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

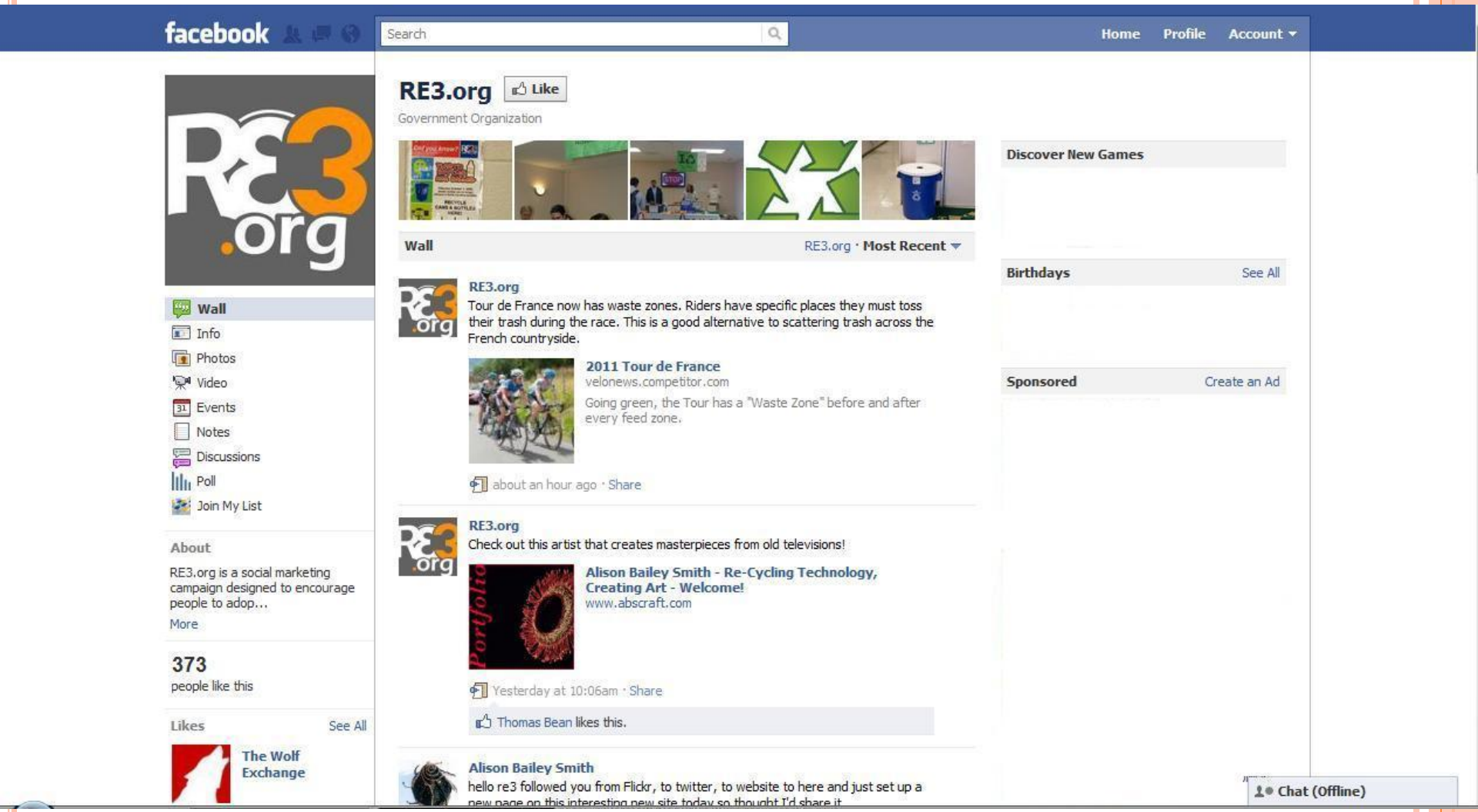
Pros

- 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



New Haven – Office of Sustainability

- Facebook

Twitter

Microblog

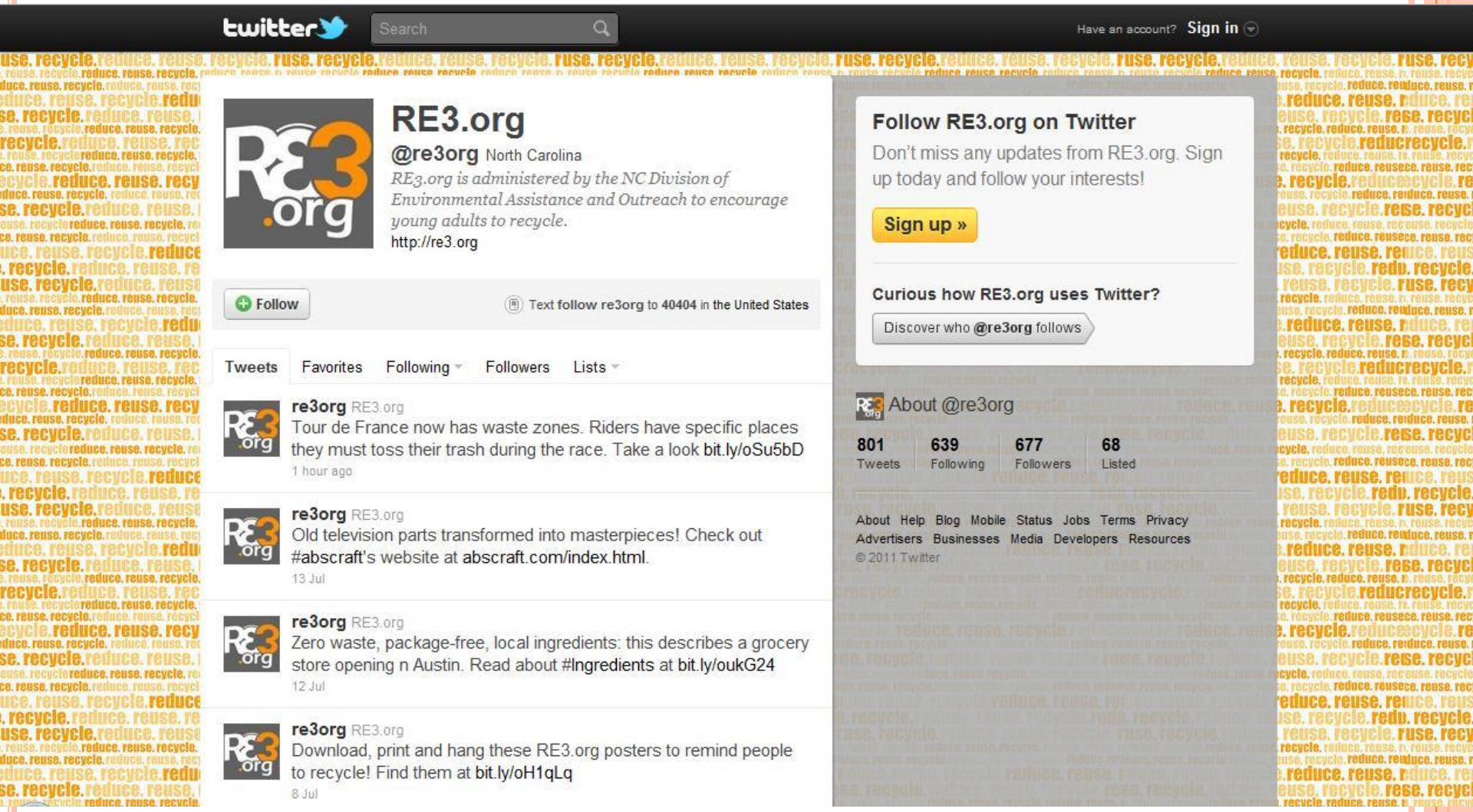
Pros

- #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



New Haven – Office of Sustainability

