

This presentation premiered at WaterSmart Innovations

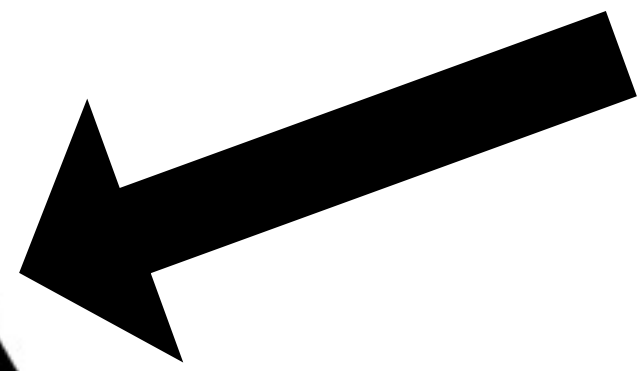
watersmartinnovations.com



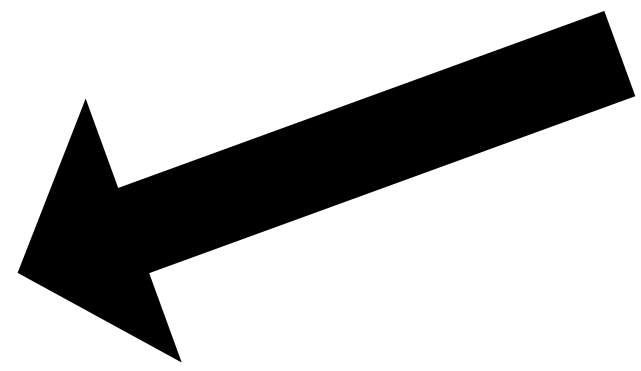
Giving Your Consumers a Voice: Conservation & Social Media



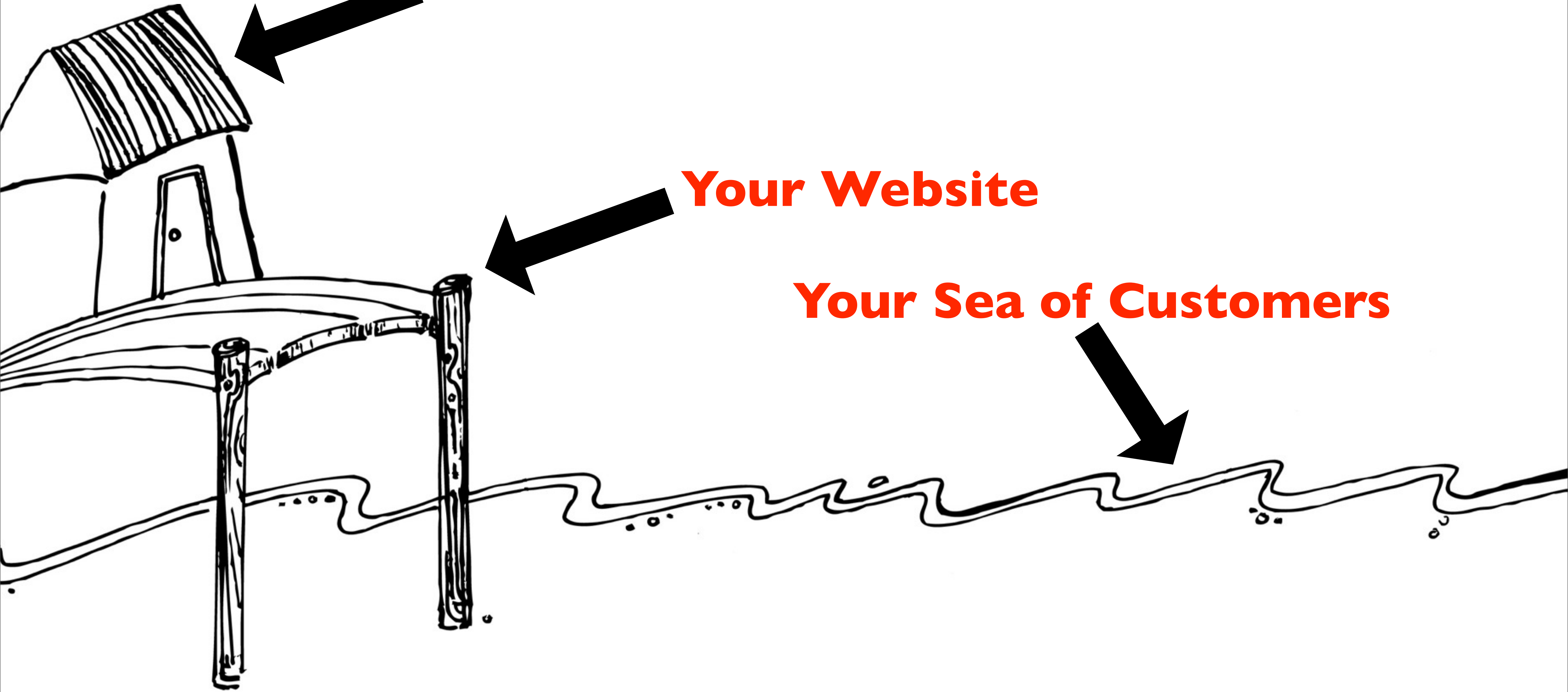
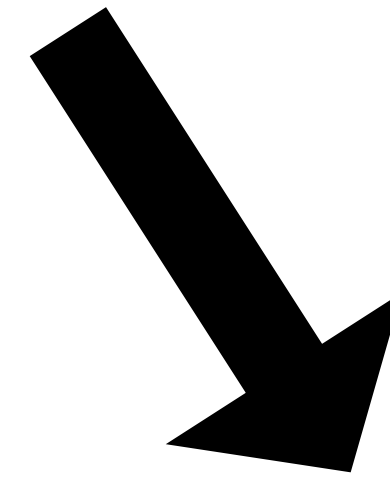
Your Business

