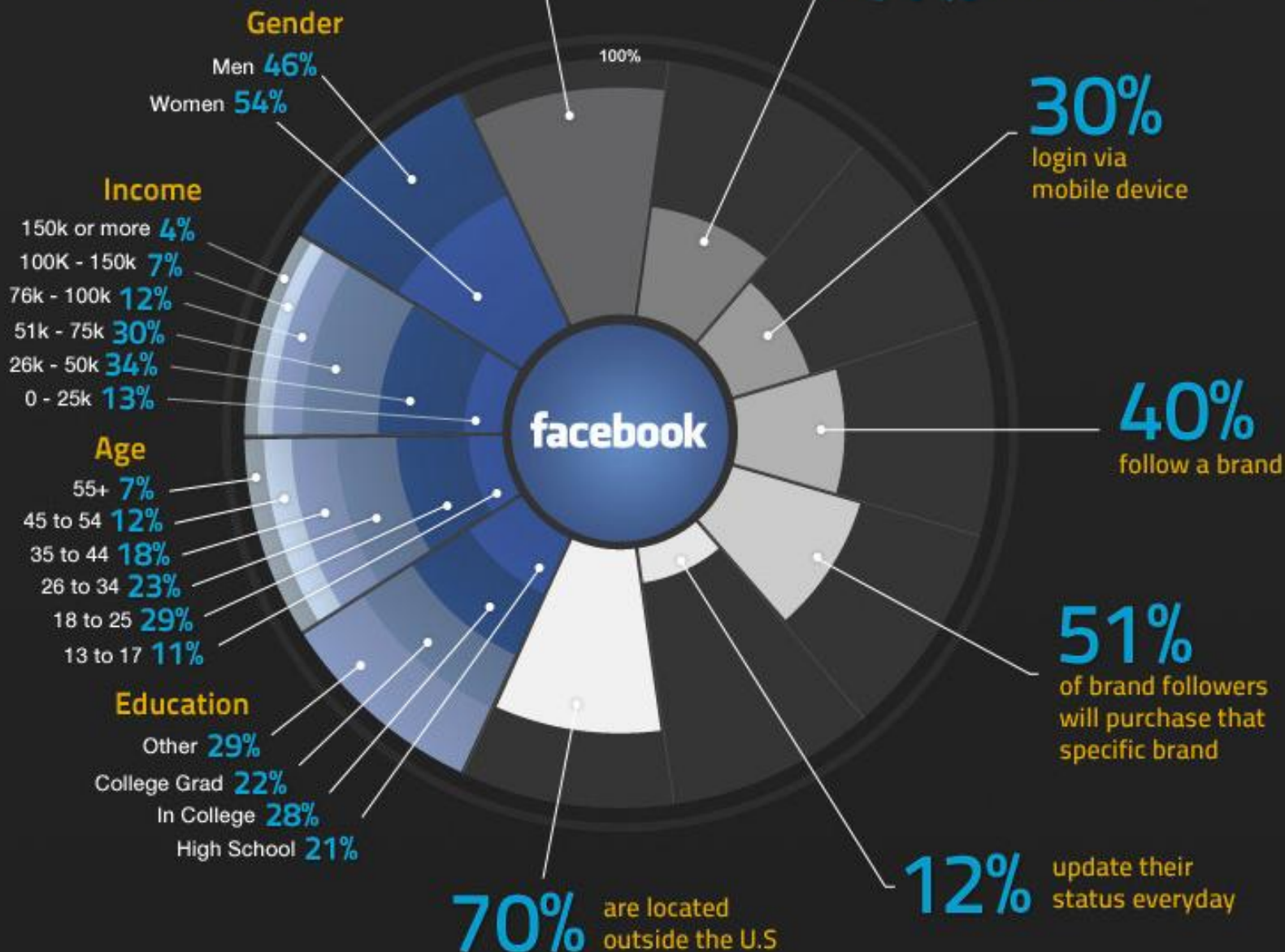
30% login via mobile device

40% follow a brand

51% of brand followers will purchase that specific brand

12% update their status everyday

70% are located outside the U.S



facebook vs. twitter

a breakdown of 2010 social demographics

106 Million
total users

87% of people are aware of Twitter

27% login everyday

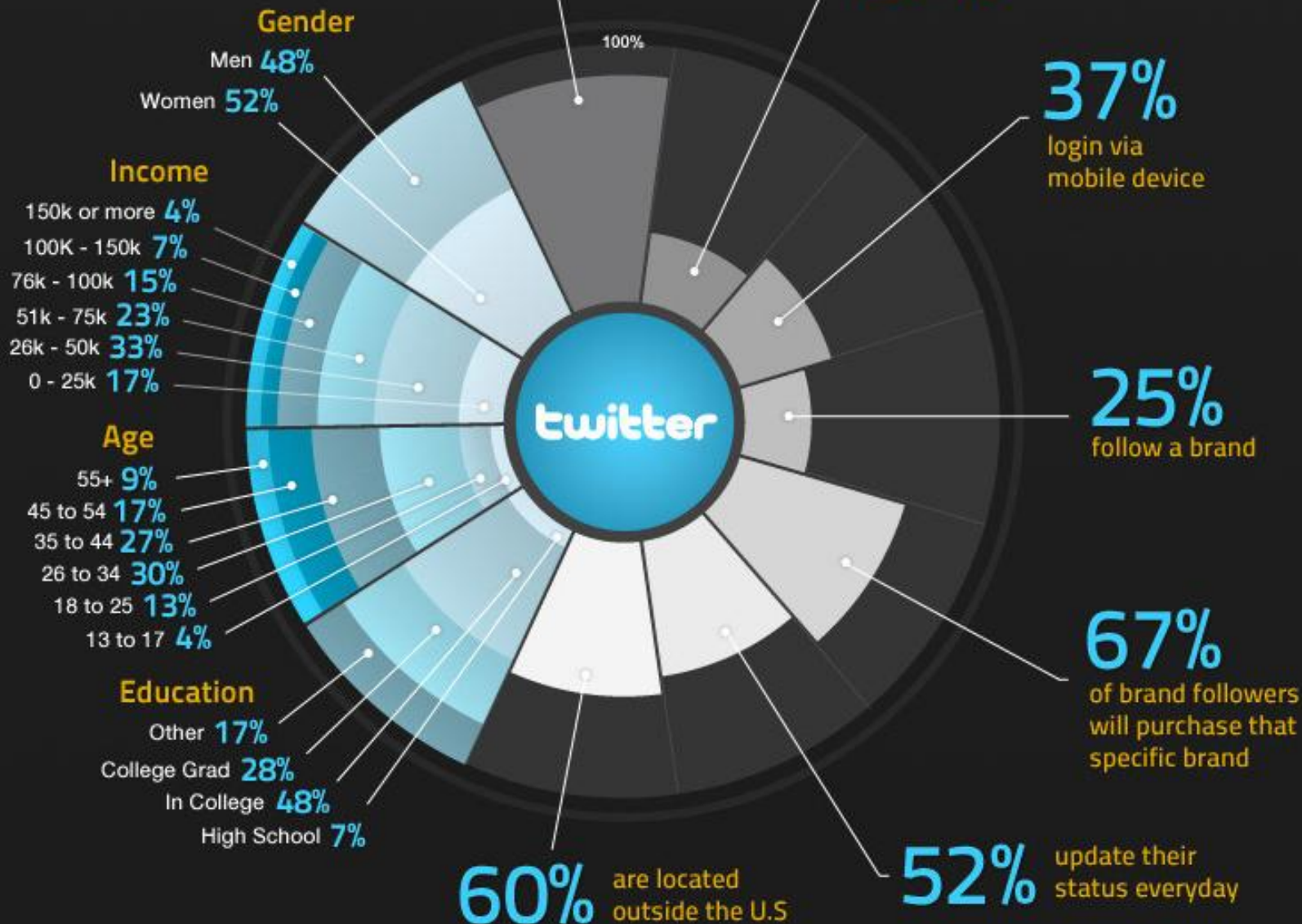
37% login via mobile device

25% follow a brand

67% of brand followers will purchase that specific brand

52% update their status everyday

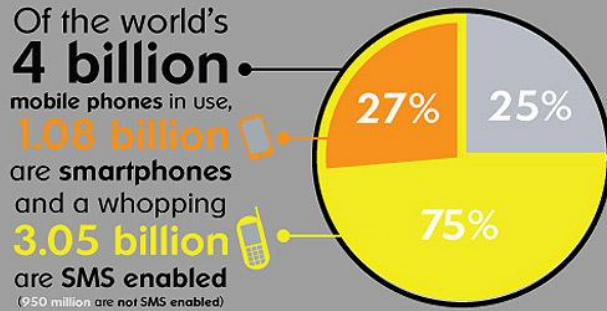
60% are located outside the U.S



Mobile Marketing

People are spending more time on their mobile phones than ever before. This new marketing world consists of terms like smartphones, SEO, mobile sites, geolocation, and social marketing. As marketers we have to understand these new types of consumers and how best to reach them. Technologies like geolocation and mobile tagging can help us better understand the mobile consumer and deliver more relevant messages. Learn the state of mobile marketing in the following infographic, brought to you by Microsoft Tag.