- 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

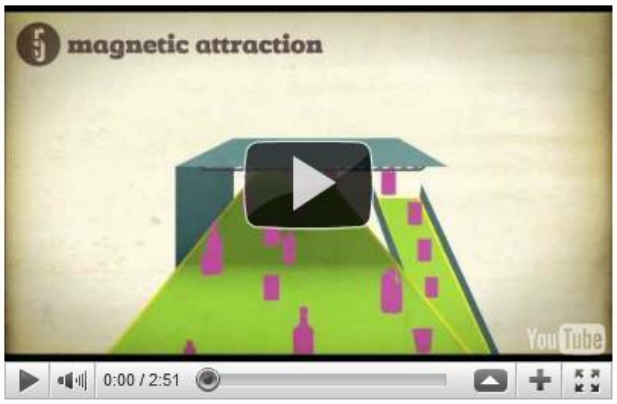
Reduce, Reuse, Recycle!

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

Follow Dashboard Install Theme

Hipster Scarves

(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

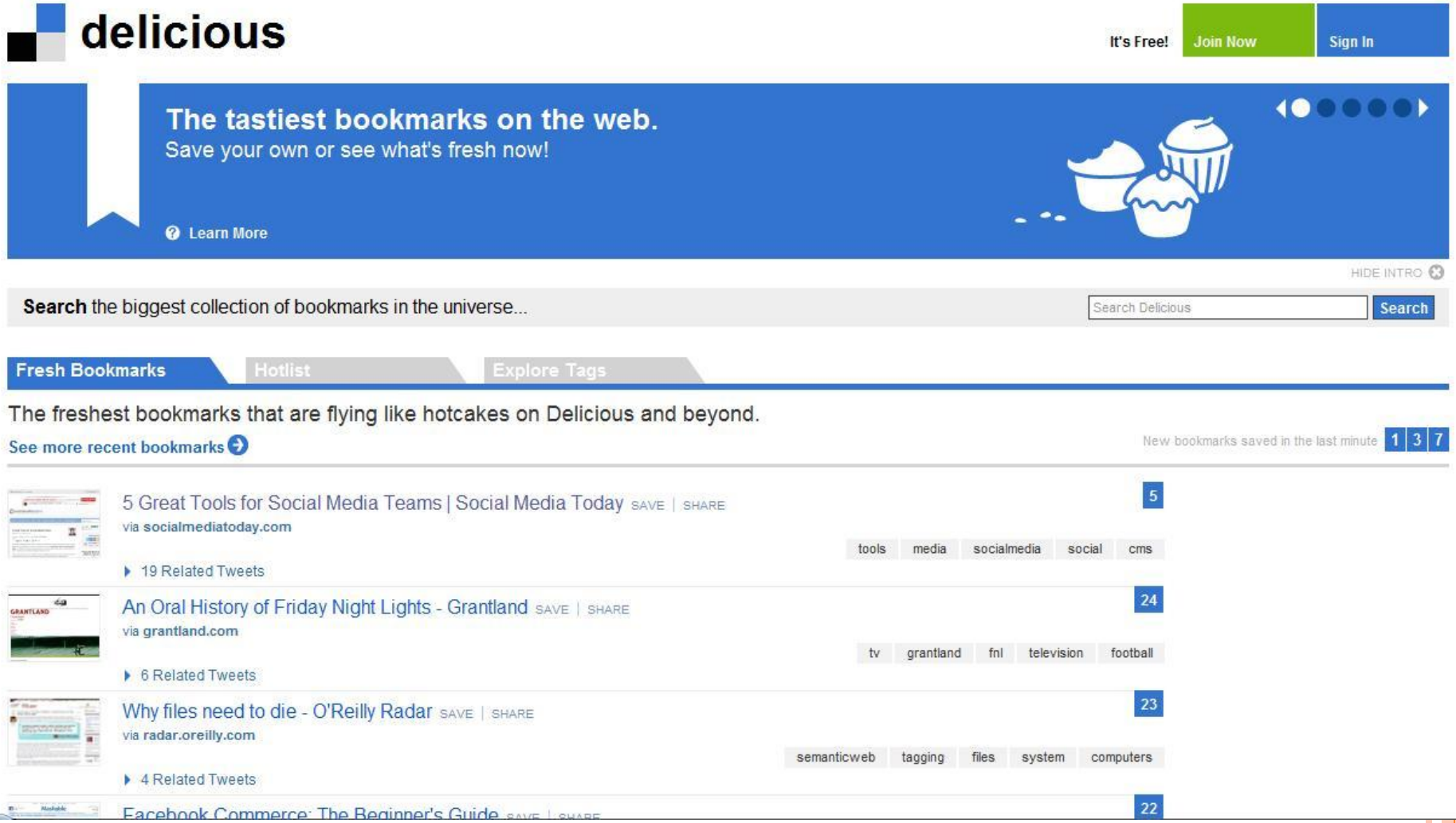
- Social Bookmarking (StumbleUpon, Delicious)
- Social News (Digg, Reddit)

