



Rethinking Social Media: Using Online Tools to Enhance Communications
Local Case Studies - Materials and Resources
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Minnetonka Community Center

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Links to your website and social media profiles

www.RethinkRecycling.com
www.RethinkRecycling.com/blog
www.Facebook.com/RethinkRecycling
www.Twitter.com/RRTwinCities
www.YouTube.com/RethinkRecycling

Overview of campaign

- SWMCB Communications Team works to set up an annual “trigger events” schedule, which includes all media and public outlets based on events and timely topics throughout the year. For example: New Compostable Bag Law in April and National Night Out Recycling in August, No Waste Holidays in December, etc.
- The trigger campaigns use the website and blog as the base for all information and is supported by Twitter and Facebook to draw people to the info on the site.
- The Rethink Recycling Campaign started blogging and using Facebook and Twitter in August 2009, using the campaign’s Minnesota State Fair exhibit as a hook and a launching point for our profiles.
- Facebook: 420 likes/fans. Twitter: 200 followers; 32 following.

Social Media Policy

The SWMCB Communications Plan integrates traditional media and social media.

Successes

- Social media has proven to be a cost-effective way to reach new audiences that the campaign may not reach through our newspaper articles, events, or other outreach.
- Allows for dialogue between readers/residents and Rethink Recycling that was not available before.
- Allows the SWMCB to respond quickly to media stories (example: follow Jason DeRusha of WCCO @DeRushaJ for opportunities to answer his “Good Question”).
- Rather than sending press releases, e-newsletters, or utility bill inserts, we are now able to respond immediately to changes or updates that our residents should know about—on topics that Rethink Recycling is the “go-to resource” for the Metro region.
- Allows residents to ask direct questions or to make suggestions (see blog examples) in a way that is more personal and invested.

Challenges

- Biggest challenge is posting “enough”. The campaign could post more , but resources and staffing does not currently allow for it.
 - This would allow the campaign to have more (and implicitly better) dialogue with the residents/businesses that we are working to educate

- Reaching out and getting a “less green” audience. The social media campaign is currently reaching a good number of real “greenies” ; the more “committed”, environmentally-focused folks. The campaign would like to be able to target the group the “confused but committed” and even the less committed audiences. Hindsight note: There was a strong concern before starting the social media campaign that there would be inappropriate postings. This has not happened. There has not been a single inappropriate posting to our Facebook or Twitter pages. The blog comments are filtered and must be approved before posting (have received some spam, nothing like what was feared).

Additional Resources

www.swmcb.org for articles, images, social media posts for partners to use in their communications.

www.RethinkRecycling.com to send your readers to for information on recycling and waste in the Twin Cities metro area.

www.RethinkRecycling.com/blog for you and your readers to share ideas, information, etc.

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Links to your website and social media profiles-

<http://www.facebook.com/pages/Minneapolis-MN/Hennepin-County-Choose-to-Reuse/62973009726?ref=ts>

Overview of campaign-

We currently use only Facebook

Social Media Policy-

We do not have a formal policy. There is a county-wide committee that Angie Timmons sits on that is currently reviewing our needs.

Successes-

Our campaign is considered successful, especially considering that \$0 have been put towards promotion of it.

Measuring success is a continual thought process keeping things up to date, we feel it is successful thus far because it continually increases in number of fans and Facebook provides us with statistics each week that provide us with information on how much the site is viewed.

Challenges-

One challenge is that the County does not have a policy, and thus no prominent advertising of the Facebook page.

If asked if we would have done things differently in our campaign, we'd say 'no'. We went under the initial guidance of our public affairs department, and we have created a set of standards or guidelines to work from.

There is always room for improvement. Keeping it current and useful is the ever-present challenge.