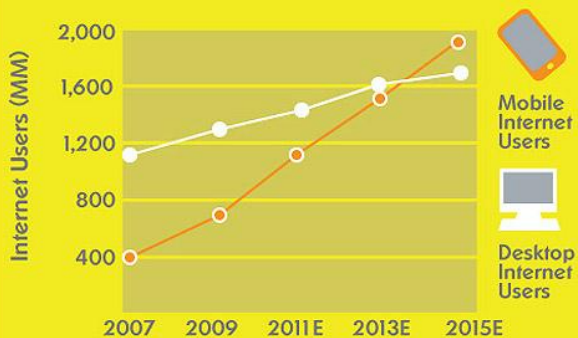
What is the size of the mobile market?



How fast is mobile internet growing?

By 2014, mobile internet should take over desktop internet usage

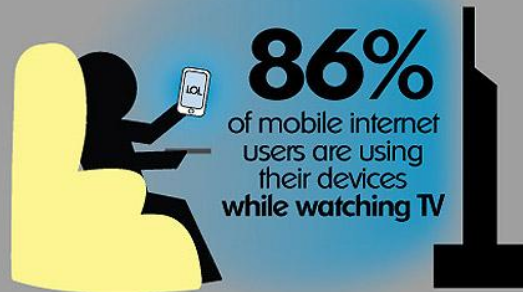
Global Mobile vs. Desktop Internet User Projection, 2007 - 2015E



How has mobile usability changed?

Because of the increasing use of mobiles, their versatility is always growing...

One half of all local searches are performed on mobile devices



How are coupons used on mobile devices?

Mobile tags can serve up coupons that can be redeemed instantaneously in store



How much do people use their mobile phones?



On average, Americans spend **2.7 hours** per day socializing on their mobile device



That's over **twice** the amount of time they spend eating, and over **1/3** of the time they spend sleeping each day



and...

91% of mobile internet access is to socialize...



...compared to **79%** on desktops

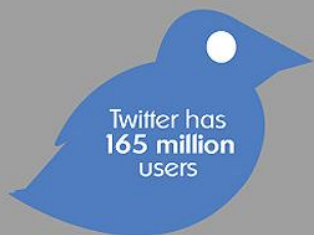
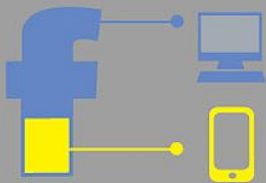
FUN FACTS



What is the state of social & mobile marketing?

What do people use their mobile phones for?

Over 1/3 of Facebook's 600 million+ user base uses Facebook Mobile



Twitter has 165 million users

50% of them use Twitter Mobile



200 Million+

YouTube views occur on mobile devices per day



30% of smartphone owners accessed social networks via mobile browser



Women aged 35 to 54

are the most active group in mobile socialization



AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS. APROX. 1 IN EVERY 13 PEOPLE ON EARTH. HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

48% OF 18 TO 34 YEAR OLDS CHECK FACEBOOK RIGHT WHEN THEY WAKE UP...



ABOUT 28% CHECK THEIR FACEBOOK ON THEIR SMART PHONES BEFORE GETTING OUT OF BED.



THE 35+ DEMOGRAPHIC NOW REPRESENTS MORE THAN 30% OF THE ENTIRE USERBASE.



THE 18-24 (COLLEGE) DEMOGRAPHIC GREW THE FASTEST AT 74% IN ONE YEAR.

THERE ARE 206.2 MILLION INTERNET USERS IN THE U.S. THAT MEANS 71.2% OF THE U.S. WEB AUDIENCE IS ON FACEBOOK.

ABOUT 70% OF THE FACEBOOK USERBASE RESIDES OUTSIDE THE U.S.A

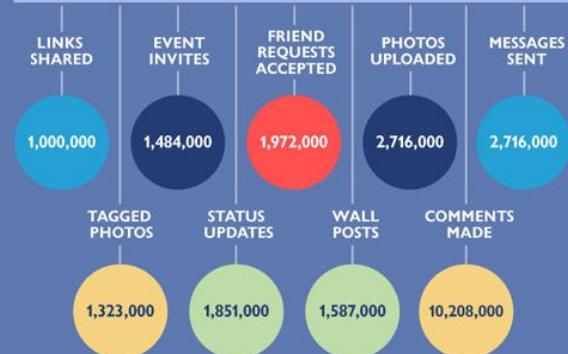
57% OF PEOPLE TALK TO PEOPLE MORE ONLINE

THAN THEY DO IN REAL LIFE

48% OF YOUNG AMERICANS SAID THEY FIND OUT ABOUT NEWS THROUGH FACEBOOK.



