

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)





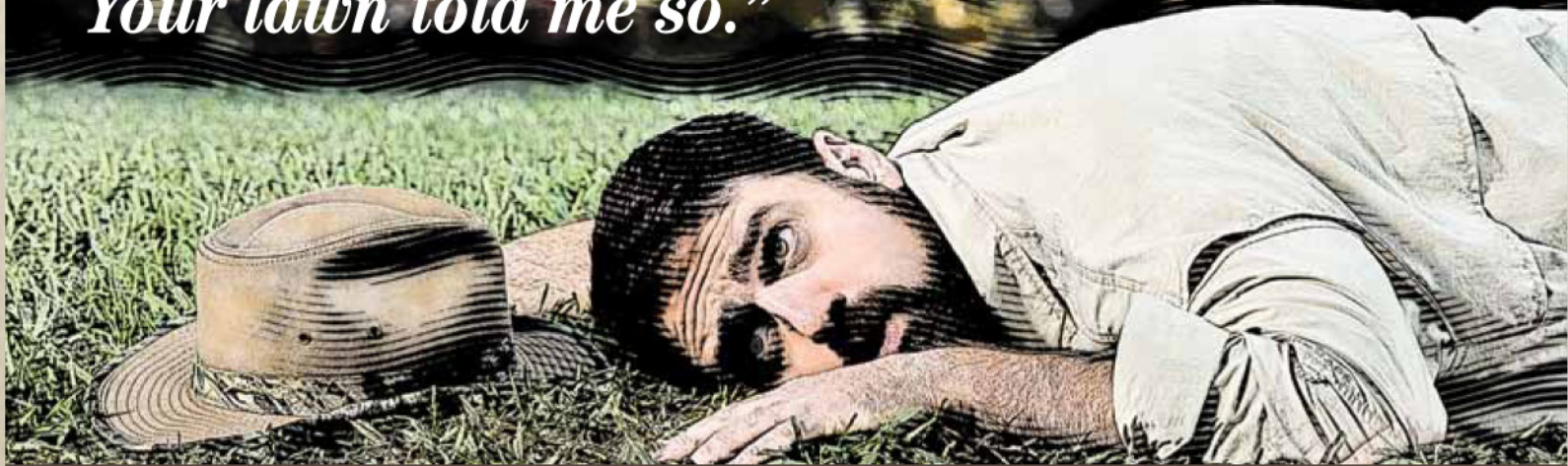
PUTTING THE SOCIAL INTO SOCIAL MEDIA  
AN EXERCISE IN CHARACTER BUILDING

The Lawn Whisperer  
*Says*

*“I can talk to lawns.  
Really I can.”*



*“It’s a drought out there.  
Your lawn told me so.”*



Water Your Lawn Just Twice A Week Or Less.

Traditional media campaign gone social

Lawn Whisperer came to life in 2011

Partnership between City of Dallas and Tarrant Regional Water District

Reaching out to a North Texas community of about 6 million water users





**Water Your Lawn Just Twice A Week Or Less.**

**35-40 percent of all water consumed in North Texas residential setting is used outdoors.**

**More than 50 percent of homeowners water more than twice per week**

**Studies show that most homeowners overwater, adding 2-3 times the amount needed by lawns**



*"You're watering too much."*

*How do I know?*

*Your lawn told me."*



**Water Your Lawn Just Twice A Week Or Less.**

Primary Goal: erase homeowners' fears that lawns won't survive on a twice per week schedule - keep message simple

Created the Lawn Whisperer character (using a local actor) to bring the message to life

And so a star is born... and the work really begins





PUTTING THE SOCIAL INTO SOCIAL MEDIA  
AN EXERCISE IN CHARACTER BUILDING

The Lawn Whisperer  
*Says*

*“Go ahead Mark...  
Now would be a good  
time to play the videos.”*





Once you're on, it's all go.

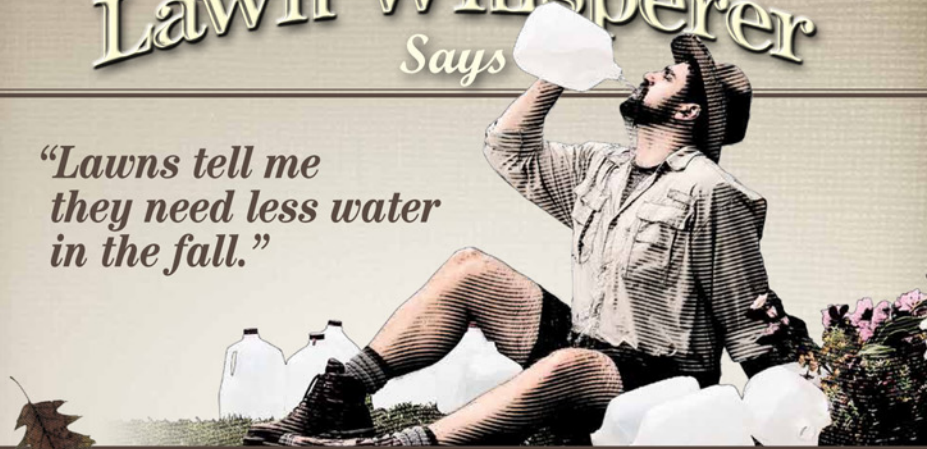
Same creative agency that produced the campaign started the Facebook page and maintained it for the first year

Initially a good decision, but cost and the need to have more editorial control placed the page under our direction



# THE Lawn Whisperer Says

*"Lawns tell me  
they need less water  
in the fall."*

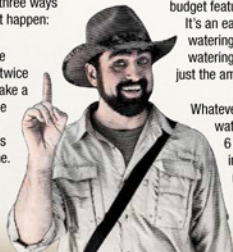


Water Your Lawn Just Once a Week or Less.

## WATER LESS IN THE FALL

With cooler weather and shorter days on the way, your lawn needs half the water it did in the summer. And less water equals more savings. Here are three ways to make it happen:

1. If you're watering twice a week, take a day off the schedule. Your grass will be fine.



2. Switch your sprinkler system off and operate it manually once per week. You can water when needed and even skip a week if we've had a good rain.

3. Use the seasonal adjust or water budget feature on your controller. It's an easy way to reduce your watering time by 50%. Your watering days won't change, just the amount you use.

Whatever you do be sure to avoid watering between 10 am and 6 pm. Contact a licensed irrigator if you need help making these changes.

## GET SENSORIZED

A lot of older irrigation systems don't have rain/freeze sensors. These inexpensive items put your watering on hold when it's raining or near freezing. Adding sensors to your system is a smart way to save water.

## DON'T FORGET THE MULCH

A nice two to three-inch layer of mulch around your trees and in plant beds helps retain moisture and regulates the soil temperature for a healthier root system. Happy roots make for happy plants. Plus, mulched beds look great.

## CHOOSE PLANTS WISELY

Fall is a great time to plant new trees and shrubs. There is an abundance of native and adapted plants that love our Texas climate. These plants thrive on less water, can take the heat, and are easy to maintain.

Want to fine-tune your Lawn Whisperer talents? Visit our website to friend the Lawn Whisperer and learn how to have a great lawn and save water at the same time.