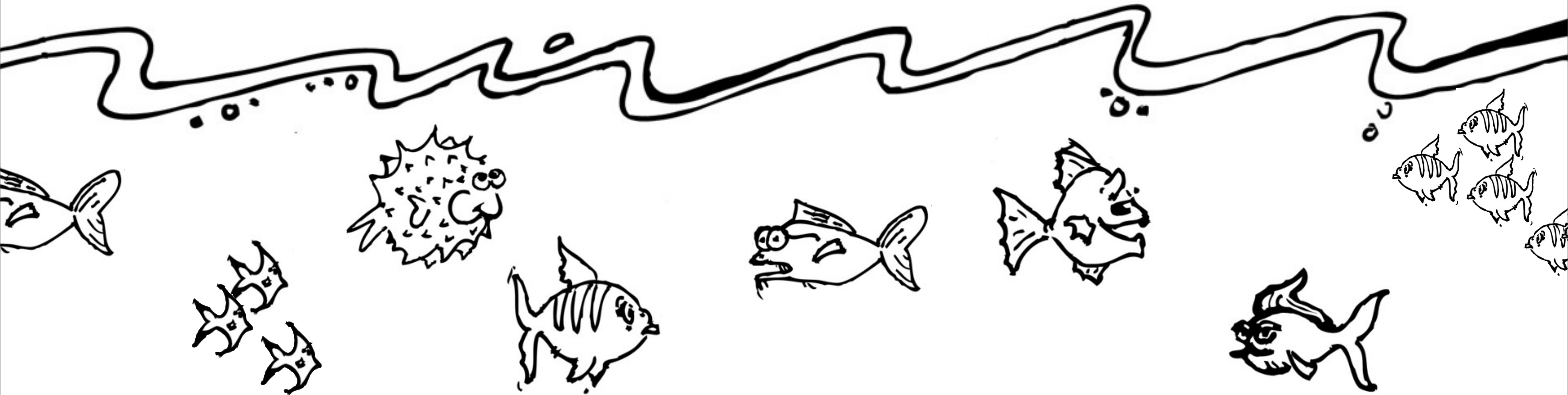


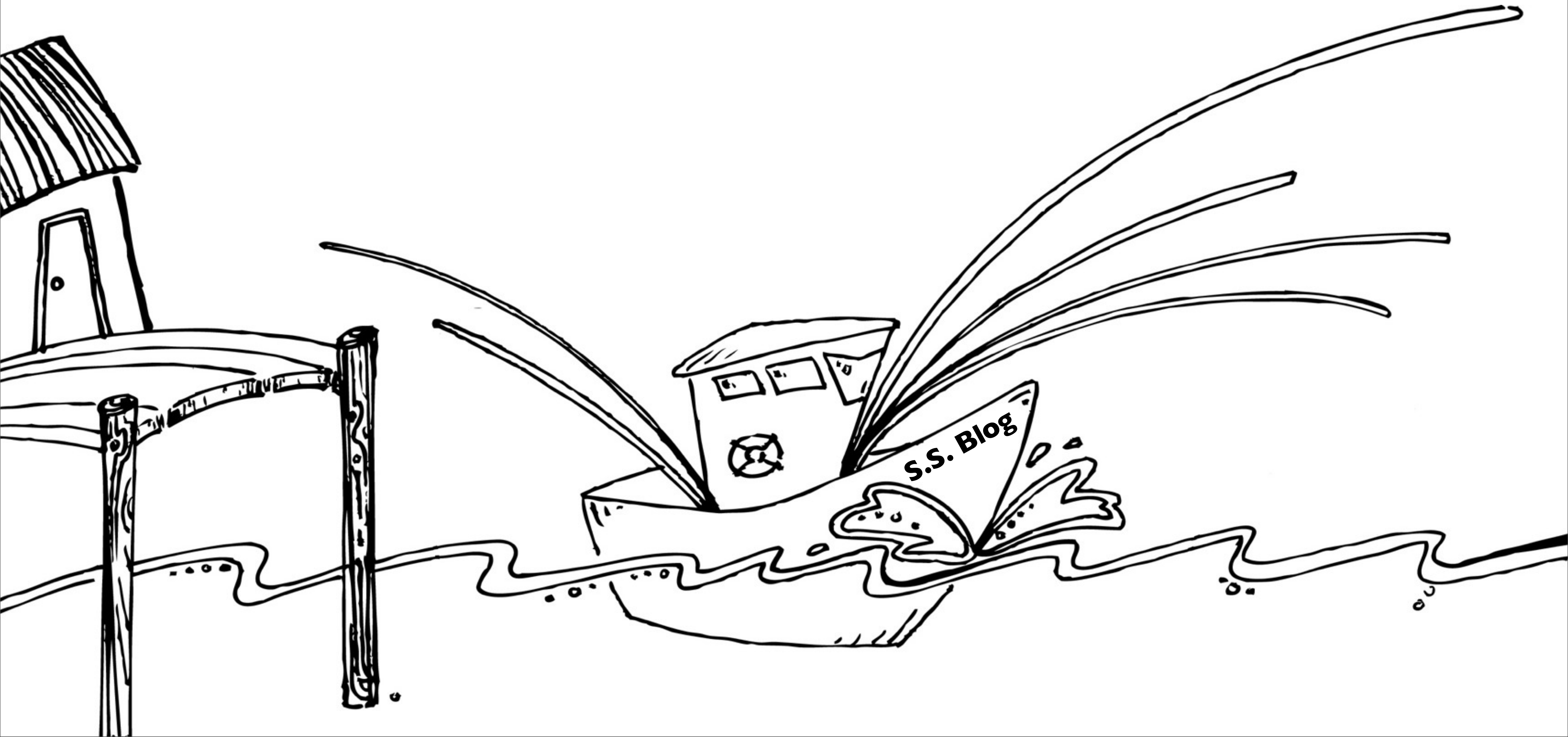
Your Website

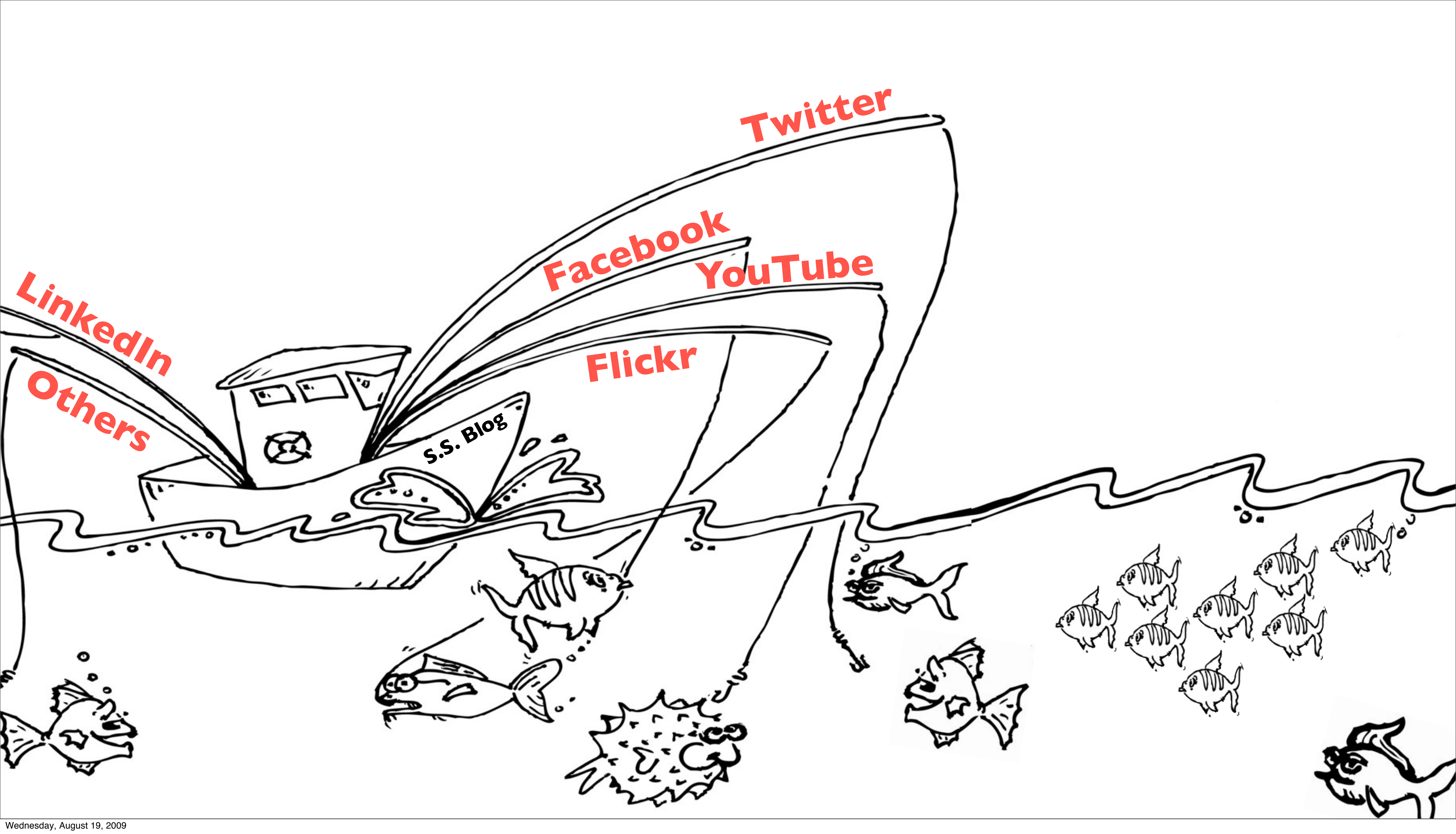


Your Sea of Customers









Twitter

Facebook

