

ROMMG

Prepared for:

Rethink Recycling

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Rethink Recycling Opportunity:

Rethink Recycling has the unique opportunity to become the “voice” of recycling in the Twin Cities. There are many guidelines, rules, and tactics when it comes to running a social media strategy.

The idea behind the Rethink Recycling marketing strategy is sustained by triggers. This trigger strategy will make the answers surrounding what to write about in the blog simple to answer.

The main goal of any blog or social media activity is to stay active and up to date. The more you read and interact with people and groups that are interested in the same things that you are, the more there will be to discuss and the more ideas will be shared, rather than just presented.

Blog Process Strategy

Always blog about what is relevant to your target market. If your trigger this month is about TV/Electronics, try to blog about that and provide value while doing so. The goal is to keep people coming back for more. It does not matter how many times a week or month you post, but the more relevant and more often you do so, the better it is for the health of your blog. For example, try to post every Monday of the week and get into the routine of doing so.

Check the blog daily for comments and spam. Approve comments, do not approve spam. You will be able to tell them apart quite easily.

Always engage with users especially if they comment on your post, write back and answer questions or talk to them about what they came for. Be a resource.

Subscribe to other RSS feeds of similar blogs to see what they are writing about. This will ensure that you are getting good ideas from other resources.

Steps to writing a blog

1. Write a blog post on your topic every Monday (and on additional occasions when you have important information to share)
2. Post a link to the post through the Rethink Recycling Twitter account
3. Post a link to the post on the Rethink Recycling Facebook Fan Page

Phase 2 / Optional

4. Post a link to the post in the Digg account
 - a. This requires writing a title and description
 - i. Keep them short and informative
 - ii. Attempt to add keywords
5. Post a link the post in the Rethink Recycling Delicious account
 - a. This Requires writing a title, notes, and tags
 - i. Attempt to add keywords especially in the tags



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Google Alerts

<http://www.google.com/alerts?hl=en&gl=us>

Google Alerts can be emailed to you or fed to your RSS reader. The Google Alerts service searches blogs and news articles for keywords that you submit. You can set these up for subjects or keywords associated with your blog's content. Rethink Recycling's Google Alerts will be changing based on triggers but here are a few examples:

- Rethink Recycling
- Recycling Minnesota
- Recycling Minneapolis
- Recycling MN

What is Twitter?

Twitter is a microblogging site, a place where people post short bits of text that they want to share with people who "follow" them. The posts are limited to 140 characters or less. You can also link to outside websites and attach pictures.

Twitter Process Strategy

1. Set up account at <http://www.twitter.com> and create a background, bio, and link to a relevant page on Rethink Recyclings Website
2. Set up keyword alerts on <http://www.search.twitter.com> for the keywords and monthly triggers
3. Engage in dialogue and conversation surrounding the trigger keywords as well as full time keywords.
4. Good examples of keywords are:
 - Rethink Recycling
 - Recycling Minnesota
 - Recycling Minneapolis
 - Recycling MN

Examples of Appropriate Rethink Recycling Tweets:

- Never throw away propane tanks, use refillable tanks whenever possible.
- Propane tanks: utilize 'take back' and recycling options where you purchased it. Also, check county sites.
- Find carpet disposal locations. Check <http://rethinkrecycling.com> for options in your area.
- If you have any questions about recycling feel free to ask us!

Examples of Other Recycle Twitterers:



www.recycle-more.co.uk

Thanks for following our tweets!

recycle-more.co.uk offers a wide range of recycling advice for at home, school and in the workplace.

We also offer a recycling bank locator, where you can find your nearest recycling sites anywhere in the UK.



recyclemore

Follow

@PlanetGreen - Practical and simple green ideas are always the best!
<http://bit.ly/W7Tzx>

about 5 hours ago from web in reply to PlanetGreen

Interesting: Spam email uses 33 billion kilowatt hours of energy each year: <http://tinyurl.com/c6mlk4>

about 7 hours ago from web

sun is shining, and the recycle-more worms have created another batch of fabulous worm juice for the plants - great day!

9:53 AM Apr 28th from web

Keep track of your waste with our downloadable waste diary: <http://www.recycle-more.co...>

5:14 AM Apr 27th from web

Name recycle-more
Location UK
Web <http://www.recycle...>
Bio recycling information for the masses!


151 130
 following followers

Updates 25

Favorites

Actions
 block recyclemore

Following



- <http://twitter.com/recyclemore> - UK Recycling
- <http://twitter.com/ciwmb> - California Recycling
- <http://twitter.com/recyclenrv> - Virginia Recycling

Twitter Basics

@ replies: An @reply is a public message sent from one person to another, kind of like replying to a text message, only it's public and everyone following you can see it. Reply publicly to any update on Twitter by using the @username format. Following is not necessary to reply to someone, and all of your replies are visible in the replies tab of your home page sidebar.

DM (Direct Messages): Direct Messages are private messages sent from one Twitter person to another (kind of like a short email). You can only send a Direct Message to a person who follows you.

RT (retweet): RT is short for retweet. People precede their updates with RT to indicate that they're re-posting another person's Twitter update (like forwarding an email).

Twitter Search: You can use the search function on Twitter to look for keywords or subjects you are interested in. Once you find people talking about something you're interested in you can follow them.

Following: The people listed under Following are the people that you have chose to follow, these updates will come to your feed, either online, through text message, or other Twitter application.

Followers: The people listed under Followers are the people that are following you, your updates will show up in their feeds.



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Facebook Fan Pages

Facebook Pages help you discover new organizations, businesses, and brands as well as connect with those you already love. Not only can you connect with your favorite brands and businesses, but now you also can show your friends what you care about and recommend by adding Pages to your personal profile.

Pages are a great place for organizations like Rethink Recycling to help spread the word about a great cause by posting links, events, stories, blog posts, pictures and more.

Steps to Creating a Facebook Fan Page

1. Login to Facebook and type in 'Ads and Pages' into the search bar in the upper right hand corner
2. Click on 'pages'
3. Click on '+ Create Page' tab on right hand side, under the green 'Create an Ad' button
4. Define your page category and name the page
5. Click Edit Information and fill it out
6. Add a picture by click in the large 'question mark'
7. Add events, discussions, and extra applications clicking the '+' tab next to the info tab
8. Invite fans