[SaveNorthTexasWater.com](http://SaveNorthTexasWater.com)

**Save Water. Nothing Can Replace It.**

Finding a voice. Probably started off with a few frogs in our throat but things leveled out over time

Commitment. Oh boy, we wanted to be more involved, but to do it right takes time and commitment

Not with a staff of one... more like a staff of one-third (maybe)

Real-time advice. This is the best thing about our page - providing real-time advice to our fans

Reminders. Tips. And having some fun along the way...





**Community Events. We have a character let's bring him to life and get him out in the community.**



**The Lawn Whisperer proves to be a popular attraction at community events - even when he's just a cardboard standup.**







Fan Night. A fan for the fans. Keeping cool at a Texas Rangers game proved to be a big hit.



The Lawn Whisperer shows his stuff on the mound. Another way to capture an audience is to have an audience to capture.



Going mobile. Have billboard, will travel. Taking the Lawn Whisperer message on the road.





## PUTTING THE SOCIAL INTO SOCIAL MEDIA AN EXERCISE IN CHARACTER BUILDING

The Lawn Whisperer  
*Says*

*“So where to next?  
I’m ready for the  
challenge.”*



Excellent question Mr. Whisperer.  
Take some time to re-energize because we're taking you places:





Excellent question Mr. Whisperer.  
Take some time to re-energize because we're taking you places:





Social media places offer the perfect spots for the Lawn Whisperer to hang out. And more fun ideas on the way...

More community events

More photos - maybe a Hawaiian shirt in the mix

More "off-season" videos to get us beyond spring and summer

Future television spots/videos with less than perfect looking grass







## **Few last words about Facebook:**

(From an infographic assembled by Dan Zarella based on 1.3 million posts published on the top 10,000 Facebook pages)

**Photos typically get more likes, comments, and shares than posts with text, video, or links.**

**Posts with a high number of self-referential words, such as “I” or “me” tend to get more likes.**

**Posts that are very short or long tend to have a higher like percentage, longer posts tend to get more shares.**

**Timing is key. Posts later in the day tend to get more engagement. Early has also worked for us.**

**Whatever you do: Be passionate.**





## The Lawn Whisperer *Says*

You're lucky number this week is "zero." The weekend's rain covered all our landscape watering needs for the week, maybe longer. If your sprinklers are still set on auto-pilot, why not turn them off and save some water... like a boss?

(posted on Facebook 10-03-2012 @ 10:30am Central Time)

Viva Las Vegas and the people  
and the water that make it  
all happen.

Like · Comment · Share

👍 23 people like this.



Write a comment...

306 people saw this post

Promote ▼

**Mark.Olson@trwd.com**  
**817-335-2491**



# Putting the SOCIAL into Social Media



WaterSmart Innovations Conference 2012

Presented by Martha Golea, Regional Marketing Specialist & Blogger

October 5, 2012



# AGENDA

## Our Blog: ValleyCrest Takes On

## How We Promote

# Benefits of Social Media

## Advice for Getting Started





# ValleyCrest Takes On...Social Media



VALLEYCREST TAKES ON

[SIGN UP](#)

# WATER MANAGEMENT

As the scarcity of potable water increases, it is our responsibility to protect and preserve it. ValleyCrest's innovators are facing the issues head-on as they design, build and maintain the places that touch our everyday lives. Learn more as we monitor projects in progress, track industry trends and test new technology. Read, discover and join the conversation!



INNOVATION



TRENDS



TECHNOLOGY



RESOURCES



09.20.12 Trends

BROWN IS THE NEW GREEN

For years the Dallas/Fort Worth market has been on the forefront of ... [MORE >](#)



09.18.12 Trends

MAKE TIME TO LEARN

Football, pumpkin spice lattes, and changing leaves are some of the ... [MORE >](#)



THE RIPPLE EFFECT

THE FATE OF FRESH WATER  
IN THE TWENTY-FIRST CENTURY

09.13.12 Trends

TO READ OR NOT TO READ:  
RIPPLE EFFECT

Back in the late 1990's I enjoy SimPark on my Windo... [MOF](#)

[ARCHIVES](#) [CONTRIBUTORS](#) [EVENTS](#) [LINKS](#) [CONTACT](#) [PRIVACY](#) [VALLEYCREST.COM](#)



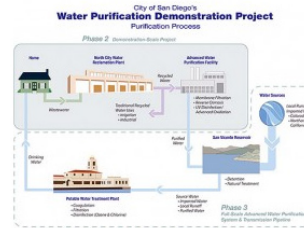


# ValleyCrestTakesOn.com

- Intention
- Content
- Cost
- Measurement

02.23.12 Martha Golea

## SPACEWATER RECYCLING: GETTING AROUND THE YUCK FACTOR



City of San Diego's Water Purification Demonstration Project via TIME Ecocentric Blog

When you were little, what did you want to be when you grew up? A rock star? A firefighter? A flight attendant?

How about an astronaut? That's a popular ambition.

As a NASA-loving youngster you probably anticipated the thrill of blasting off into space, the giddiness of bouncing around in your gravity-free space station, the practicality of brushing your teeth with your own sweat.

Wait, what? Gross.

Oh, so **bathing with fuel cell moisture and drinking condensed rat breath** weren't part of the plan? (I probably just lost half of our readers.)

If that made you a little squeamish, be glad your outer space ambitions didn't pan out. Lacking a convenient local water source, those crafty ol' NASA scientists have been recycling every drop of moisture aboard the International Space Station for years. Their water recycling system literally reclaims wastewater from fuel cells, oral hygiene, hand washing, air humidity, as well as the breath, sweat and urine from crew members and research animals.

Run all that gook through a fancy purification machine and voila! It's ready to be used all over again. Sound pretty gross but this recycled spacewater is cleaner than what most people on Earth drink.

So I just have to ask, if it's good enough for our astronauts why isn't wastewater recycling good enough for the rest of us?

Mention toilet-to-tap, wastewater recycling, or anything to do with reusing sewage and you just might start a panic. Poop! Chemicals! Pharmaceuticals! Won't our boys turn into girls, our dogs turn into fish, our fish turn into dinosaurs?!

Well no. (Although I'm secretly hoping for the fish-to-dinosaurs option.) But our previously useless sewage will turn into clean water that's perfectly potable and safe for drinking.

Unlike our astronaut heroes whose waste is simply run through a machine before coming back out of the tap, we benefit from being Earth-bound, **our water** is purified by science then purified by nature then purified by science again before we ever have to drink it. After being treated by traditional methods, waste is sent to an advanced purification facility where it's treated to drinking standards, then on to your local reservoir where it mingles with other water sources for some good old fashioned natural purification, then eventually back to a final treatment plant where it's treated to drinking standards again.

Now doesn't that sound sparkly clean? Astronauts should be jealous.

What do you think, do you love the idea of a renewable water source or hate the idea of drinking second-hand water? (By the way, **all water is second-hand**.) Let me know in the comments below or on Twitter [@MarGoH2O](#)

Additional resources and facts about toilet to tap:

- [Water In The Works blog](#)
- [SmartPlanet blog](#)
- [National Geographic blog](#)

Martha Golea



A seasoned communicator passionate water conservationist, Martha Golea tracks projects in progress and reports on usage of new and exploratory irrigation technology and water management strategies. In addition to contributing to customer newsletters and creating case studies of our work, Martha also creates tools that help educate customers and the community on landscape maintenance best practices.