20 MINUTES ON FACEBOOK



EXAMPLES – STATE AGENCIES

- North Carolina, California, Maine, Delaware
 - Recycling-specific social media presence
 - Primarily use Twitter and Facebook, occasionally YouTube
 - Twitter has the most followers, except for Maine where Facebook has more
- Summary of nationwide general media usage*
 - Out of the 50 states + DC, **25** use Twitter, **24** use Facebook, **11** use YouTube, **5** use Flickr, and **13** use RSS feeds (in varying combinations)
 - Indiana, Washington, Minnesota – general
- State of CT
 - CT public health Twitter
 - City of New Haven



CALIFORNIA

- CalRecycle

- [Twitter](#)
- [Facebook](#)
- [YouTube](#)



EXAMPLES – FEDERAL AGENCIES

- EPA Social Media Information
- CDC Social Media Website
- NASA Social Media List



EXAMPLES – ORGANIZATIONS

- Keep America Beautiful – litter campaign
 - Littering is Wrong Too
 - Relates littering to other creative/fun things that are “wrong”
 - People can submit “wrongs” and vote on their favorites
 - Goal to associate littering with other things considered wrong
 - Twitter – short posts of what is wrong, followed by “Littering is wrong too #litter”
 - Facebook – pictures of people and signs, links to wrongs, people share ideas of wrongs on wall
- The Scrap Exchange



THE SCRAP EXCHANGE – TWITTER



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Scrap Exchange

@scrapexchange Downtown Durham, NC
creative reuse center - we collect, you create!
<http://scrapexchange.org/>

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scrapexchange Scrap Exchange
Items of the Week! 50% off vintage magazines, packaged ribbon, and wallpaper books. Today thru Sunday.
3 hours ago



scrapexchange Scrap Exchange
Got a date yet for Scrap a Go-Go? <http://fb.me/y5j67uNL>
9 hours ago



scrapexchange Scrap Exchange
Sara Doyle leads tomorrow's Free Yoga in the Park session, 9 am Saturday in Durham's Central Park. Read more...
<http://fb.me/WfqtvEmo>
15 Jul



scrapexchange Scrap Exchange
TV alert! The Scrap Exchange will be on My Carolina Today this morning, 11 am on NBC17.
15 Jul

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THE SCRAP EXCHANGE – FACEBOOK

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9 check-ins
2,412 like this

Likes [See All](#)
 Artists at Golden Belt

The Scrap Exchange Like

Arts & Crafts Supply · Durham, North Carolina



Wall The Scrap Exchange · Most Recent

The Scrap Exchange
Items of the Week! 50% off vintage magazines, packaged ribbon, and wallpaper books. Today thru Sunday.
3 hours ago
2 people like this.

The Scrap Exchange
Got a date yet for Scrap a Go-Go?
Wall Photos



9 hours ago · Share
4 people like this.

Allyn Meredith Yep -- my mom, my sister and my aunt!
5 hours ago

The Scrap Exchange via Free Yoga In The Park
Sara Doyle leads tomorrow's Free Yoga in the Park session, 9 am Saturday in Durham's Central Park. Read more about her here.

Recommend This Place
Help your friends discover great places to visit by recommending **The Scrap Exchange**.
Write a recommendation...

Find Friends from

Find Friends

Friends' Events [See All](#)

Sponsored [Create an Ad](#)

Chat (Offline)

CONCLUSIONS

Recommended:

- Facebook
- Twitter
- RSS
- Mobile Website

If you have enough content:

- YouTube
- Flickr

If you have the time:

- Blog
- Buttons/Badges
- Podcast

Easily Embed Extra

Share Buttons:

- Delicious
- StumbleUpon
- Digg & Reddit



RESOURCES & WORKS CITED

- Social Media Guides
 - [HowTo.gov](#)
 - [EPA](#)
 - [CDC Social Media Toolkit](#)
- Social Media & Government - Info
 - [RE3.org “Friending Recycling,” *Resource Recycling*](#)
 - [Government Social Media Wiki](#) – links to all social media pages for any government branch
 - [Facebook.com/government](#)
- Social Media News/Blog Sites
 - [Mashable](#)
 - [Social Media Today](#)



SOCIAL MEDIA INDEX

- Facebook
- MySpace
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- Twitter
- Tumblr
- Blogger
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- StumbleUpon
- Delicious
- Digg
- Reddit
- Flickr
- YouTube
- Ustream
- HootSuite
- Google Analytics
- Google Reader
- Share / Add Button
- iOS / Android Apps