- 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


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
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See more recent bookmarks
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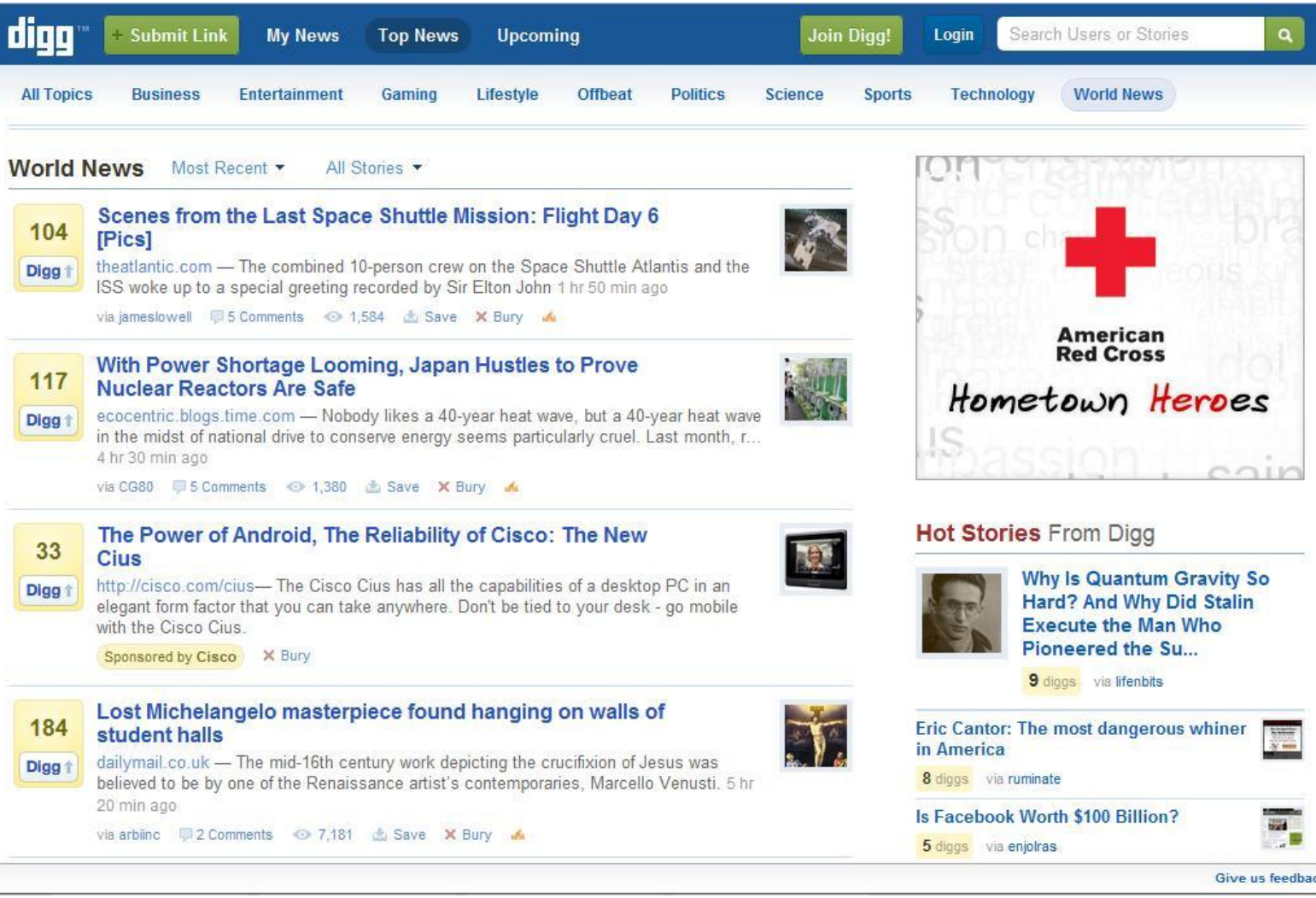
22

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

DIGG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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

flickr from YAHOO!