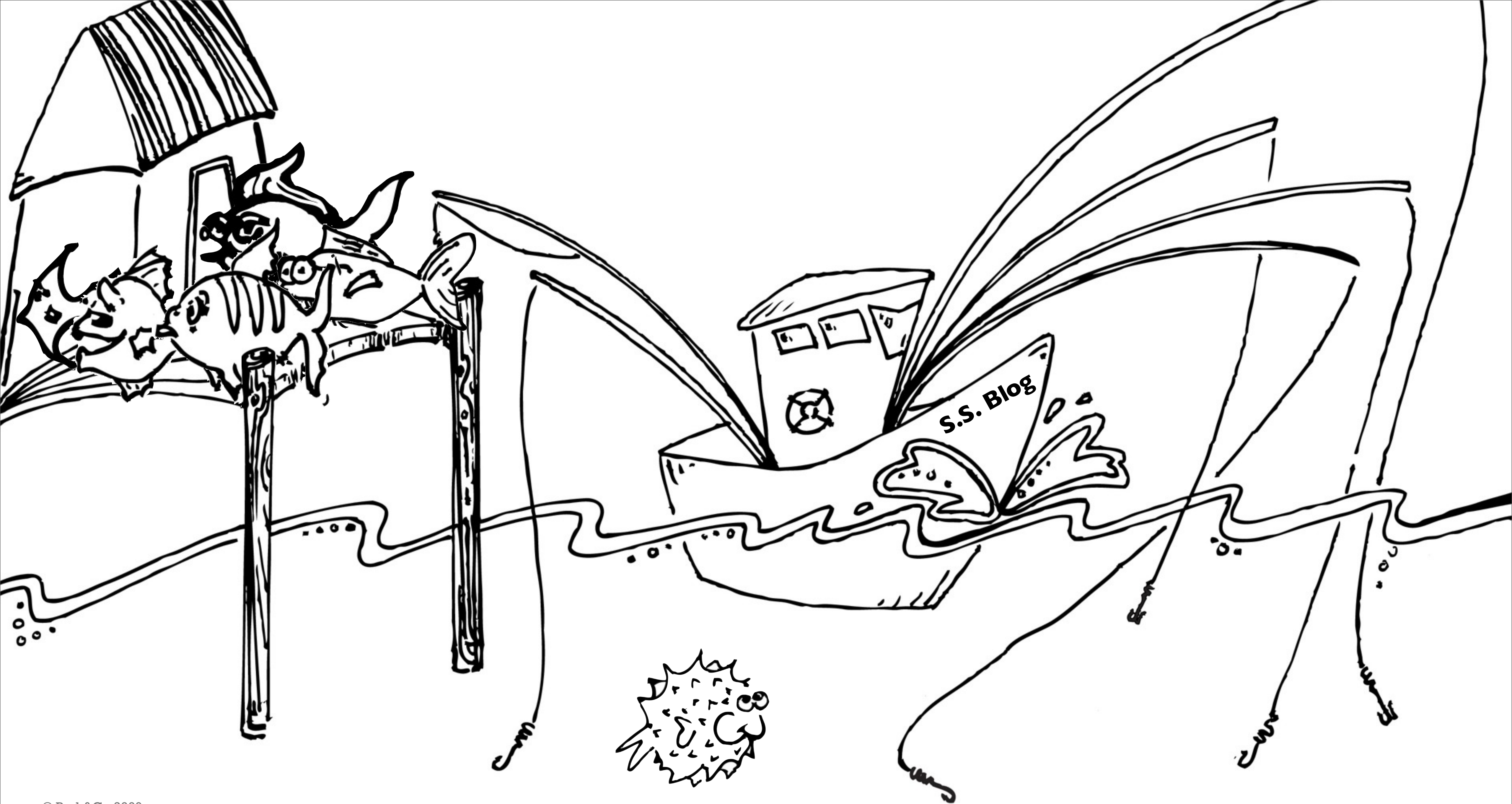
YouTube

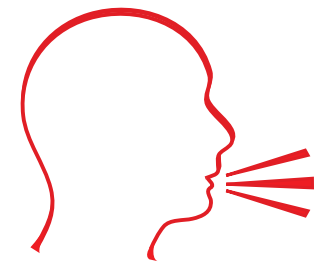
Flickr

S.S. Blog

LinkedIn

Others





Park Howell

President, Park&Co



[Facebook](#)