# Promoting VCTO

- Twitter
  - Personal, @h2oBloggers
  - #landscapechat
  - Tweet-ups

The image shows a screenshot of the Twitter profile for h2oBloggers. The profile header includes the name "h2oBloggers", the handle "@h2oBloggers", and a bio: "Water bloggers Richard (@h2otrends), Alan (@h2omatters), and Martha (@margoh2o) share their favorite info about smart water management and sustainability. USA <http://www.facebook.com/WaterBloggers>". It also shows 241 tweets, 55 following, and 51 followers. Below the header, there are sections for "Who we are:" featuring three members: Richard Restuccia (@H2oTrends), Alan Harris (@H2oMatters), and Martha Golea (@MarGoH2O). To the right of the profile is a list of tweets, including one about WSICentExpo and another about a #socialmedia workshop. Overlaid on the bottom right is a promotional banner for "DEVELOP BUILD MANAGE TWEET" with the text "Join #landscapechat Wednesdays 2PM ET/11AM PT" and a "LEARN MORE" link.

Who we are:

Richard Restuccia @H2oTrends

Alan Harris @H2oMatters

Martha Golea @MarGoH2O

**h2oBloggers**  
@h2oBloggers  
Water bloggers Richard (@h2otrends), Alan (@h2omatters), and Martha (@margoh2o) share their favorite info about smart water management and sustainability. USA <http://www.facebook.com/WaterBloggers>

241 TWEETS  
55 FOLLOWING  
51 FOLLOWERS

Tweets

Following  
Followers  
Favorites  
Lists  
Recent images

Tweets

RT @h2oBloggers @h2oBloggers 1m  
Coming to @WSICentExpo next week? You can catch @h2oBloggers at the #socialmedia workshop Tues, session Wed, or panel Fri! See you there!

RT @margoh2o: If you'll be in Phoenix for @landarchitects conf in Oct, must watch! Downtown Phoenix: It's Cooler Than You Think...

h2oBloggers 19 Sep  
h decision >> RT @rainbirdcorp: Are you in o install #irrigation system? [er/refer...](#)

h2oBloggers 19 Sep  
What highlights can folks look forward to? < forward to: [ow.ly/dQ66C](#) #landscapechat

h2oBloggers 19 Sep  
What highlights can folks look forward to? < forward to: [ow.ly/dQ5YK](#) #landscapechat

h2oBloggers 19 Sep  
e: RT @mike\_caprio: RT @SNWA\_H2O: For claimed water visit echat

**DEVELOP  
BUILD  
MANAGE  
TWEET**

Join #landscapechat  
Wednesdays 2PM ET/11AM PT

LEARN MORE ►



# Promoting VCTO

- LinkedIn
  - Groups
  - Individuals
- Facebook
  - Branded page





# Benefits of Social Media

---

- Convert followers to ambassadors
- Lower cost, faster results than traditional media
- Drive traffic to Web site

## TECHNOLOGY



07.24.12

### ADMITTING EMITTERS

As I may have possibly mentioned in prior posts, I removed all of the turf from my yard and switched over to a landscape of trees and shrubs. I did all of the work myself and, as such, it did not happen overnight. Rather, it has been a slow journey of experiment and discovery all in the name of "sweat equity." Several years back I removed about one third of the turf in the two front parkways (I live on... [MORE >](#))



07.19.12

### SENSOR SENSIBILITY

I recently wed my long-term girlfriend after some 23 years of extended dating. We held our ceremony at the Ardbeg distillery on Islay, Scotland (pronounced Eye-lah). We then stole away for a few days in the Lake District of Northern England. Some of you may recognize "The Lakes" as the home of Beatrix Potter and the setting of Jane Austen's beloved social commentary / romance novels. So for a couple of days, I got to play Mr. Darcy, strolling the... [MORE >](#)



05.08.12

### THE FUTURE OF NON-POTABLE WATER USE

As potable water supplies dwindle and the cost per gallon rises, we have to be vigilant about how much we use and how we use it. One way to conserve potable water is to use non-potable water—rainwater, air conditioning condensate, stormwater run-off and treated wastewater—for purposes like landscape irrigation. Initiatives such as the United States Green Building Council's LEED Program are driving the use of alternative water sources and the development of more efficient irrigation systems. This trend is further... [MORE >](#)



02.02.12

### FERTIGATION PART 4- THE BIGGER PICTURE.

As the final chapter in this series, I am going to take the last look at commercial side of things and then let me put in my last two cents on the matter. For commercial applications, the designs are improving daily and have become a staple for new construction, especially properties with an integrated central control system such as resorts. The best way to tackle the prospect of getting yourself an injection system is to connect with the right product... [MORE >](#)





# Advice for Getting Started

---

- Buy-in from high levels
  - Teach features and benefits
  - How would *you* measure our success?
- Have a plan
- Talk about it all the time!