You aren't signed in Sign In Help

Home The Tour Sign Up Explore Upload

Search

RE3.org's photostream pro

Sets | Galleries | Tags | People | Archives | Favorites | Profile

Slideshow 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

I 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

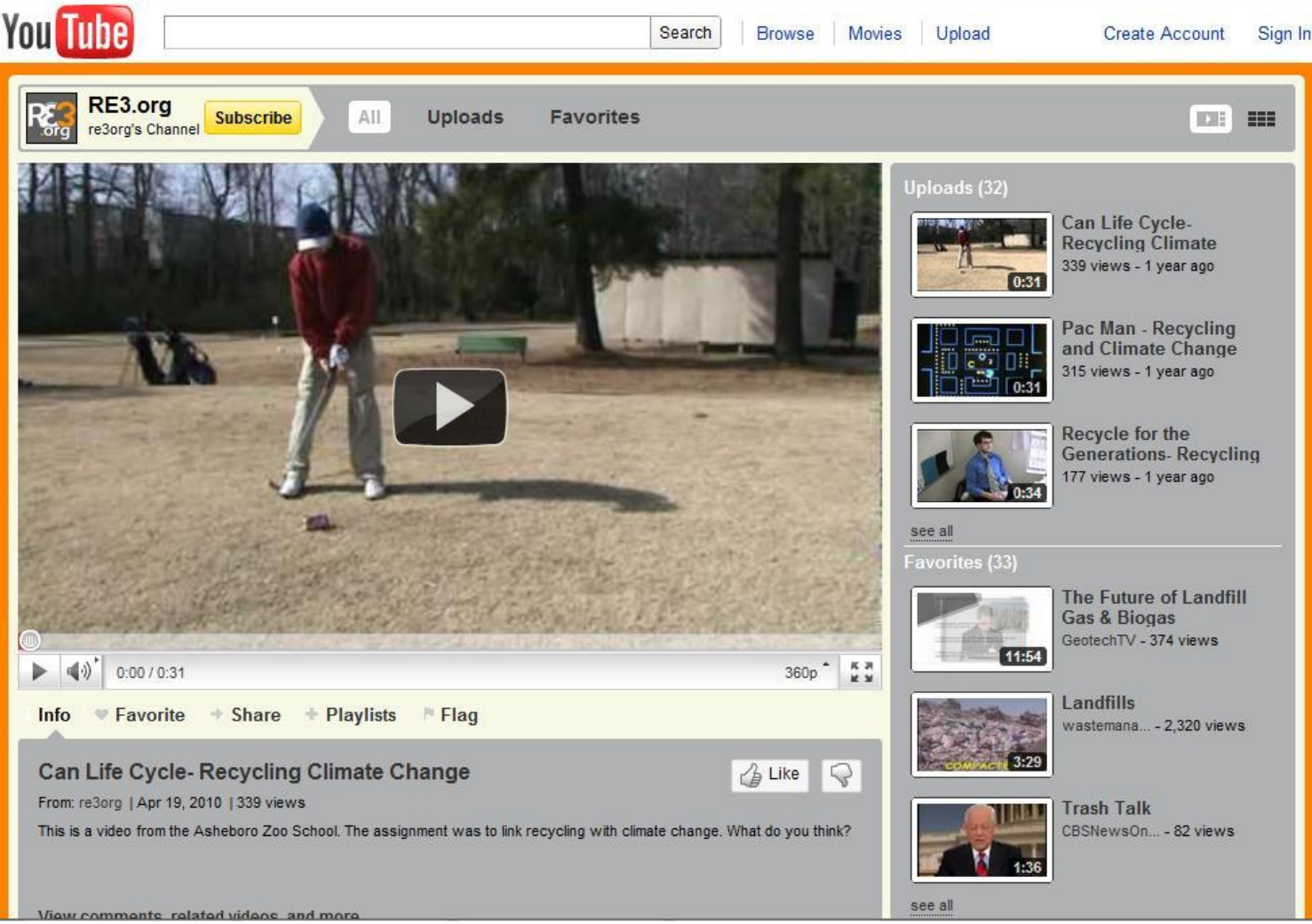
Pros

- 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



Ustream

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

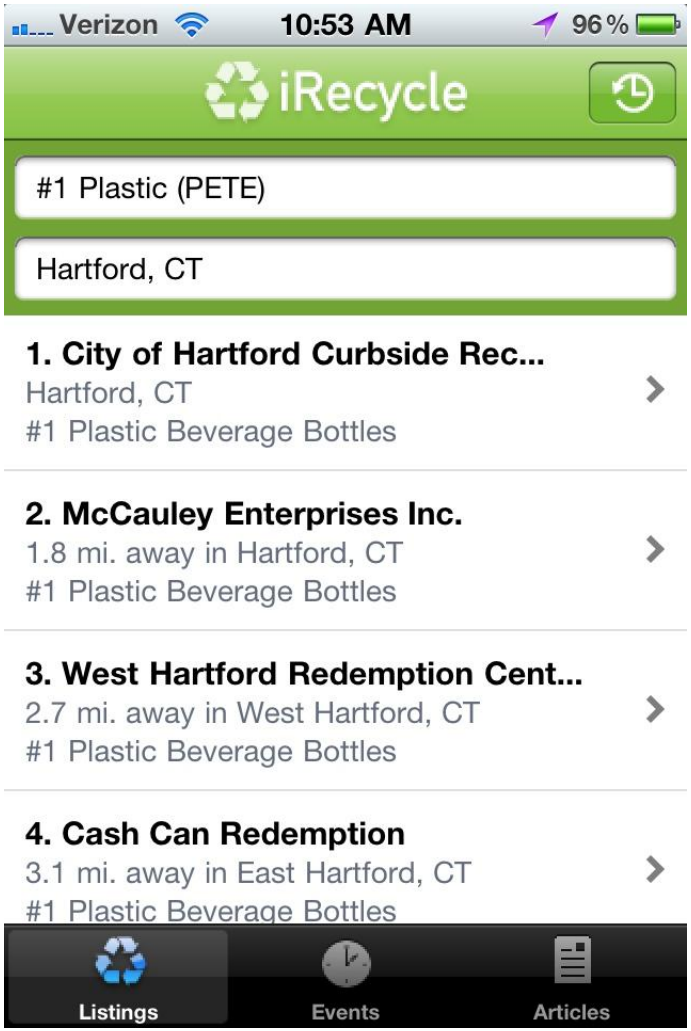
- Widgets/Applications
- Buttons/Badges
- Podcasts
- Mobile Website
- RSS Feed

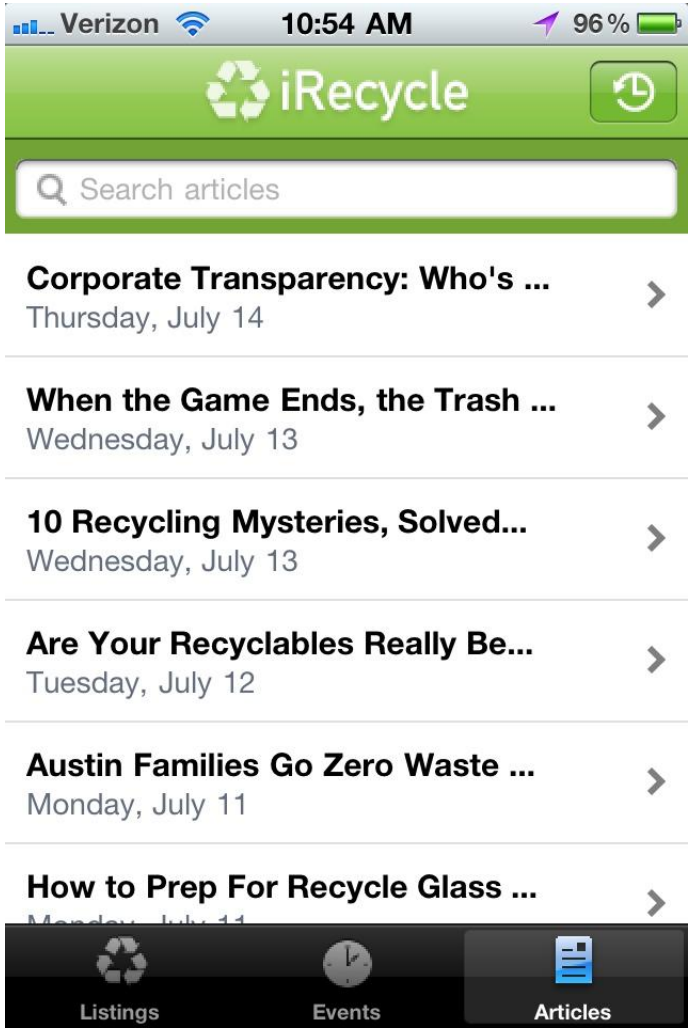
Widgets & Applications

- 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

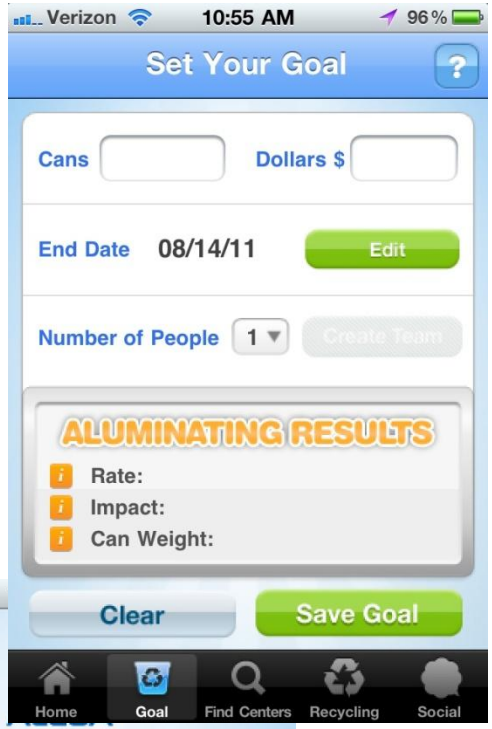
- Known as mobile "apps"
- Similar to widgets but with more info and interaction
- Are essentially easy-to-use interactive versions of a website
- Optimizes an idea, organization, or website to provide the user with a simple and fast way to locate or share info

iRecycle – Earth911





ALUMINATE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1
Create Team
ALUMINATING RESULTS
Rate:
Impact:
Can Weight:
Clear
Save Goal
Home
Goal
Find Centers
Recycling
Social