[Twitter](#)



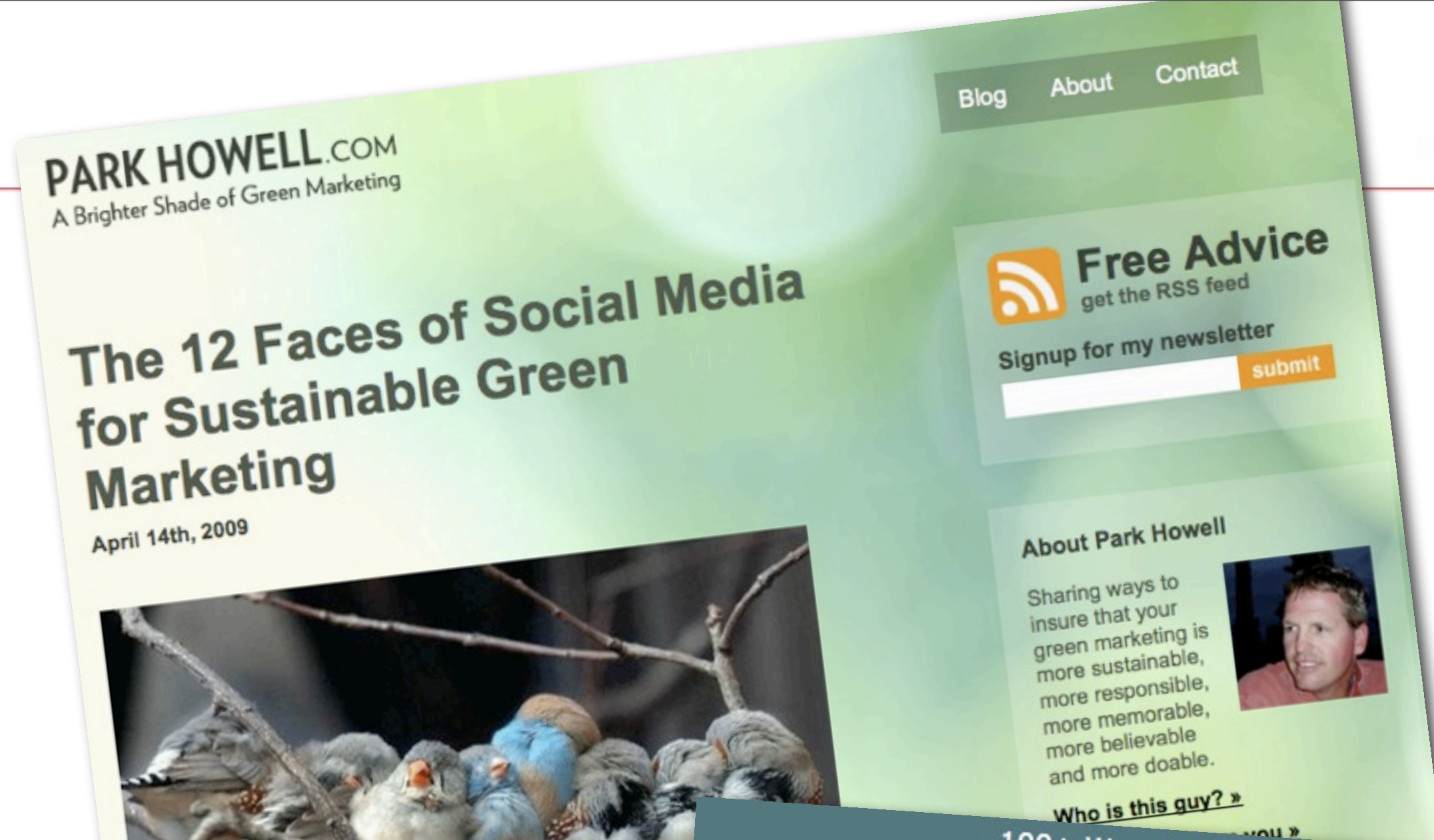
[LinkedIn](#)



[ParkHowell.com](#)



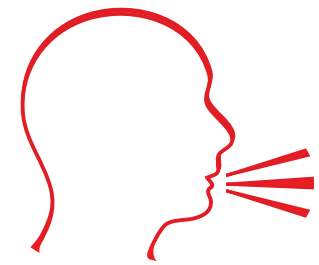
[GetGreenMusic.com](#)



Recently, Melissa Anderson, Director of P.R. at the Business at UofW – Madison, invited me to participate in a conversation with professor Deborah Mitchell's Marketing Communications MBA class. The topic was the use of social media to sustainability and green marketing. #bizpitch helped me collect my thoughts. Here are some ways to use social media to create a brighter shade of green.