# The Secret to Our Success?

---

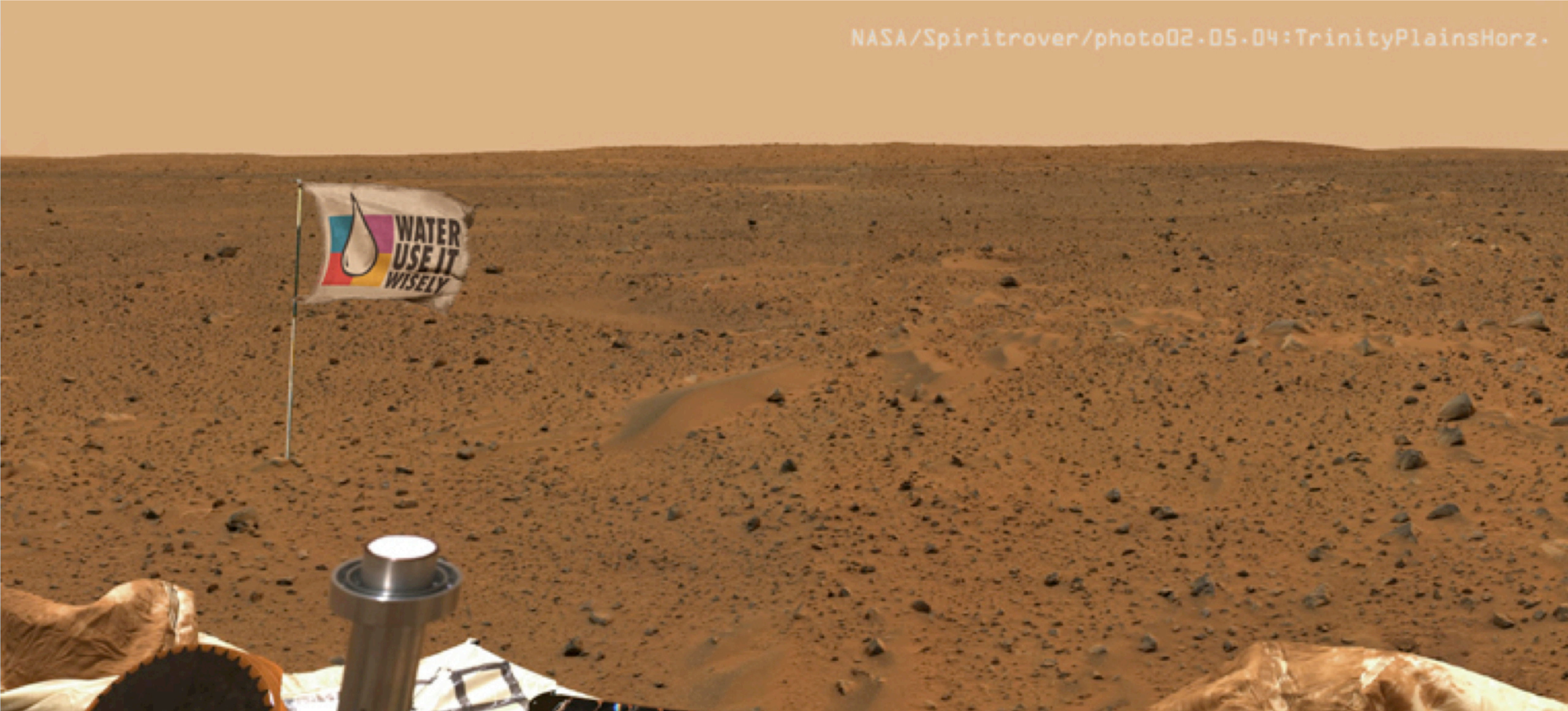
IT'S  
THE  
BLOG



**VALLEYCRESTTAKESON.COM**







# Your Social Media Universe





WATER-SAVING DEVICE  
#37



GRAB A WRENCH  
AND FIX THAT  
LEAKY FAUCET.  
IT'S SIMPLE,  
INEXPENSIVE,  
AND CAN SAVE  
140 GALLONS  
A WEEK.

There are a number of ways to  
save water, and they all start  
with you. To learn more visit  
[wateruseitwisely.com](http://wateruseitwisely.com)



Park & Co<sup>®</sup>













Select Your Region

Global Site

Share 8390

Subscribe »

Shop the Store

WATER-SAVING DEVICE

# #1 IT ALL STARTS WITH YOU.

FIND MORE WATER SAVING TIPS »



THERE ARE A NUMBER OF WAYS TO SAVE WATER, AND THEY ALL START WITH YOU. »

## SAVING WATER IN THE OFFICE

Water conservation is everyone's business.  
[Learn how to get started »](#)

### SHOP HERE



There are a number of ways to promote saving water, and they're all here in our store.

[Shop now »](#)



Play the  
**TIP TANK**  
Game

[Click here for a fun way to learn new water-saving tips »](#)

### Jul 05 2012 [The Rising of Patagonia](#)

This year is the 40th anniversary of the Clean Water Act, and in conjunction with this, we would like to welcome all to a film preview hosted at Arcosanti....

### May 03 2012 [The Arizona Green Plumber Talks About "Water-Use It Wisely"](#)

Join host John Smith on blogtalkradio as he talks with Donna DiFrancesco from the City of Mesa about the development of the Water-Use It Wisely campaign in Arizona.

[Listen...](#)

### May 01 2012 [Did You Know There Are "Smart" Irrigation Controllers?](#)

Up to 70% of your household water use is outdoors. This is why it's so important to ensure you are watering efficiently. Raise your hand if you adjust...

### Apr 27 2012 [Just in Time for Arbor Day – Tree Care Q & A](#)

Do you have questions about planting a tree or caring for existing trees in your yard? Joanne Toms, Water Conservation Specialist, from the City of Glendale is here with...



[Home »](#)

## Blog

Select Your Region  
Global Site

Share 658

Subscribe »

Shop the Store

### Categories

[Arizona Articles](#)

[Articles](#)

[Conservation](#)

[Education](#)

[Games](#)

[Get vocal](#)

[In the News](#)

[Miscellaneous](#)

[National Articles](#)

[Reviews](#)

[Social Media](#)

[Tumblr](#)

[Water News](#)

[Xeriscape](#)

### Archives

[September 2012](#)

[August 2012](#)

[July 2012](#)

[June 2012](#)

[May 2012](#)

[April 2012](#)

[March 2012](#)

[February 2012](#)

[January 2012](#)

## Adventure Alert! WUIW Day at Arizona Science Center is Oct. 20th

September 24th, 2012



Check out City of Tempe's Water Shed Model at WUIW Day!

Don't miss this unique event that combines fun and games with water and the amazing exhibits at [Arizona Science Center](#). Water – Use It Wisely pours on the fun with special demonstrations that challenge visitors to test their water knowledge, be a leak detective, take the *Incredible Journey*, play the *Wheel of Water* and the *Water Awareness Month* game, check out the magician, watch the puppet show, and see how much water we use in a typical day (and that's the short list!).

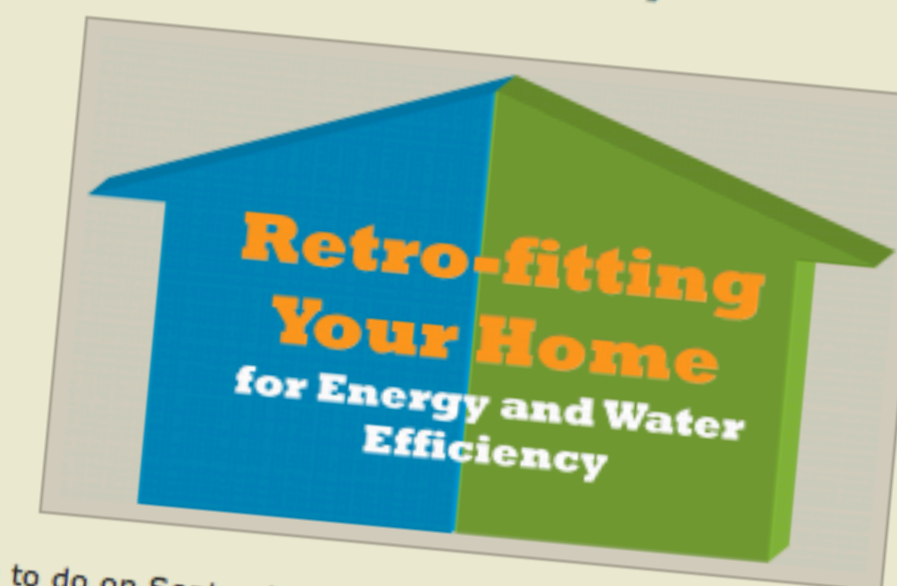
[Arizona Science Center](#) features over 300 hands-on exhibits in 7 unique galleries. Explore all 4 floors of fun that have made Arizona Science Center a destination for kids AND adults in the Valley of the Sun!

Here are all the details:  
Saturday, Oct. 20  
10 a.m. to 5 p.m.  
Free with General Admission  
<http://www.azscience.org>

Tags: [Arizona Articles](#), [Arizona Science Center](#), [water education](#)  
Posted in [Arizona Articles](#), [Education](#), [Games](#), [In the News](#) | [No Comments »](#)

## Retrofitting Your Home for Efficiency

August 31st, 2012



Looking for something to do on September 8th? Why not attend an event hosted by the City of Glendale to learn more about retrofitting your home for efficiency? Not only will you be saving previous resources like water and energy, you'll be cutting down costs on your monthly bills as well.





