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
**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.
NEW HAVEN – OFFICE OF SUSTAINABILITY

Facebook

City of New Haven Office of Sustainability

The City is repaving Middletown Ave from Dump Rd to Perry 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/roads science-5/](http://www.betterroads.com/roads science-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.nhasofnewhaven.org/labs-classes.html](http://www.nhasofnewhaven.org/labs-classes.html)

Lab Classes
www.nhasofnewhaven.org
Neighborhood Housing Services of New Haven - Positioning New Haven’s Neighborhoods to Succeed

June 20 at 11:14pm • Share

Mary Kev likes this.

CARE - Community Alliance for Research and Engagement
What a great idea!
Tuesday at 12:30pm

City of New Haven Office of Sustainability

14 new electrification stations off Stiles Street give truckers the comfort of air conditioning and the quiet of electric power. These will be phased into there fleet over the next year.

Tuesday, July 19
<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>#hashtags group together similarly themed tweets</td>
<td>Limited to 140 characters or less</td>
</tr>
<tr>
<td>Integrated with cell phones and texting</td>
<td>Meant to be informal and conversational (potential approval problems)</td>
</tr>
<tr>
<td>Good for short facts or reminders</td>
<td>Time consuming (people expect regular updates)</td>
</tr>
<tr>
<td>On-the-go updates for mobile users</td>
<td>Character restrictions cut off posts if linked to Facebook</td>
</tr>
<tr>
<td>Easy interaction</td>
<td></td>
</tr>
<tr>
<td>Can be linked to Facebook</td>
<td></td>
</tr>
</tbody>
</table>
NORTH CAROLINA – TWITTER

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

Curious how RE3.org uses Twitter?

About @re3org
801 Tweets 639 Following 677 Followers 68 Listed

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

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

Download, print and hang these RE3.org posters to remind people to recycle! Find them at bit.ly/oH1qLq
6 Jul
New Haven – Office of Sustainability

Twitter
### Tumblr

**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

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### Microblog

**Pros**

**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 the 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.

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Hipster Scarves

(Source: abundantadventures)

@o months ago

okay, seriously, this is adorable.

@o months ago

madies:

old photo - new bracelet
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
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
MULTIMEDIA

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

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
<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides a home for PSAs and educational videos</td>
<td>Biggest challenge is making the video itself (or converting existing videos to usable format)</td>
</tr>
<tr>
<td>Can be re-watched at any time</td>
<td>Comments are notorious for their anonymity and ability to get out of hand easily</td>
</tr>
<tr>
<td>Large accessibility</td>
<td>Uploaded content must be 100% original to avoid copyright issues</td>
</tr>
<tr>
<td>Good resource for schools and organizations</td>
<td>Most accounts cannot upload videos longer than 10 minutes</td>
</tr>
<tr>
<td>Audience extends beyond CT</td>
<td></td>
</tr>
<tr>
<td>Easy, convenient, can be linked or embedded across the internet</td>
<td></td>
</tr>
</tbody>
</table>
North Carolina – YouTube
<table>
<thead>
<tr>
<th><strong>UStream</strong></th>
<th><strong>Livecasting</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pros</strong></td>
<td><strong>Cons</strong></td>
</tr>
<tr>
<td>Extremely useful in certain situations</td>
<td>Only useful for very specific reasons</td>
</tr>
<tr>
<td>Provides live streaming video feed for viewers to watch online</td>
<td>Must have actual events or speaker that people would be interested in watching</td>
</tr>
<tr>
<td>Broadcast conferences, events, interviews, panels, or anything of interest that many people are unable to attend</td>
<td>Live video feeds are risky because there’s no way to censor or control what happens once the camera starts running</td>
</tr>
<tr>
<td>People at home can participate without actually being there</td>
<td></td>
</tr>
</tbody>
</table>
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