Verizon
10:55 AM
95 %
Recycling
Fun Facts
News
Recycling Info
Watch Videos
Fun Facts
Aluminum can be recycled over and over again.
Share
Nearly 75% of all aluminum ever produced since 1888 is still being used today.
Share
When aluminum is recycled, it uses 95% less energy than the first time it was made.
Share
Aluminum cans are recycled, turned into new cans and back in stores within 60 days.
Share
More than 69% of all aluminum cans are recycled worldwide.
Share
Home
Goal
Find Centers
Recycling
Social

Verizon
10:55 AM
96 %
ALCOA
aluminate™
Thanks for downloading Aluminate!
This app helps you:
• Set a recycling goal.
• See how you can earn cash and protect the planet.
• Find a nearby recycling center
• Make the world a better place!
Set Your Goal To Get Started!

Verizon
aluminate™
Did you know?
Fun Fact #4: Aluminum cans are recycled, turned into new cans and back in stores within 60 days.
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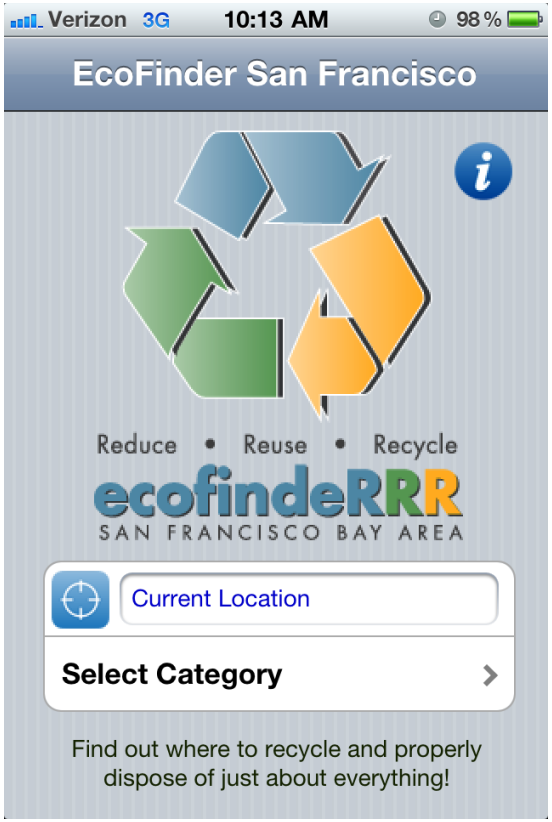
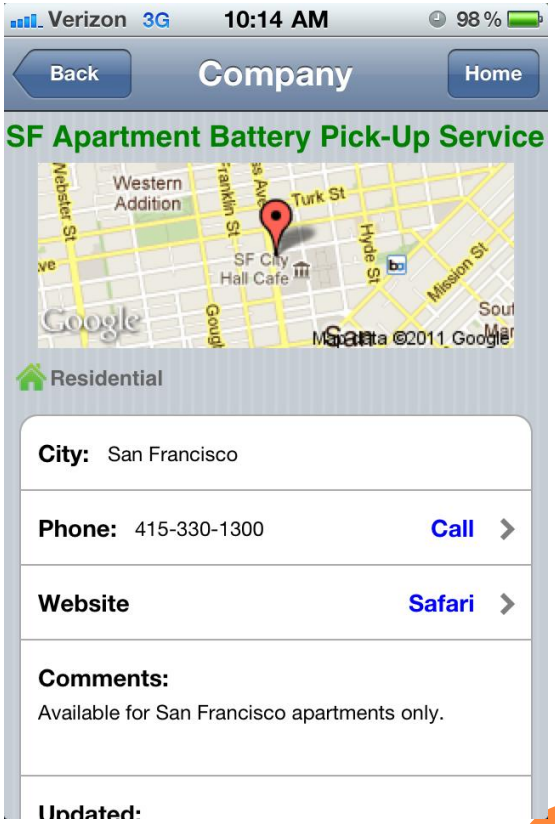
Recycle List & EcoFinder