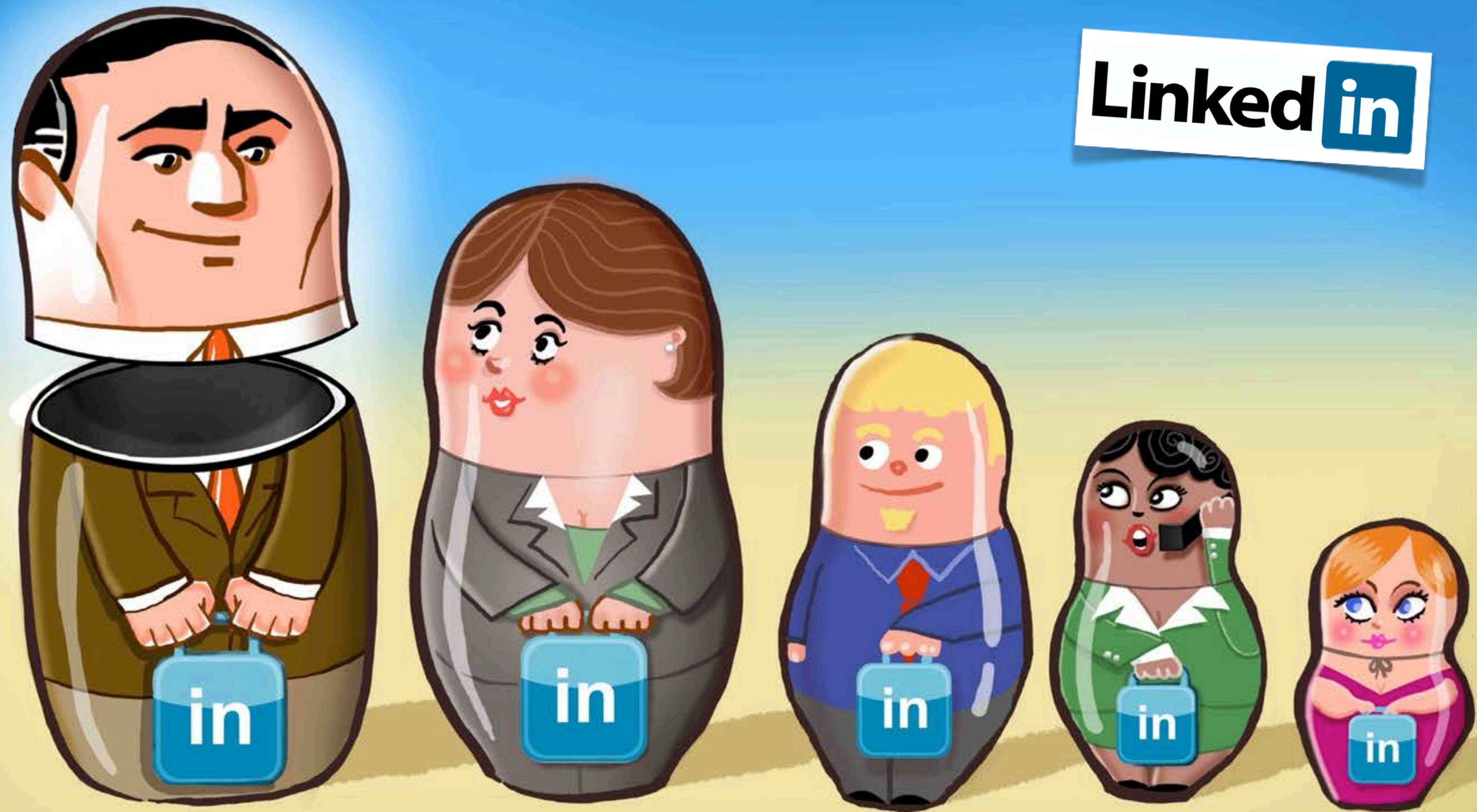


facebook

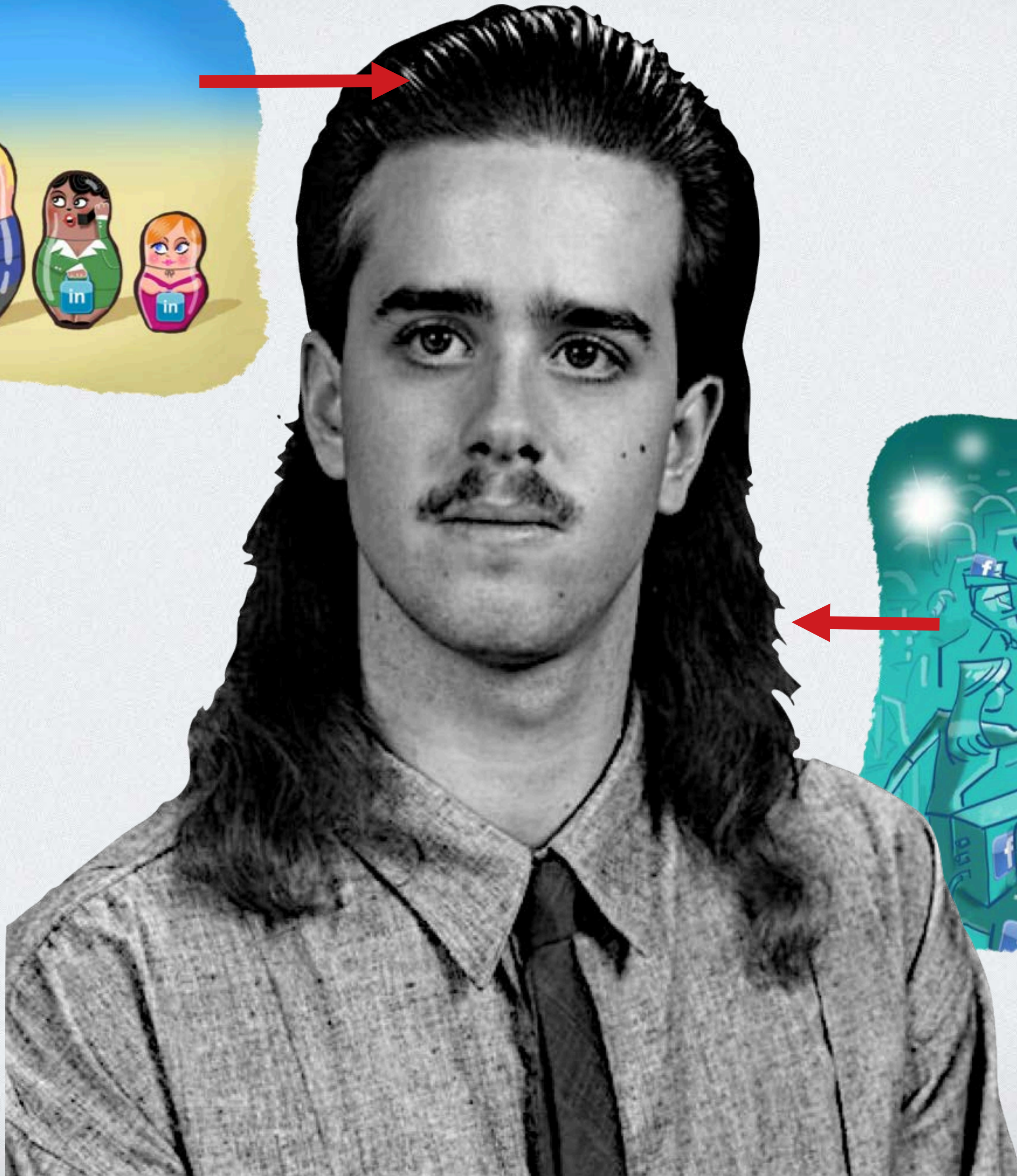




Linked in







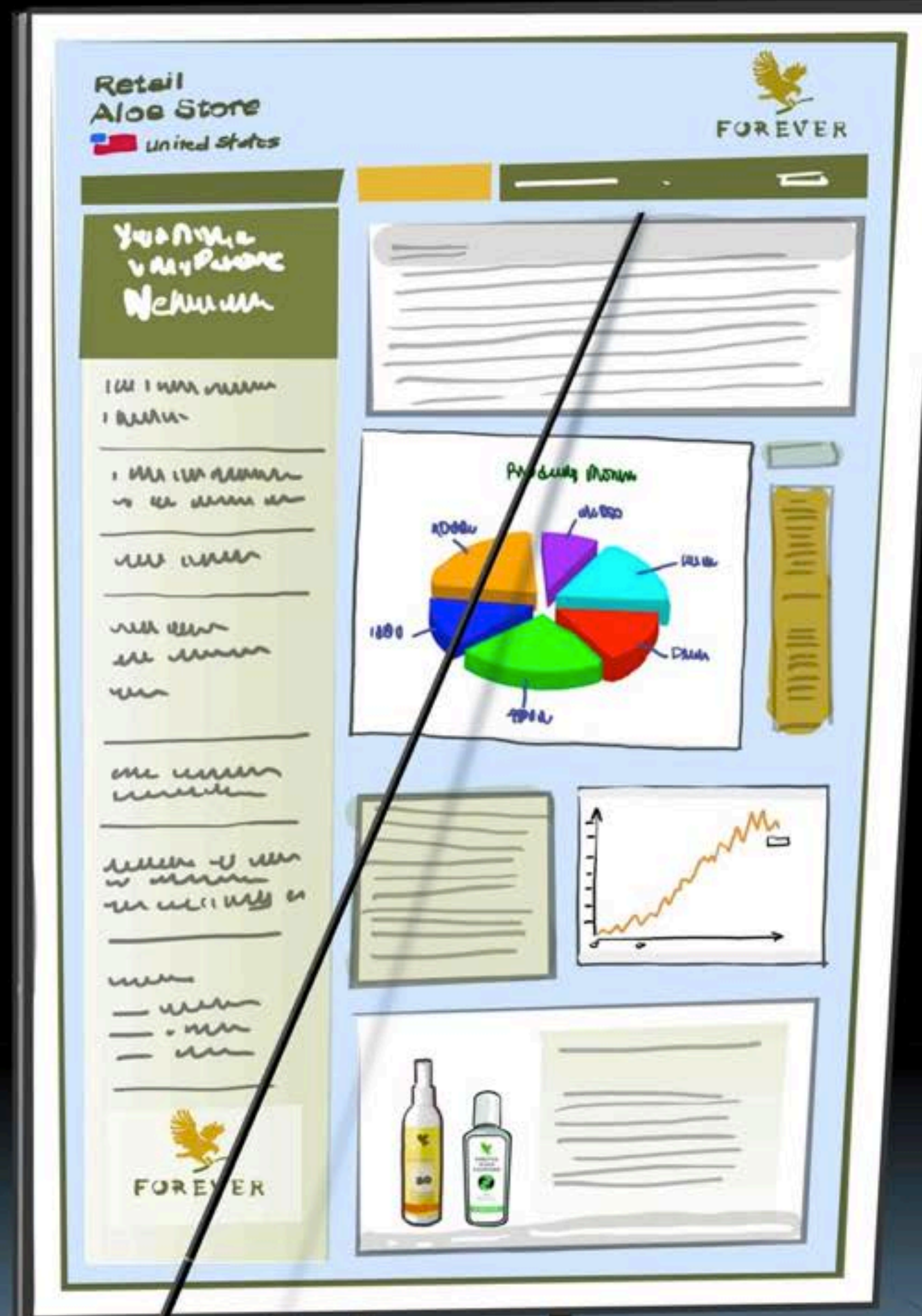








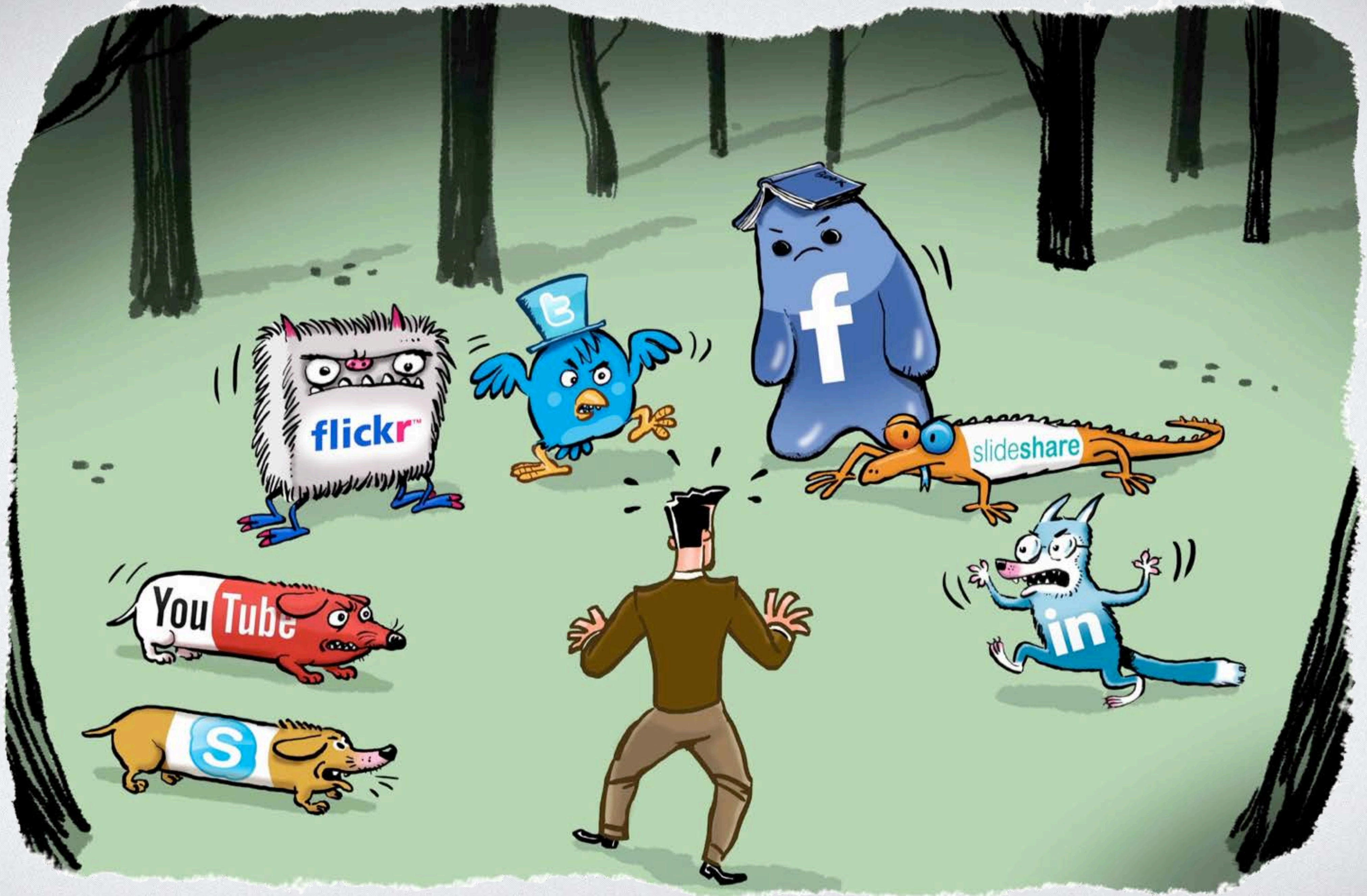




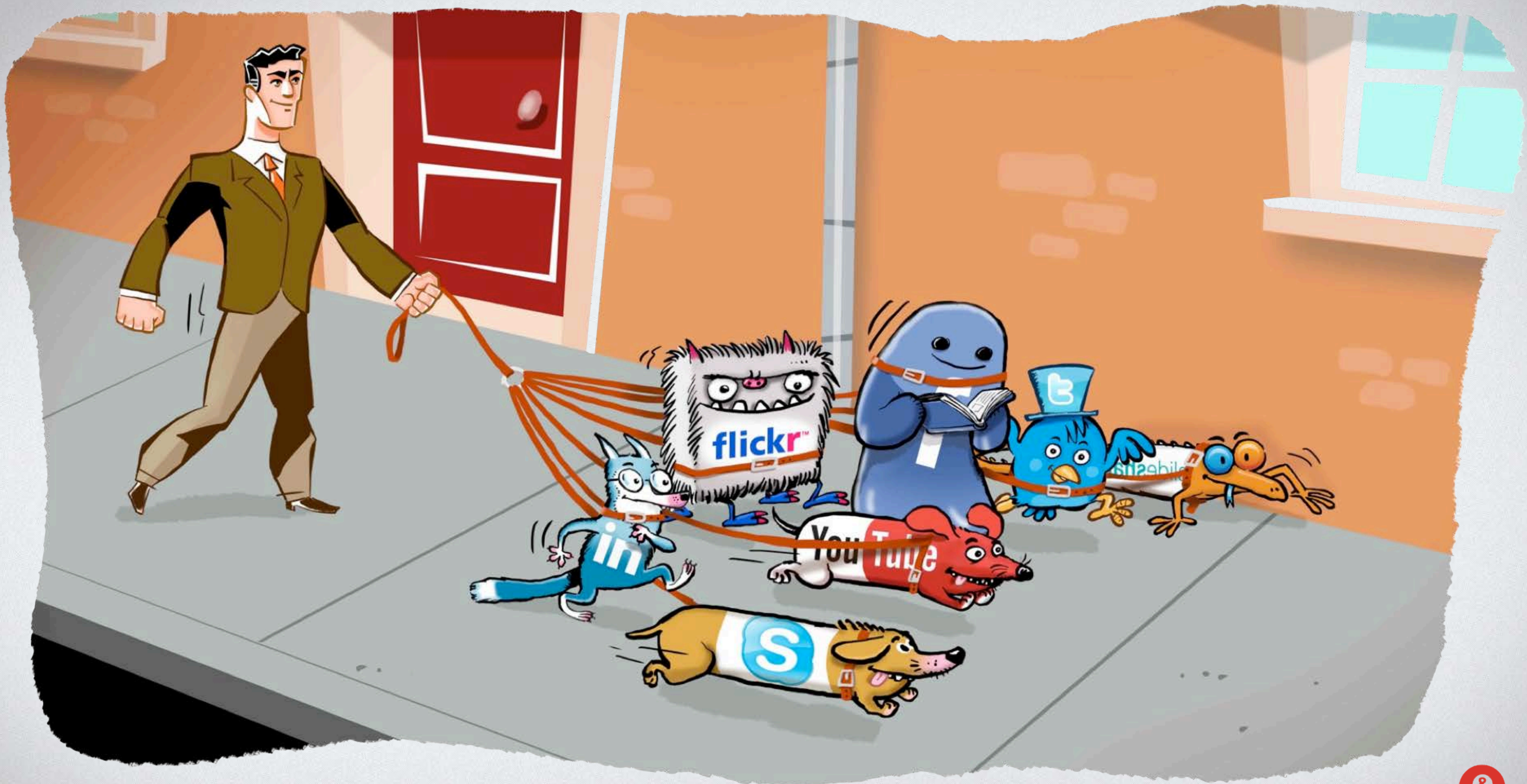


























[Home »](#)

## 100 Ways To Conserve

#01



***There are a number of ways to save water, and they all start with you.***

- #2** When washing dishes by hand, don't let the water run while rinsing. Fill one sink with wash water and the other with rinse water.