1. City of Hartford Curbside Rec...  
Hartford, CT  
#1 Plastic Beverage Bottles

2. McCauley Enterprises Inc.  
1.8 mi. away in Hartford, CT  
#1 Plastic Beverage Bottles

3. West Hartford Redemption Cent...  
2.7 mi. away in West Hartford, CT  
#1 Plastic Beverage Bottles

4. Cash Can Redemption  
3.1 mi. away in East Hartford, CT  
#1 Plastic Beverage Bottles

Corporate Transparency: Who's ...  
Thursday, July 14

When the Game Ends, the Trash ...  
Wednesday, July 13

10 Recycling Mysteries, Solved...  
Wednesday, July 13

Are Your Recyclables Really Be...  
Tuesday, July 12

Austin Families Go Zero Waste ...  
Monday, July 11

How to Prep For Recycle Glass ...  
Monday, July 11
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!

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

EcoFinder San Francisco

Find out where to recycle and properly dispose of just about everything!
**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

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simplified version of the actual website</td>
<td>People going to the DEEP website wouldn’t get linked to the mobile recycling site unless they click recycling</td>
</tr>
<tr>
<td>Easily loaded and navigated on small smartphone screens</td>
<td>Would have to redesign and simplify the entire website</td>
</tr>
<tr>
<td>Simplify recycling tips and info for people on the go</td>
<td>Could require additional technological assistance</td>
</tr>
<tr>
<td>Provide info in an easily accessible format</td>
<td>May have to cut back on content</td>
</tr>
<tr>
<td>Acknowledges that people use mobile web, would benefit from easy access to info and tips</td>
<td></td>
</tr>
</tbody>
</table>
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
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.

Gender
- Men 46%
- Women 54%

Income
- 150k or more: 4%
- 100K-150k: 7%
- 76k-100k: 12%
- 51k-75k: 30%
- 26k-50k: 34%
- 0-25k: 13%

Age
- 55+: 7%
- 45 to 54: 12%
- 35 to 44: 18%
- 26 to 34: 23%
- 18 to 25: 29%
- 13 to 17: 11%

Education
- Other: 29%
- College Grad: 22%
- In College: 28%
- High School: 21%

A breakdown of 2010 social demographics
Mobile Marketing

People are spending more time on their mobile phones than ever before. The 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.

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

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 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

86% of mobile internet users are using their devices while watching TV

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.**

### What do people use their mobile phones for?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>61%</td>
</tr>
<tr>
<td>Weather</td>
<td>55%</td>
</tr>
<tr>
<td>Maps/Search</td>
<td>50%</td>
</tr>
<tr>
<td>Social Networking</td>
<td>49%</td>
</tr>
<tr>
<td>Music</td>
<td>42%</td>
</tr>
<tr>
<td>News</td>
<td>36%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>33%</td>
</tr>
<tr>
<td>Dining</td>
<td>25%</td>
</tr>
<tr>
<td>Video</td>
<td>21%</td>
</tr>
</tbody>
</table>

### Statistics

- **As of 2011, there are 500,000,000 active Facebook users. Approx. 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.**

- **Women aged 35 to 54 are the most active group in mobile socialization.**

- **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.**
EXAM PLES – S TATE A GENCIES

- **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*
C ALIFORNIA

• 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

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

Follow Scrap Exchange on Twitter
Don't miss any updates from Scrap Exchange. Sign up today and follow your interests!

Curious how Scrap Exchange uses Twitter?

About @scrapexchange
1,403 Tweets 91 Following 967 Followers 112 Listed

About Help Blog Noble Status Jobs Terms Privacy Advertisers Businesses Media Developers Resources © 2011 Twitter
THE SCRAP EXCHANGE – FACEBOOK

The Scrap Exchange
Arts & Crafts Supply • Durham, North Carolina

Wall Photos

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.

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.
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

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- Delicious
- Digg
- Reddit
- Flickr
- YouTube
- Ustream
- HootSuite
- Google Analytics
- Google Reader
- Share / Add Button
- iOS / Android Apps