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

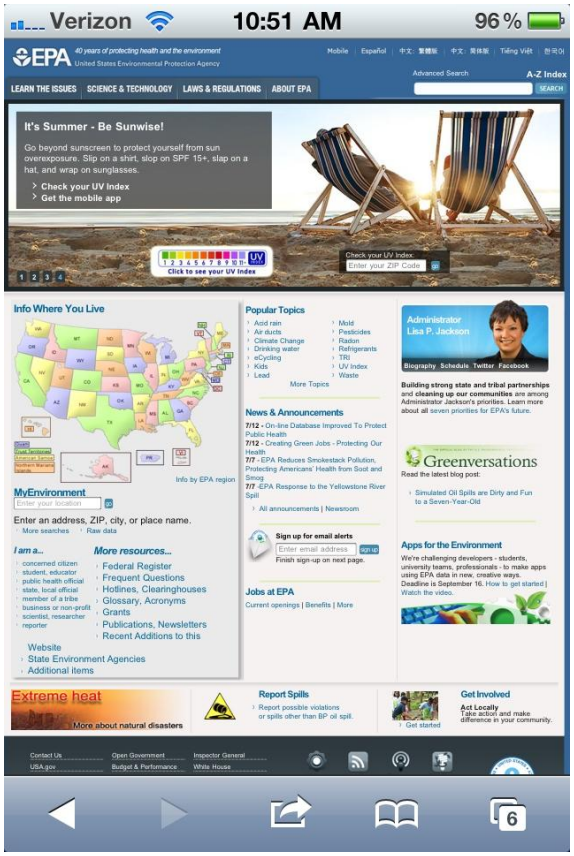
Pros

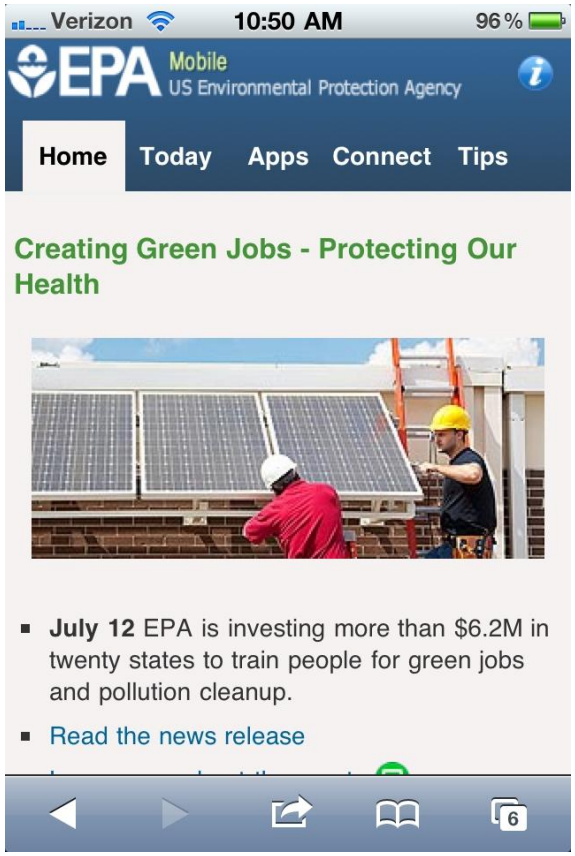
- Simplified version of the actual website
- Easily loaded and navigated on small smart phone screens
- Simplify recycling tips and info for people on the go
- Provide info in an easily accessible format
- Acknowledges that people use mobile web, would benefit from easy access to info and tips

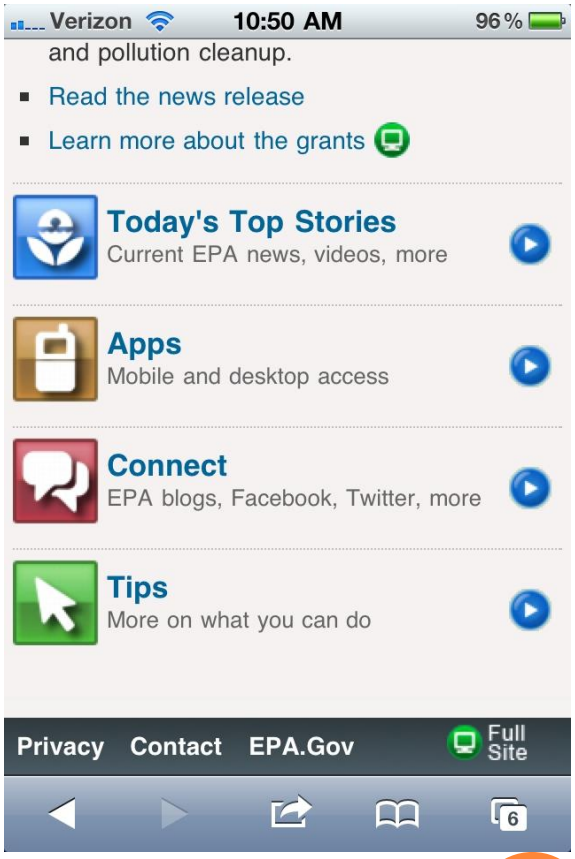
Cons

- 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)

Social Media Tools

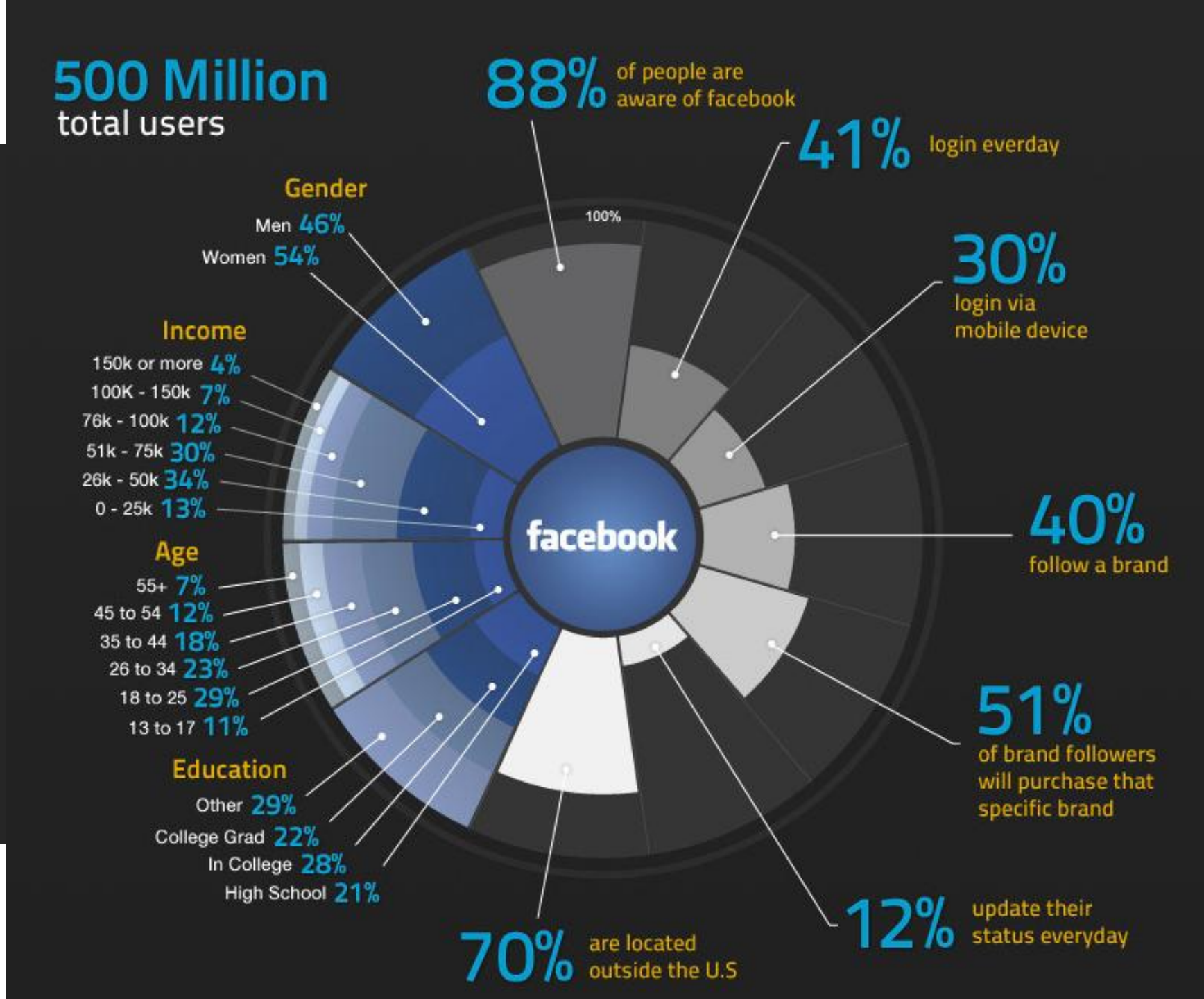
- HootSuite, TweetDeck, Seesmic
  - Used to update multiple social profiles at once
  - Can choose which ones to send to
  - Often have built-in URL shorteners
- Metrics
  - Google Analytics, Insight
  - Track fans/friends/subscribers, posts, visits, links clicks, page views, etc.
  - Google Reader (track 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