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Links to your website and social media profiles-

<http://www.facebook.com/pages/Saint-Paul-MN/City-of-Saint-Paul/79640426150?ref=ts>

<http://www.youtube.com/stpaulgov>

<https://twitter.com/stpaulpublicw>

YouTube:

Compost Bag video:

<http://www.youtube.com/stpaulgov#p/a/u/0/l2tkwATWISl>

About reporting pot holes:

<http://www.youtube.com/watch?v=gIDqM72dTxU>

Overview of campaign-

The recycling and solid waste programs are managed within the Public Works Dept. The PW dept. uses the City of Saint Paul's main Facebook pages. The Parks & Rec. Dept. has their own Facebook page. We also have a Direct link to Twitter and YouTube on our main web page.

- We typically do not engage in back and forth conversations on Facebook.
- We use Twitter once or twice a day.
- We utilize short and long PSA's and videos related to city activities or actions and promote them within the main web page, through Facebook and Twitter.
- Have not found any disadvantages yet with Facebook or Twitter.
- We utilize all three media outlets.

Social Media Policy-

The City has a Media Policy. It does not have a Social Media Policy. Usually Department Public Information Officers are responsible for posting on facebook and Tweeting.

Successes-

Answer is not related to "one campaign" but rather overall use. We have found it extremely successful. Based on response from people at events being asked "how did you find out about the event?" Many people note the messages on Facebook.

Early 2009 when we first tweeted about our snow emergencies we had 12 followers. Today we have 1959 for PW. The City has another 1100. Our Facebook has 8,000 fans.

Challenges-

One negative comment was the request for removal of the compostable bag PSA. Resident comment (re. kids and plastic bags), required review of mayor's office staff. Brings up the potential problems with pushing the creative efforts, out-of-the box thinking.

Resources-

Link to the Curbside Value Partnership newsletter (BinBuzz) pages.

http://www.recyclecurbside.org/content/u/bin_buzz

The "Talkin about a generation" piece is in the Spring/Summer edition which is on newsletter page as well as their home page.

The "Blueprints of a social media campaign" piece is in the Winter edition.

Home page URL is: www.recyclecurbside.org

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>> Also see PowerPoint presentation in meeting materials on www.swmcb.org/social_media_training. >>

Links to your website and social media profiles

www.DakotaValleyRecycling.org
www.twitter.com/DVRecycling
www.facebook.com/CityofBurnsville
www.youtube.com/user/DakValleyRecycling

Social Media Policy-

See attached. This policy is currently in development by Burnsville's Communications Dept and is not finalized yet.

Overview of Campaign-

Twitter

www.twitter.com/DVRecycling
started in 12/2009
Use HootSuite (www.hootsuite.com) to manage

Facebook

Utilize the City of Burnsville fan page due to existing "fan" base
www.facebook.com/cityofburnsville
Added as administrator 1/2010

YouTube

www.youtube.com/DakValleyRecycling
Created account & uploaded 1st video 6/2010

Successes-

- Social media marketing was seemingly most effective at connecting with local businesses. Businesses are one of our more challenging sections to reach, so this was a very positive discovery.
- We have integrated our "traditional marketing" (newsletters, phone hotline, website, etc) with social & web media, which has increased access to our services
- Posted our recycling events on Facebook
- Have gotten @ questions via Twitter that we reply to
- We have saved money on event publicity by using web and social media promoting instead of direct mailing.

Challenges and Hindsight-

- Maintaining Twitter posting frequency
 - Hootsuite.com mitigated this problem to an extent
- Connecting our social media efforts to our target audience: local residents using the internet
 - Promoting on the Burnsville Facebook page has helped, and we expect the new YouTube page to add to this as well

- Apple Valley and Eagan do not have Facebook fan pages, which makes their residents harder to reach
- Would have been better to plan a launch date for a coordinated social media outreach campaign
- Should have had more click-backs to our website as a means of promoting our services in more detail
- Should have set up analytics on our website to more efficiently track success of each social media technique

Additional Resources-

The US EPA did a social media webinar a couple of month ago, which can be viewed here: <http://www.epa.gov/osw/rcc/web-academy/2010/may10.htm>.

A great place for beginners is the "For Dummies" series of guide books. Two that I've seen on this topic are [Twitter Marketing For Dummies](#) and [Social Media Marketing For Dummies](#).

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>> See PowerPoint presentation at www.swmcb.org/social_media_training. >>