

# This presentation premiered at WaterSmart Innovations

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



# SOCIAL MEDIA: WHAT'S IN IT FOR YOU?

Presented by: Martha Golea, Regional Marketing Specialist

Richard Restuccia, Director of Water Management Solutions



# Is social media a fad? Or **THE BIGGEST SHIFT** since the industrial revolution?

*80% of companies* use  
social media for recruitment

Facebook added over **200 million**  
users in less than a year

*WORD OF MOUTH*  
sells products and ideas now

The **ROI** of social media is:  
*your business will  
still exist in 5 years*

96% of Millennials have  
joined social networks

Over 50% of the  
world's population  
is under 30

*We don't have a  
choice on whether  
we do social media,  
the question is  
**HOW WELL  
WE DO IT.***

**FACEBOOK**  
tops  
**GOOGLE**  
for weekly  
traffic

**78% OF  
CONSUMERS**  
TRUST PEER  
RECOMMENDATIONS  
**ONLY 14% TRUST**  
ADVERTISEMENTS

# Is Social Media for You?

# Blogs



# SOCIAL VS. TRADITIONAL MEDIA

---

Social Media	Traditional Media
User-generated content	Company-generated content
Two-way conversation	One-way messaging
Authentic, trustworthy	Composed, skeptical
Inexpensive	Expensive
Easy to use, accessible	Specialized skills and training
Immediate gratification	Confined by production times
Permanently recorded for all to see	Easily purged



# WHY SOCIAL MEDIA, WHY NOW?

- Levels the playing field
- More content = more relevancy on Internet search engines
- Customer service
- Clients, prospects are already there – are your competitors?





# TRIVIA QUESTION #1

---

How many friends does the average Facebook user have?

- A: 130



# CREATING YOUR STRATEGY

---

- Questions to consider:
  - What are my objectives?
  - What message do I want to send?
  - Who will engage?
  - How much time can I dedicate?
  - Facebook, Twitter, or both?

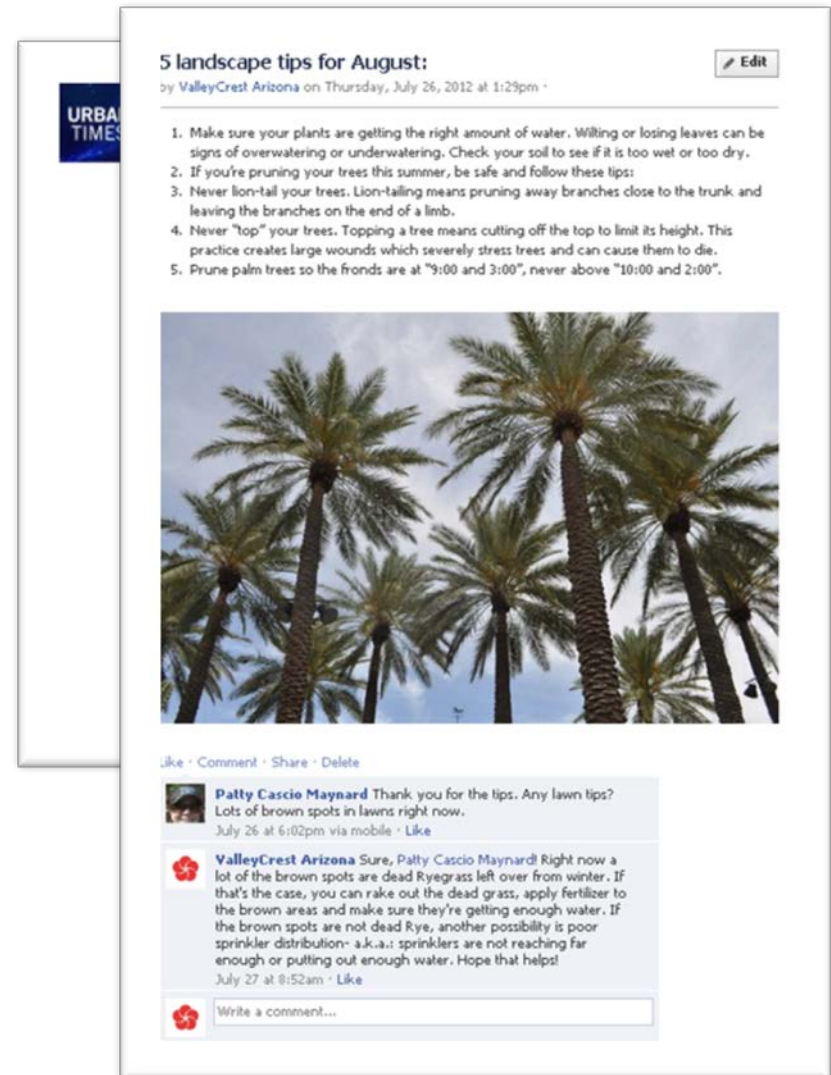




# FACEBOOK BEST PRACTICES



- Keep content interesting, frequent, and relevant
- Create solutions
- Ask questions
- Use photos
- Tag everything



## TRIVIA QUESTION #2

---

How many tweets are posted every day?