facebook vs. twitter

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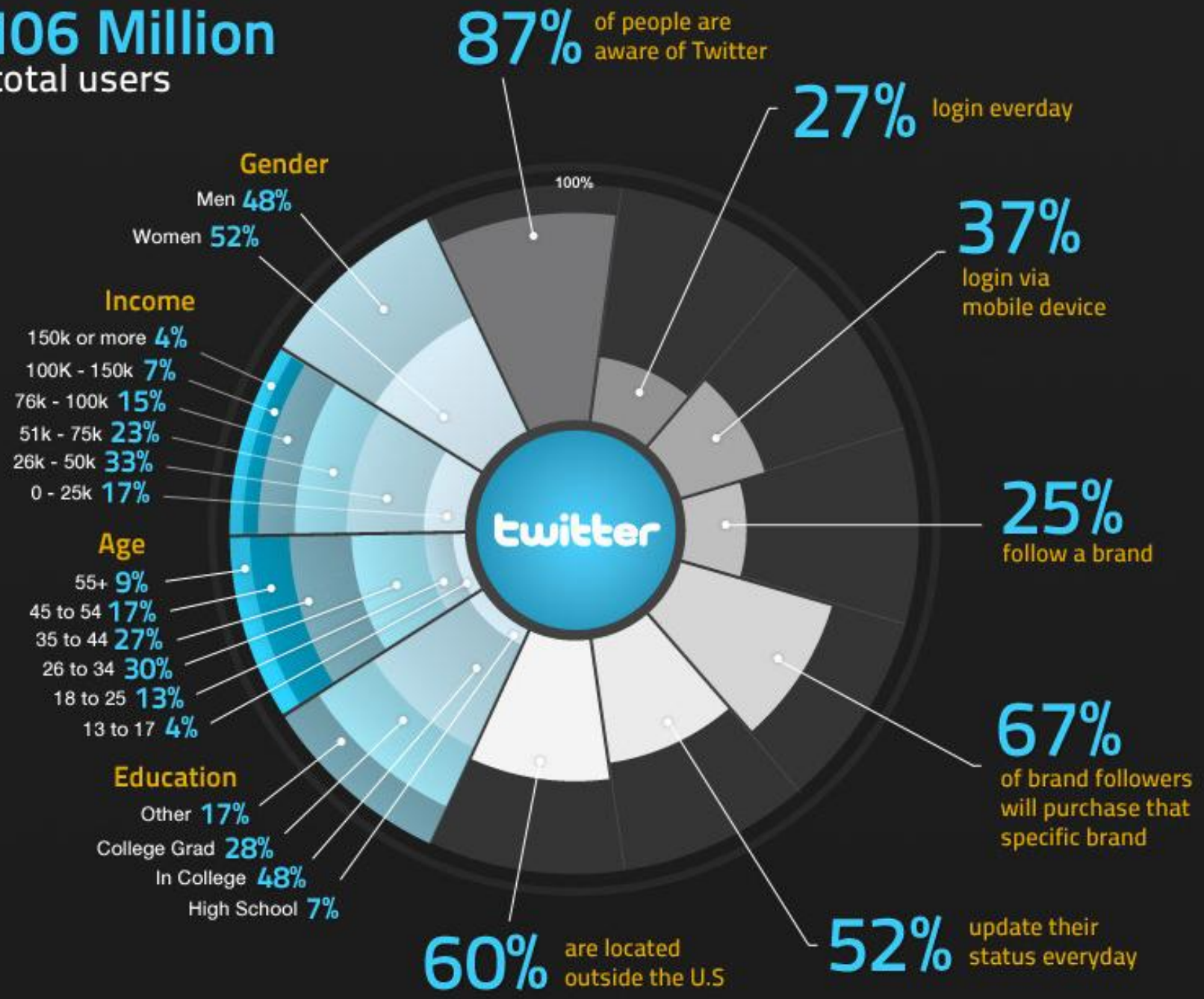
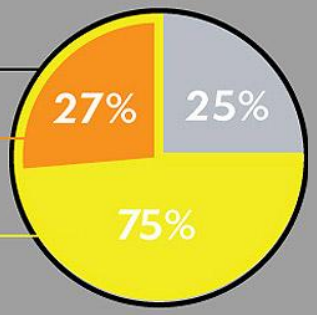


Mobile Marketing

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.

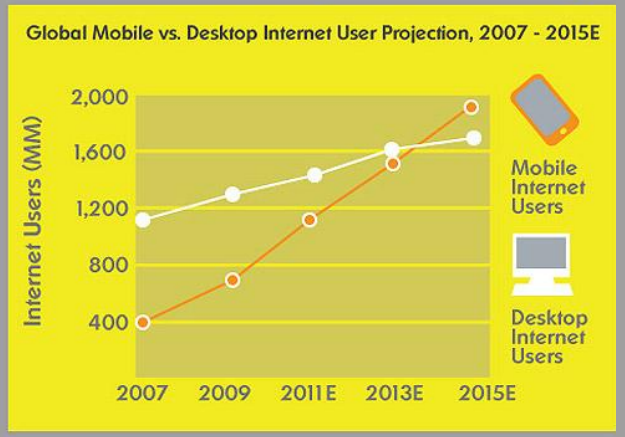
What is the size of the mobile market?

Of the world's **4 billion** **mobile phones** in use,
1.08 billion are **smartphones**
and a whopping **3.05 billion** are **SMS enabled**
(950 million are not SMS enabled)



How fast is mobile internet growing?

By 2014, mobile internet should take over desktop internet usage

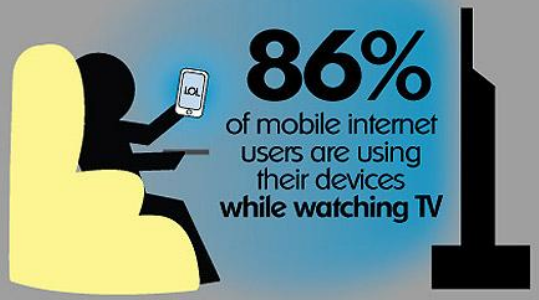


How has mobile usability changed?