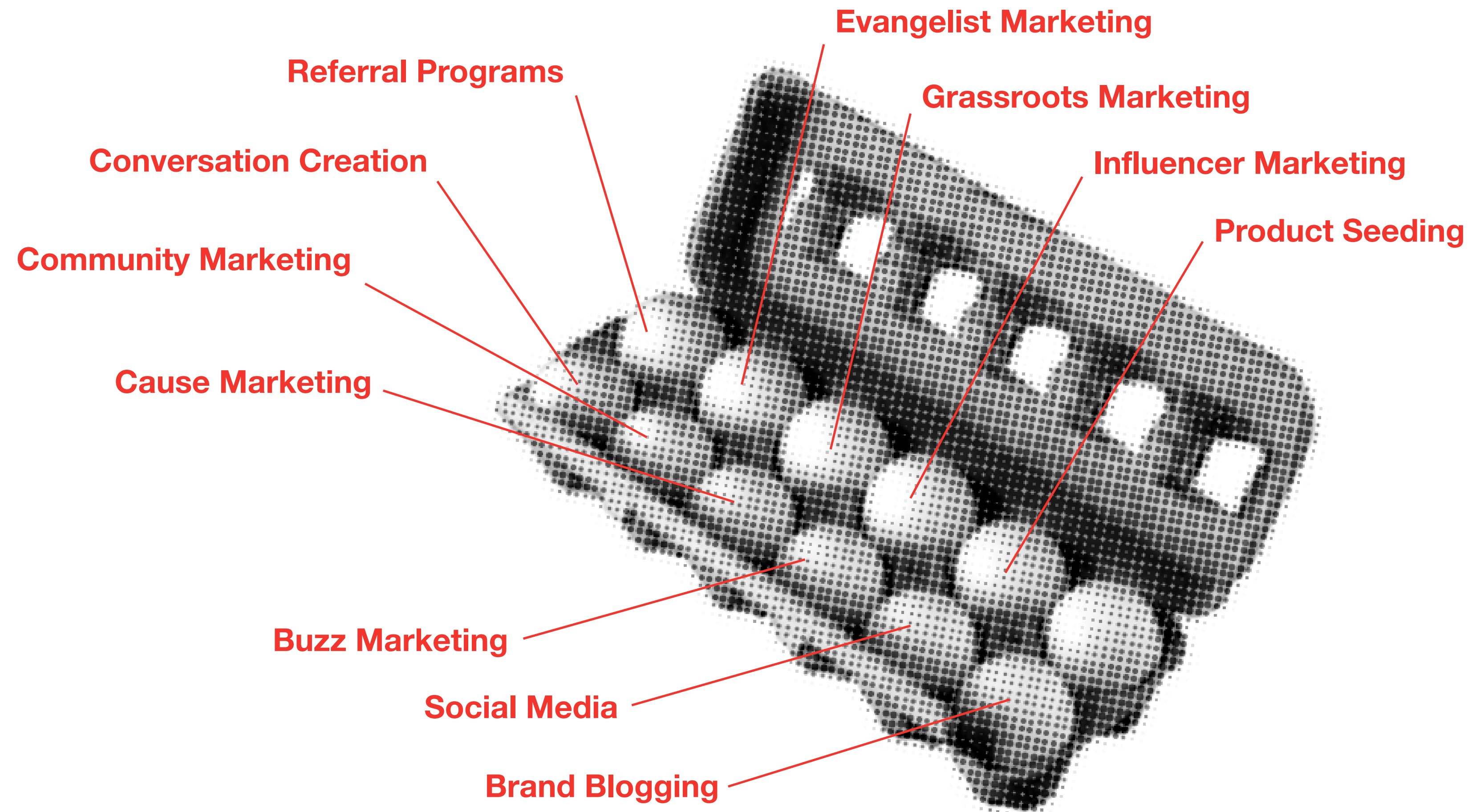
1. **Fly-on-the-Wall:** By searching appropriate keywords like "advertising", "sustainability", "environmental marketing" the conversations, I can better understand the industry. I also capture quick links to relevant information. I also learn what like-minded eco-conscious Twitterers know how and, more importantly, IF I can engage the green community I want to engage.
2. **Cheerleader:** Blogging gives me the opportunity to share marketing practices, (Like the Kohler to

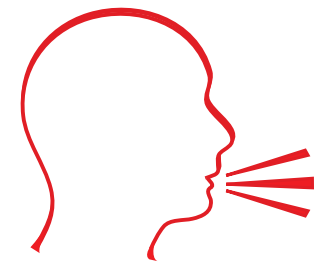




Social Media

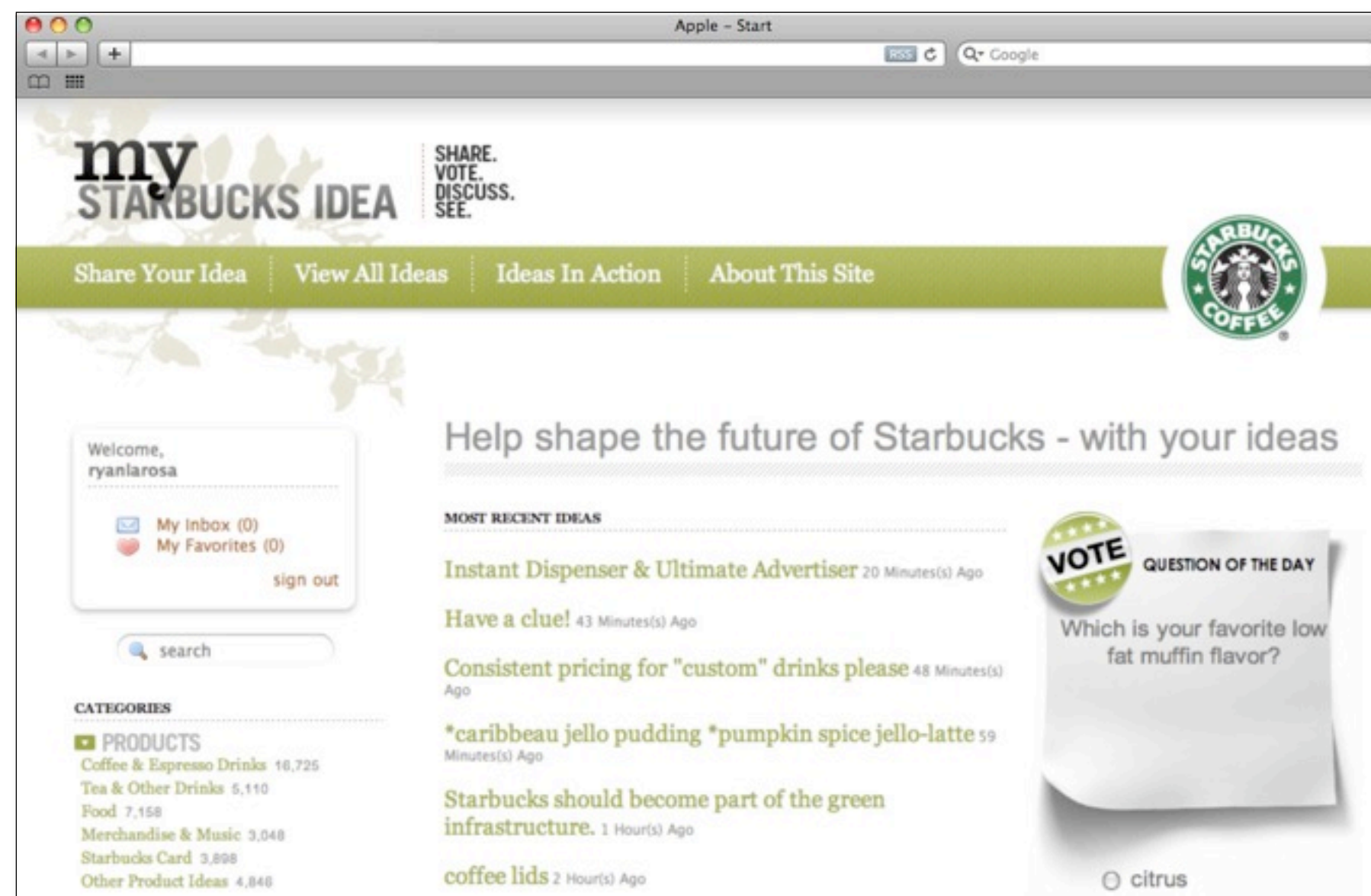
is just one egg in the Word of Mouth omelette

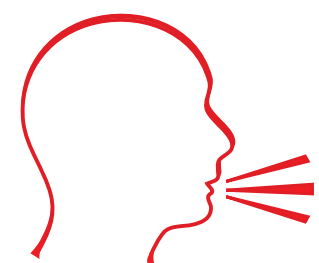




Why Social Media?