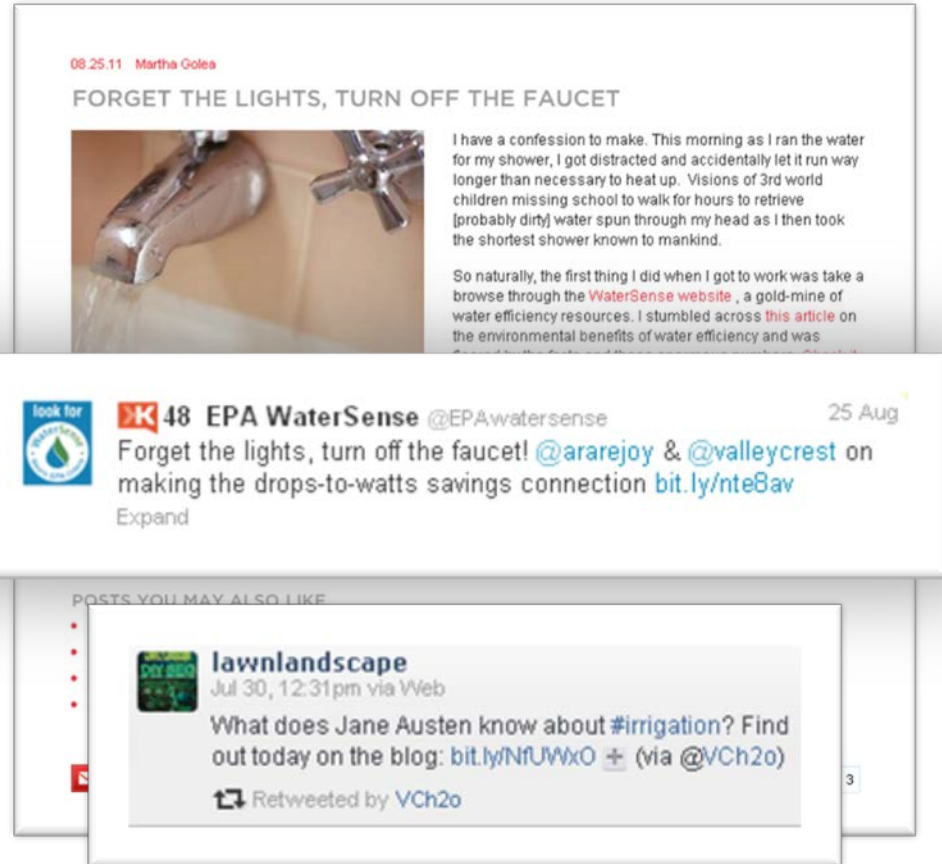
- A: 65 million



# TWITTER BEST PRACTICES



- Play nice
- Be part of the conversation
- Promote other users
- Its hrd 2 undstd abbrv>keep it smpl & brf
- Have a personality
- Keep up with it
- Search for yourself



# VALLEYCREST TAKES ON: WATER MANAGEMENT

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



08.05.12 Trends

INTENDED CONSEQUENCE: THE LOS ANGELES RIVER

In a previous post we reviewed the transformation of the Los Angeles...

[MORE >](#)



08.02.12 Trends

AN EVENING WITH THE REDFORDS

Threats to the once-mighty Colorado River may seem insurmountable, c... [MORE >](#)



07.26.12 Resources

VALLEYCREST IN THE NEWS

Did you know you can find art about our bloggers all over... [f](#)

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

 **ValleyCrest**  
Landscape Companies

# WHAT IS A BLOG?

- An interactive website
- Thought leadership forum
- Fresh content on the latest information
- Subscription option
- Better search results

U2.Z3.1.2 Martha Goies

## SPACEWATER RECYCLING: GETTING AROUND THE YUCK FACTOR

City of San Diego's Water Purification Demonstration Project

Phase 1



City of San Diego's Water Purification Demonstration Project via TIME Eccentric 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 of 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 gunk 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 Goies



A seasoned communicator passionate water conservationist, Martha Goies 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.

## TRIVIA QUESTION #3

---

What percentage of businesses have a business or company blog?

- A: 60%
  - But 65% of them haven't updated in a year.





# CONTENT IS KING

- What is your voice
- Goals for posting
- Good content gets shared
- Good content creates positive word of mouth
- Positive word of mouth creates sales





# SUBSCRIPTIONS

---

- Subscription button
- Make easy to subscribe
- Ask readers to subscribe
- Offer a freebee
- Show numbers of subscribers



# IMAGES

---

- A must-have
- Captions
- Your own images are best
- Image issues

**COPY  
PASTE  
STEAL**



image from NS Newsflash on Flickr



# COMMENTS

---

- To filter or not to filter
- Negative comments
- Discussions



# SOCIAL MEDIA LAUNCH

---

- 5 post minimum
- Comment on other pages
- Guest blog
- Use your URL in signature
- Link on profiles
- Ask friends for feedback



# QUESTIONS

---

- Contact us:
  - Richard
    - @h2oTrends on Twitter
    - [rrestuccia@valleycrest.com](mailto:rrestuccia@valleycrest.com)
  - Martha
    - @MarGoH2O on Twitter
    - [mgolea@valleycrest.com](mailto:mgolea@valleycrest.com)