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

One half of all local searches are performed on **mobile devices**

Mobile tags provide more product information like comparison shopping offers than traditional barcodes



How are coupons used on mobile devices?

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

29%
of mobile users are open to scanning a mobile tag *to get coupons*

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...

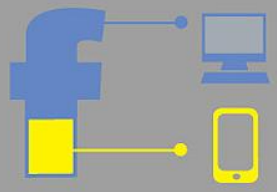
91%
of mobile internet access is to socialize...

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

Fun Facts

What is the state of social & mobile marketing?

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

What do people use their mobile phones for?

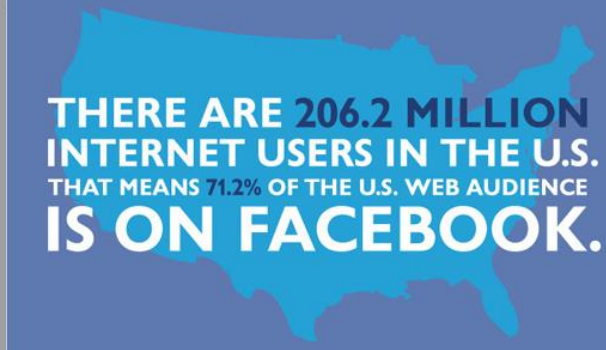
AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS.
APROX. 1 IN EVERY 13 PEOPLE ON EARTH.
HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

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.

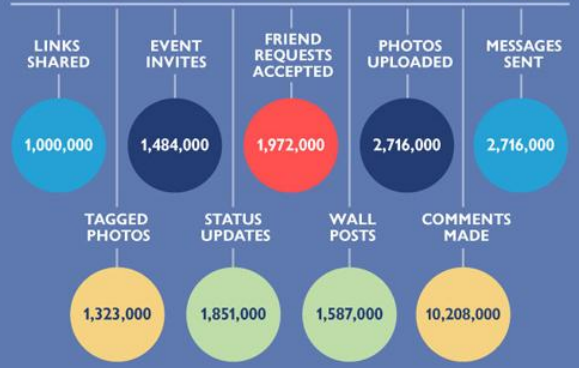
ABOUT 70% OF THE FACEBOOK USERBASE
RESIDES OUTSIDE THE U.S.A

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

*As of July 2011

California

- CalRecycle
  - Twitter
  - Facebook
  - YouTube

Examples – Federal Agencies

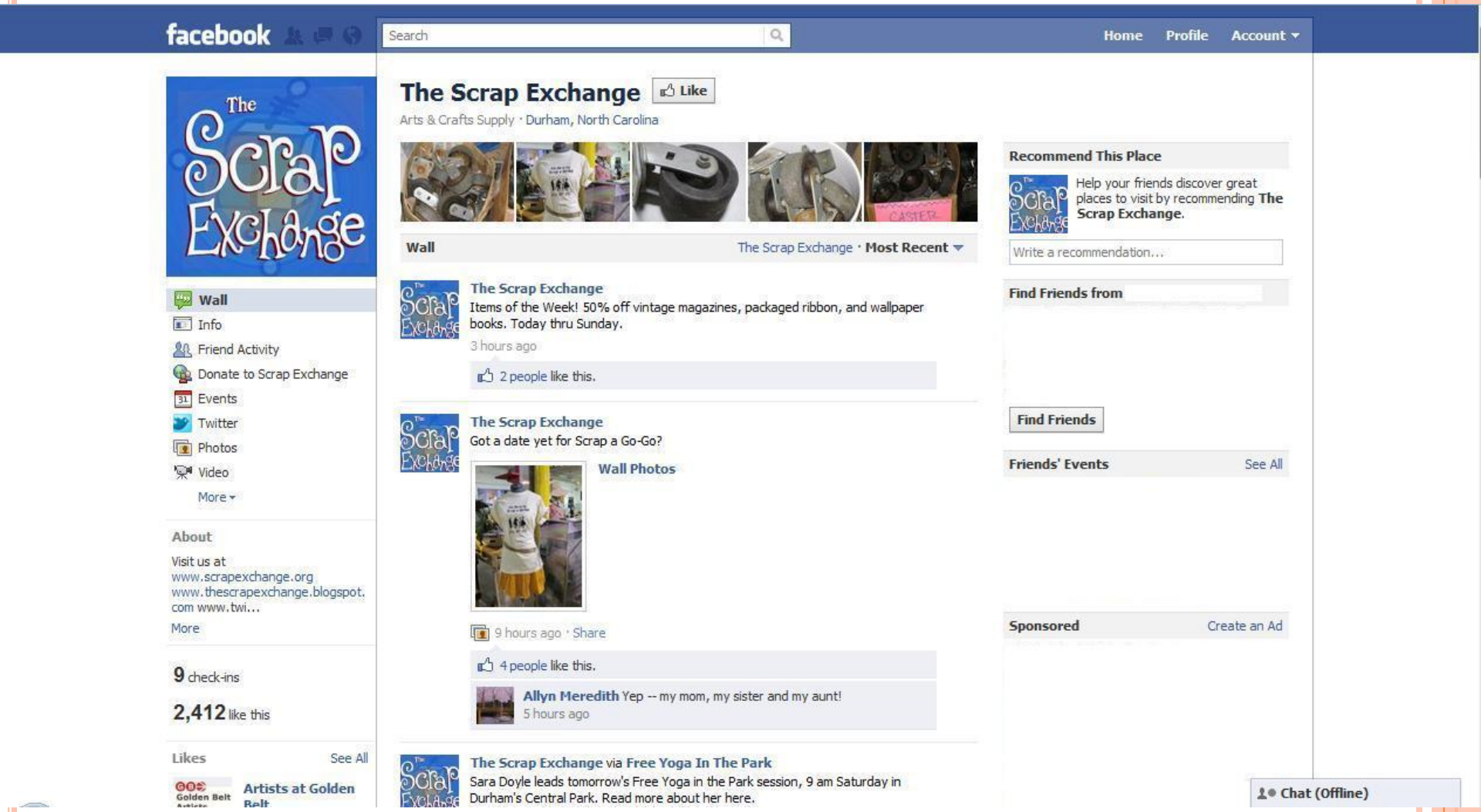
- EPA Social Media Information
- CDC Social Media Website
- NASA Social Media List

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

The Scrap Exchange – Facebook



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
- LinkedIn
- Twitter
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- Wordpress
- Foursquare
- StumbleUpon
- Delicious
- Digg
- Reddit
- Flickr
- YouTube
- Ustream
- HootSuite
- Google Analytics
- Google Reader
- Share / Add Button
- iOS / Android Apps