It is **trustworthy**, allows people to **claim** a stake in the campaign and brand, and allows you to **listen & understand** your audience.





The Proof is in the Pudding

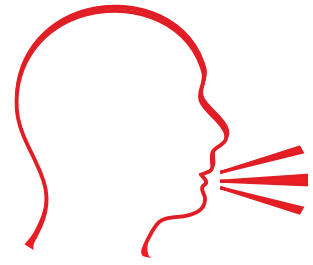
78% trust consumer recommendations over advertising

Social media is **3X** more credible

65% of people trust friends, **27%** trust experts for product recommendations

120 million social media profiles - each person averaging 2-3 networks



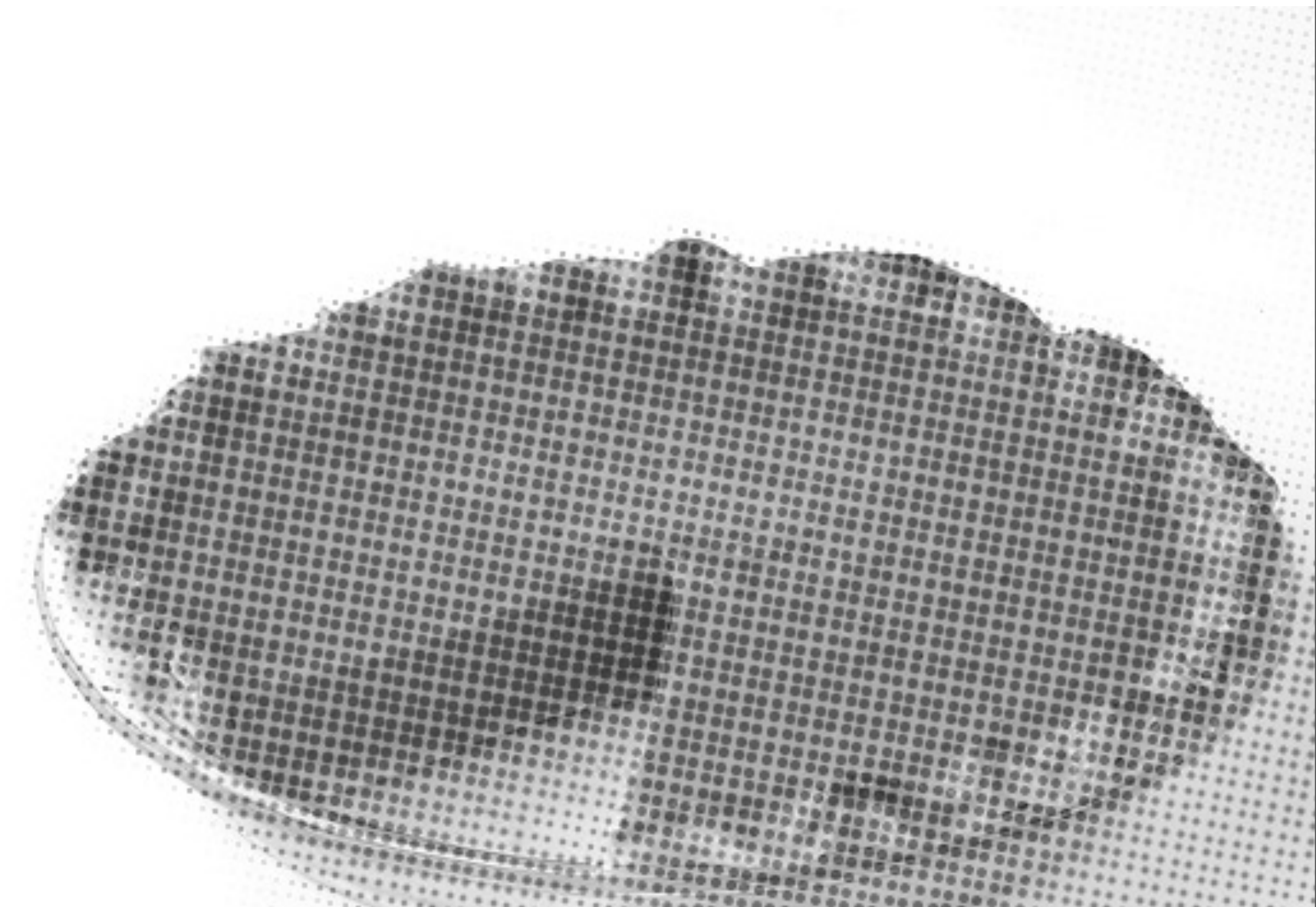


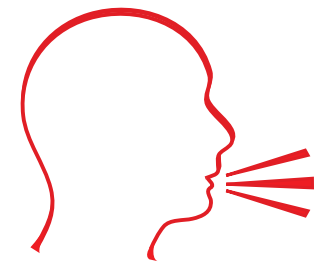
Blogging

133,000,000 Blogs indexed since 2002

346,000,000 people read blogs globally

77% of active internet users read blogs





Voice Authenticity Engagement



Home »

Blog

« [Twitter Weekly Updates for 2009-05-01](#)
[Twitter Weekly Updates for 2009-05-08](#) »

How Much Water Do You Use Each Day?

Posted by Ryan on Monday, May 4th, 2009 at 2:22 pm

There's more to check out at the Mesa Red Mountain Library besides books this spring. From now until May 7th, the library will feature a 16-foot tall, 136-gallon water jug pyramid as part of the City's observance of Water Awareness Month. The display represents how much water one person consumes per day in their home.

"This impressive display illustrates the need for all of us to be more aware of how much water each of us uses on a daily basis," said Water Conservation Specialist Donna DiFrancesco. "We hope this urges our customers to be responsible in their water usage to protect this valuable resource."

Typical residential water usage in Mesa ranges from 80 to 180 gallons of water per person per day, including indoor and outdoor use. Water use is broken down in the following categories:

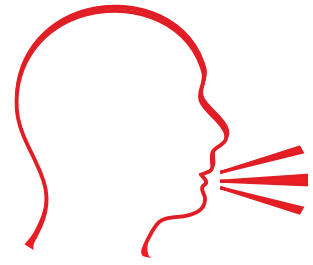
- » Consumption - Six gallons
- » Showers and Baths - 16 gallons
- » Toilets - 18 gallons
- » Household Cleaning - 22 gallons
- » Outdoors - 74 gallons



The display is part of the Water - Use It Wisely campaign, launched in 1999 to promote an ongoing water conservation ethic among Arizona's rapidly growing population. Following Arizona's lead, nearly 400 towns, cities, states, utilities, and private and public organizations have adopted the Water - Use It Wisely campaign, making it one of the largest conservation educational outreach programs in the world.