- #3** Some refrigerators, air conditioners and ice-makers are cooled with wasted flows of water. Consider upgrading with air-cooled appliances for significant water savings.
- #4** Adjust sprinklers so only your lawn is watered and not the house, sidewalk, or street.
- #5** Run your clothes washer and dishwasher only when they are full. You can save up to 1,000 gallons a month.
- #6** Choose shrubs and groundcovers instead of turf for hard-to-water areas such as steep slopes and isolated strips.
- #7** Install covers on pools and spas and check for leaks around your pumps.
- #8** Use the garbage disposal sparingly. Compost vegetable food waste instead and save gallons every time.
- #9** Plant in the fall when conditions are cooler and rainfall is more plentiful.

#10



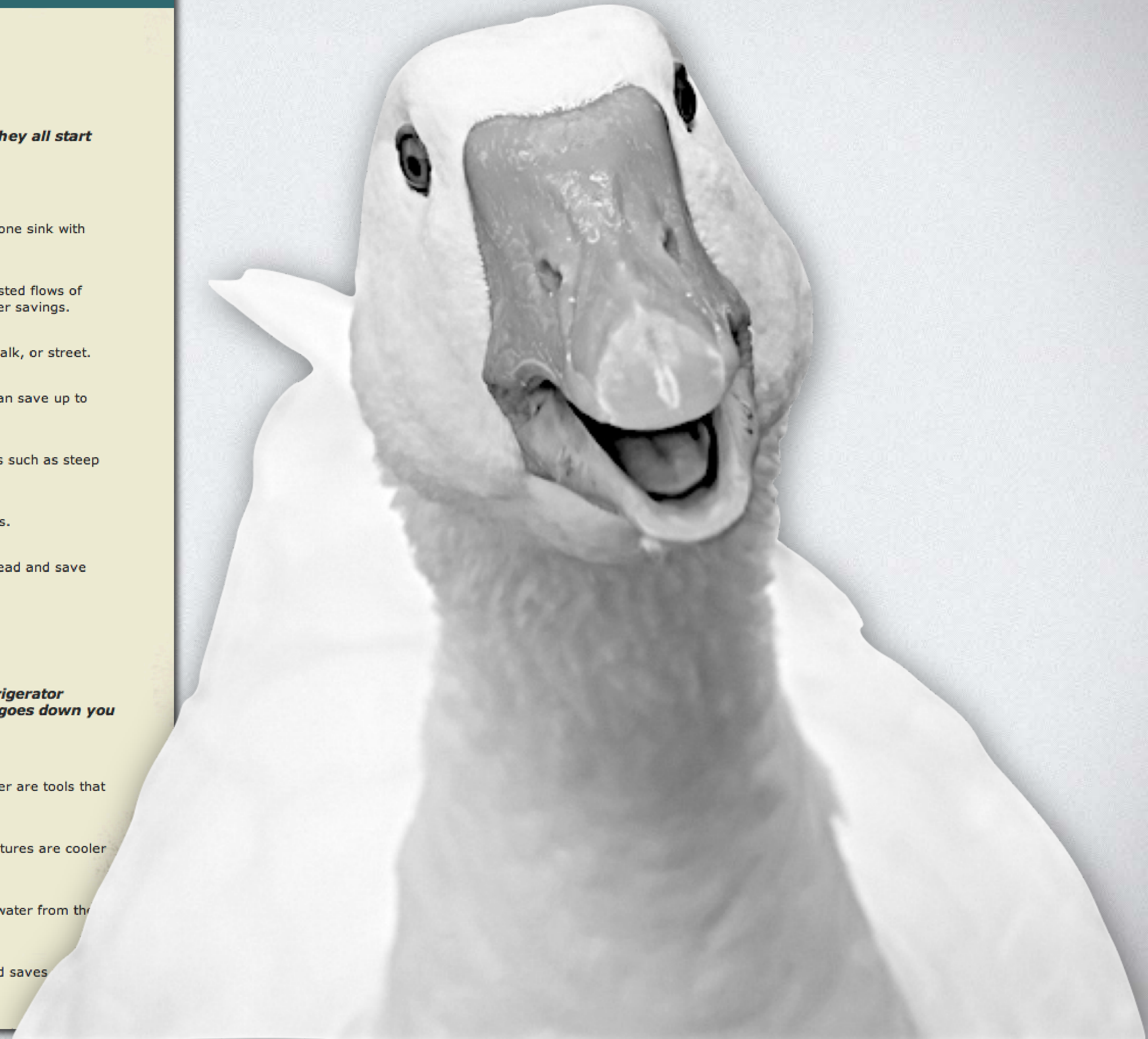
***For cold drinks keep a pitcher of water in the refrigerator instead of running the tap. This way, every drop goes down you and not the drain.***