- Categories
- » Arizona Articles
 - » Articles
 - » Conservation
 - » Education
 - » Games
 - » Get vocal
 - » In the News
 - » Miscellaneous
 - » National Articles
 - » Reviews
 - » Water News
 - » Xeriscape

- Archives
- » [August 2009](#)
 - » [July 2009](#)
 - » [June 2009](#)
 - » [May 2009](#)
 - » [April 2009](#)



Facebook

More than **175 million** active users

Leading demographics are **35-44, 45-54**

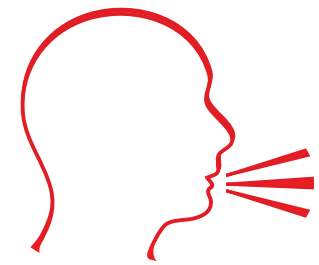
Average user has **120** “friends”

More than **3 billion** minutes spent on Facebook each day

More than **850 photos** uploaded each month

More than 7 million **videos** uploaded each month

More than 2 million **events created** each month

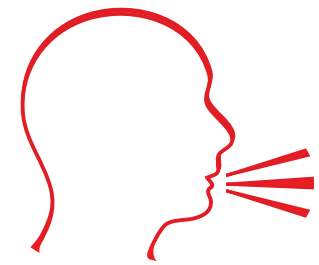


Create a Conversation, Community & Movement

Fans
6 of 234 fans [See All](#)

 Margot Stewart Ferry	 The Agency Camarillo	 Lydia Howard
 Jon Hrach	 Allan Freetage	 Barbara Stahnke Garza

The screenshot shows the Facebook page for 'Water - Use It Wisely'. The page header includes navigation links for Home, Profile, Friends, and Inbox, along with the user's name 'Tiffany Franquemont' and options for Settings and Logout. The page features a cover photo with the 'Water - Use It Wisely' logo and a 'Become a Fan' button. The main content area is divided into sections: 'Information' (Founded: 2000), 'Fans' (6 of 178 fans), and 'Favorite Pages' (1 Page). The 'Wall' section displays several posts, including 'Twitter Weekly Updates for 2009-07-10' and 'Water - Use It Wisely founder featured on GenGreenLife.com'. The right sidebar contains advertisements for 'Who Can You Trust?' featuring Keith Ferrazzi and 'Arrested for DUI?' featuring Joshua S. Davidson. The bottom of the page shows a chat window with 46 active users.



You Tube

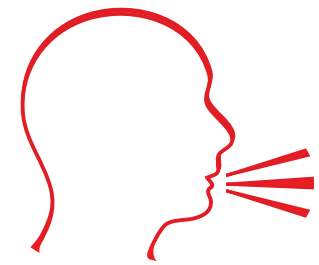
Draws average of **5 billion** U.S. online video views per month

75% U.S. internet audience views online video

Average viewer watches **235 minutes** of video per month

51% of users go to YouTube weekly or more

52% of users share videos with friends/colleagues often



You Tube Build a Channel, Make it Viral

Water Use It Wisely Outdoors

WaterUseItWisely
March 19, 2009
(more info)

The newest TV spot from Water Use It Wisely featuring animation from the greats at Don Bluth Films.

URL: <http://www.youtube.com/watch?v=Y0BkBD4E>

Embed: `<object width="560" height="340"><param ns`

More From: WaterUseItWisely

- The Making of Water Use It Wisely's "Outdoor W..." 236 views 4:11
- Hugh Downs with Water Use It Wisely 146 views 0:31
- Spanish- Water Saving Device #3 47 views 0:31
- Spanish- Water Saving Device #2 71 views 0:33
- Spanish- Water Saving Device #1 77 views 0:31

413 views

2 ratings

Favorite Share Playlists Flag

MySpace Facebook Send Video

Statistics & Data

WaterUseItWisely's Channel [Subscribe](#)

WaterUseItWisely
Joined: June 20, 2008
Last Sign in: 5 months ago
Videos Watched: 39
Subscribers: 12
Channel Views: 2,079

Saving water isn't as difficult as you might think, and you can do it every day, a little at a time. Fixing a leaky faucet. Filling the sink instead of letting the water run while you shave or do the dishes. Running the washer only when you have a full load of clothes. Watering your lawn at night. These are all simple ways to conserve water around your home. Everyone can do something to help conserve water, and together we can make a difference. There are a number of ways to save water, and they all start with you.

Go to wateruseitwisely.com and start saving water today.

Country: United States
Website: <http://www.wateruseitwisely.com>

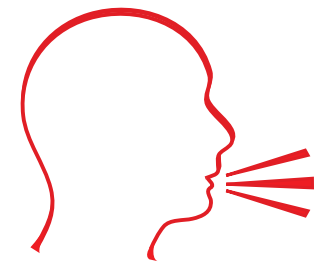
Water-saving device #15

Water Saving Device #2
From: WaterUseItWisely
Views: 343

Videos (10)

Videos | Most Viewed | Most Discussed

- Water Saving Device #1 170 views no rating WaterUseItWisely 1 year ago
- Spanish- Water Saving Device #2 74 views no rating WaterUseItWisely 1 year ago
- Spanish- Water Saving Device #1 77 views no rating WaterUseItWisely 1 year ago
- Water Saving Device #3 50 views no rating WaterUseItWisely 1 year ago
- Water Saving Device #2 149 views no rating WaterUseItWisely 11 months ago
- Hugh Downs with Water Use It Wisely 146 views no rating WaterUseItWisely 1 year ago
- Water Saving Device #1 77 views no rating WaterUseItWisely 1 year ago
- Water Saving Device #3 50 views no rating WaterUseItWisely 1 year ago
- Water Saving Device #2 71 views no rating WaterUseItWisely 1 year ago
- Water Saving Device #1 77 views no rating WaterUseItWisely 1 year ago



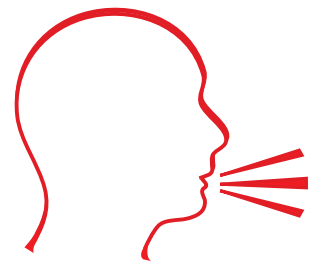
Twitter

70% of users joined in 2008 Dominated by **35-44** demographic

Estimated 5-10 thousand new accounts opened **each day**

Traffic grown over **600%** in past 12 months





Listen, Respond, Be a Resource

Home Profile Find People Settings Help Sign out

WUIW

WUIW daily tip- Water only when necessary. More plants die from over-watering than from under-watering.
about 4 hours ago from Twuffer

@JohnKing1984 Turn off the water while brushing your teeth and save 25 gallons a month. More water saving tips at www.wateruseitwisely.com
about 19 hours ago from web in reply to JohnKing1984

@ohstar Turn off the water while brushing your teeth and save 25 gallons a month. More water saving tips at www.wateruseitwisely.com
about 19 hours ago from web in reply to ohstar

@robpage Use a commercial car wash that recycles water. More water saving tips at www.wateruseitwisely.com
about 19 hours ago from web in reply to robpage

Name Water-Use It Wisely
Web <http://www.wateru...>
Bio Water - Use It Wisely is an international water conservation campaign providing simple tips to help you save water

2,001 following 1,665 followers

Updates 365

Following

RSS feed of WUIW's updates

twitter wuiw Search Advanced Search

Realtime results for wuiw 0.10 seconds

WUIW: WUIW daily tip- If your toilet flapper doesn't close after flushing, replace it.
about 8 hours ago from Twuffer · Reply · View Tweet

WUIW: WUIW daily tip- Use the garbage disposal sparingly. Compost vegetable food waste instead.
1 day ago from Twuffer · Reply · View Tweet

BetsyBlondin: RT@WUIW WUIW daily tip - Collect the water you use for rinsing fruits and vegetables, then reuse it to water houseplants.
2 days ago from web · Reply · View Tweet

dualfushkit: @WUIW Good water tip thank you-Collect the water you use for rinsing fruits and vegetables, then reuse it to water houseplants
2 days ago from web · Reply · View Tweet

WUIW: WUIW daily tip- Collect the water you use for rinsing fruits and vegetables, then reuse it to water houseplants.
2 days ago from Twuffer · Reply · View Tweet

PlumberTweets: Twitter Weekly Updates for 2009-08-07: WUIW daily tip- When washing dishes by hand, don't let the water r... <http://bit.ly/ueWXI> (expand)
2 days ago from twitterfeed · Reply · View Tweet

leakdetection: [wateruseitwisely] Twitter Weekly Updates for 2009-08-07: WUIW daily tip- When washing dishes.. <http://bit.ly/ueWXI> (expand)
3 days ago from twitterfeed · Reply · View Tweet

52York: #Follow Friday: @PetroGas, @EnergyTrends, @pawatercooler, @stultzsNEPA, @OilMahn, @WUIW, @huntingNfishing, @clarxfan
3 days ago from web · Reply · View Tweet

WUIW: WUIW daily tip- Use a minimum amount of organic or slow release fertilizer.
3 days ago from Twuffer · Reply · View Tweet

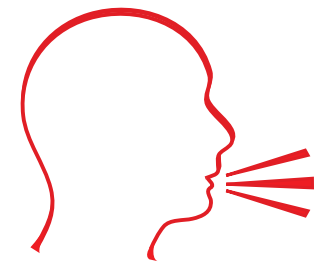
Feed for this query
Twitter these results

Show tweets written in:
Any Language

Translate to English

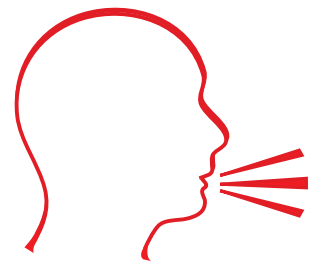
Trending topics:
#musicmonday
#friendfeed
Japan
#whattwitterdidforme
#iranelection
Ashley Greene
#thingsihate
Tokyo
Nasdaq
Teen Choice Awards

Nifty queries:
cool filter:links
is down
movie :)
"happy hour" near:SF
#haiku
"listening to"
love OR hate
flight :/



Impact





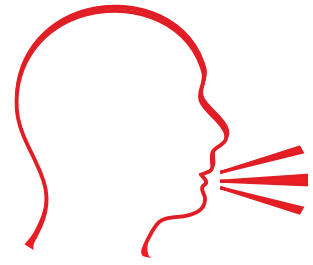
Linked **in**

Over **38 million** LinkedIn members worldwide

Resource to connect professionally - business connections, networking, new business

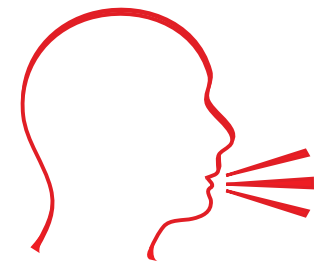
Highly **educated** user **Dominated** by 35-44, 45-54, 55-64 demographics

Tap into **companies connections**, ask questions, answer questions



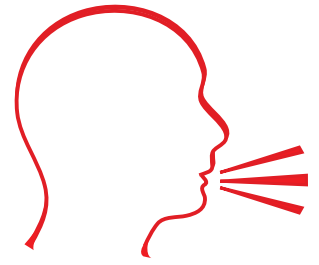
LinkedIn Personal and Professional Use

The screenshot shows a LinkedIn profile for Jeff Cade. The top navigation bar includes 'Home', 'Groups', 'Profile', 'Contacts', 'Inbox (12)', and 'Applications'. A search bar is visible with the text 'Explore People Search: Engineer at IBM - Internet - Senior Consultant'. The profile details for Jeff Cade include: 'Owner, president at My Green Cut Yard', 'Phoenix, Arizona Area', 'Environmental Services', 'Current: Owner, president at My Green Cut Yard, owner at Square Deal', 'Past: copy editor at The Arizona Republic, copy editor at San Diego Tribune, news copy editor at Arlington Heights Daily Herald', 'Education: University of Illinois, Danville Area Community College, Danville Junior College', 'Connections: 46 connections', and 'Public Profile: http://www.linkedin.com/pub/jeff-cade/7/aa1/708'. The summary section states: 'My goal is to help the millions of corporate and residential lawn owners to go green with their lawn care and maintenance. The planet is well beyond the crisis point and mainstream lawn care is only contributing to the mess. I can show that lawn care can be cleaner, safer and cheaper than what's being done now.' The experience section lists 'Owner, president My Green Cut Yard' in the 'Environmental Services industry' from September 2008 to Present (1 year). The connections section shows a list of people connected to Jeff Cade, including Charles Coughlin, Penny Pfaelzer, lea haben, Diane Brossart, Annie Loyd, and 5 others. A sidebar on the left features a profile for Park Howell, a group 'Sustainable Marketing for Planet-Friendly People, Businesses & Causes', and a progress bar indicating 'Your profile is 85% complete'. An advertisement for easysavings.com is also visible.



Additional Networks...





Best Practices

Listen, Listen, **Listen!**

Let go of your message

Authenticity is key

Only occupy the space where
you feel most comfortable

Remember it's about **people**,
not technology