- #11** Monitor your water bill for unusually high use. Your bill and water meter are tools that can help you discover leaks.
- #12** Water your lawn and garden in the morning or evening when temperatures are cooler to minimize evaporation.
- #13** Wash your fruits and vegetables in a pan of water instead of running water from the tap.
- #14** Spreading a layer of organic mulch around plants retains moisture and saves time and money.

[Home Water Audit](#)[Indoor Tips](#)[» Water Saving Products](#)[Outdoor Tips](#)[» Landscape Care](#)[» Water Saving Products](#)[Saving Water in the Office](#)[Monthly Planner](#)[Select Your Region](#)[Global Site](#)

### Email Newsletter Signup

Sign up for water conservation tips and news.

[Sign Up](#)[« ShareThis »](#)[« Subscribe »](#)[Shop the Store](#)



20 new Tweets



**Water-Use It Wisely** @WUIW

16 Sep

Turn off the water while brushing your teeth & save 25 gallons a month

[ow.ly/3PXCc](https://ow.ly/3PXCc)

Expand



**Water-Use It Wisely** @WUIW

16 Sep

Avoid recreational water toys that require a constant flow of water

[ow.ly/3PX7E](https://ow.ly/3PX7E)

Expand



**Water-Use It Wisely** @WUIW

16 Sep

Trickling or cascading fountains lose less water to evaporation than those spraying water into the air [ow.ly/3PVog](https://ow.ly/3PVog)

Expand



**Water-Use It Wisely** @WUIW

15 Sep

Use a minimum amount of organic or slow release fertilizer to promote a healthy & drought tolerant landscape [ow.ly/3PXCc](https://ow.ly/3PXCc)

Expand



**Water-Use It Wisely** @WUIW

15 Sep

Group plants with the same watering needs together to avoid overwatering some while underwatering others [ow.ly/3PVog](https://ow.ly/3PVog)

Expand





# **Richard Branson's Tips on Tweeting**

- 1. Don't promote your business**
- 2. Your audience is global**
- 3. Think philanthropic**
- 4. Tweet in your own voice**
- 5. Pay attention to feedback**
- 6. Don't stop at Twitter**







# Purpose-driven marketing made easier through new book: Good Works!

September 5th, 2012



When people find out that I own an ad agency, they always ask, "What's your specialty?" "Are you an automotive agency? A health care marketing firm? Consumer products? B2B?"

My answer often puzzles them.

 **Free Advice**  
get the RSS feed

Signup for my newsletter

submit


## Park Howell is wondering...

How sustainable are you and your green marketing? Survival starts with telling a better story. That's what I'm here for...



[Who is this guy? »](#)

[Love to hear from you »](#)

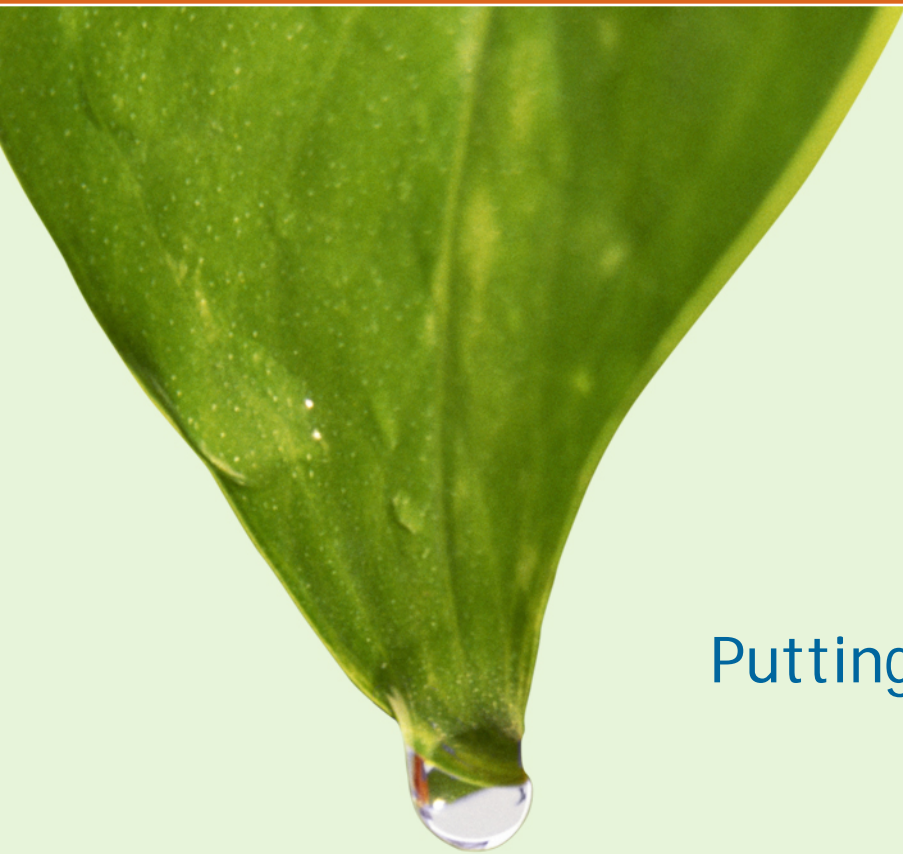
-  Twitter
-  Facebook
-  Park&Co
-  Water - Use it Wisely

search

ParkHowell.com  
park@parkandco.com







Putting the SOCIAL into Social Media

October 5, 2012





# Today's Lineup

- **Trey Lewis**
  - Social Media Coordinator, EPA WaterSense
- **Park Howell**
  - Owner, Park & Co and Creator of “Water- Use It Wisely” campaign
- **Martha Golea,**
  - Regional Marketing Specialist, ValleyCrestTakesOn.org
- **Mark Olson**
  - Conservation and Creative Manager, Tarrant Regional Water District