

This presentation premiered at WaterSmart Innovations

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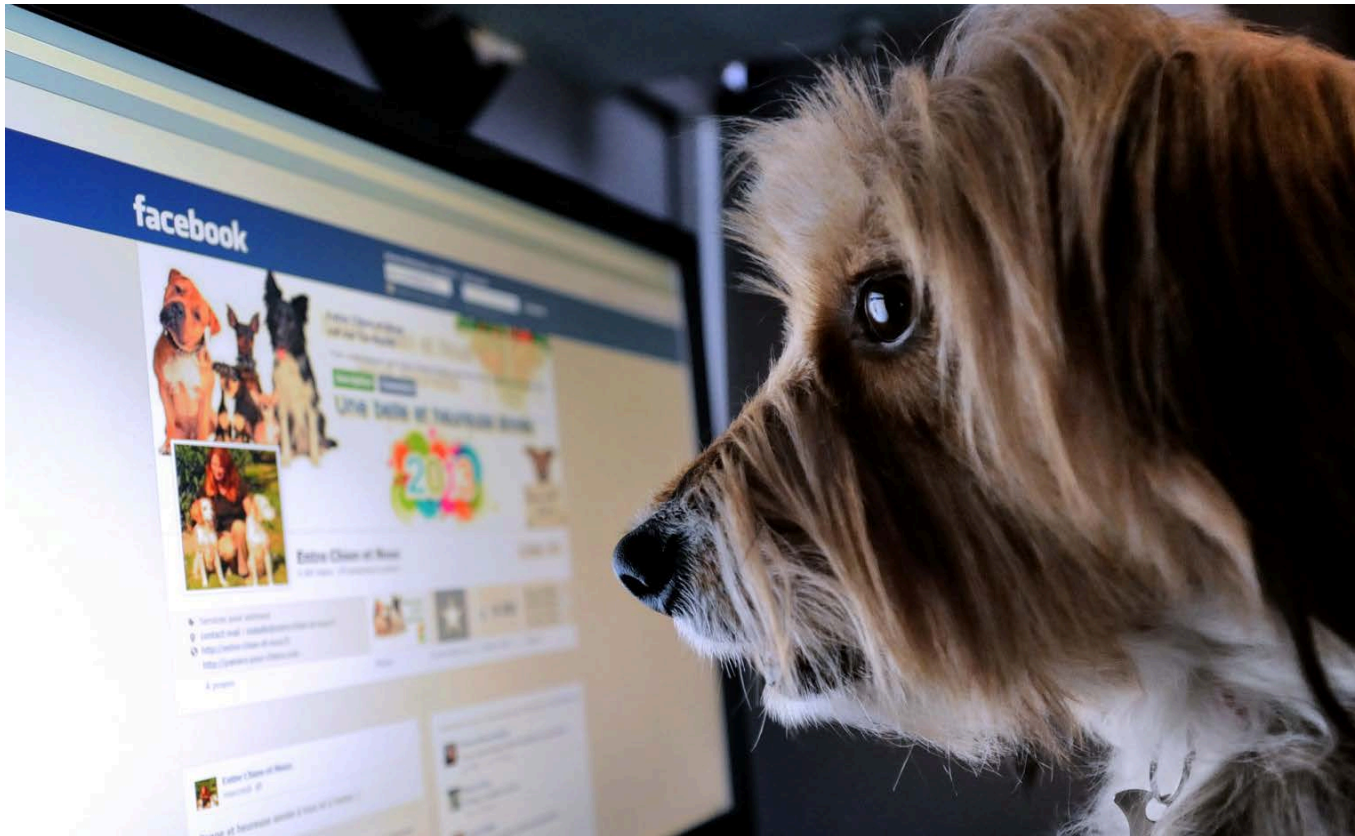
CHANGING WATER USE HABITS THROUGH SOCIAL MEDIA

Richard Restuccia, Director of Water Management Solutions



HABIT = LIFE ON AUTO-PILOT

- Noun - A settled or regular tendency or practice, esp. one that is hard to give up.



“First we make
our habits,
then our habits
make us.”
- *Charles C. Noble*



SOCIAL MARKETING

- The systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good.



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

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

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

*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

8 STEPS TO SUCCESS

1. Establish a clear focused vision
2. Obtain commitment from management
3. Create and prioritize goals
4. Develop tactics
5. Plan and create content
6. Publish and promote where your customers are
7. Measure and monitor results
8. Modify, Rinse, Repeat



WHAT IS A BLOG?

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

08.06.13 Alan Harris

5 REASONS WHY YOUR DROUGHT TOLERANT, NATIVE PLANTS DIED

Yeah! You made the effort to be green and you jumped on the conserve water, only use drought tolerant, native plants sustainability bandwagon and what happened? The plants died and you want to know WHY??? Here are 5 reasons why your drought tolerant, native plants died.

Fact: All plants need some water.

Yes, plants can be drought tolerant, but unless they are petroleum based (plastic), silk or preserved. They are going to need some water.

Fact: All plants need more water when they are first planted.

Often new plants are added to existing plantings. Ergo the problem. Established plants require less water than newly installed plants. Irrigation systems are often "dialed back" for established plants to conserve water and may not provide enough water for the new plants. But before you go and jack up the irrigation, check out the next reason plants die.

Fact: Too much water will kill a drought tolerant, native plant as fast as lack of water.

Most people overwater, especially when they see a plant wilting. But did you know a plant will "wilt" when overwatered? The difference is the leaf of a plant with insufficient water will be crispy while the leaf of a plant with too much water will be moist when squeezed in your hand. Here are some other ways to find out if you are **watering your plants to death**.

Fact: Not all native plants are meant to be planted anywhere.

As we say in the landscape biz, "Right Plant, Right Place." What this means is before you plant a native plant wherever, check out **where the plant is found in nature**. Start with does it like sun or shade? Some native plants prefer to be in moist conditions. Salt tolerance is important if you live near the coast or irrigate with reclaimed water (especially with drip irrigation). Soil type makes a difference too. Some plants like high organic content which may not exist in your landscape if you are on a site where the topsoil was removed during construction in the last 10 – 15 years.

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



08.06.13 **Resources**

5 REASONS WHY YOUR DROUGHT TOLERANT, NATIVE PLANTS DIED

Yeah! You made the effort to be green and you jumped on the conserve...

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08.01.13 **Trends**

WATER CONSERVATION CONFESSIONS OF A POST TEEN GIRL (PT. 2)

What does a girl do when the 5 minute timer ends and the soothing ho... [MORE >](#)



07.30.13 **Resources**

FOUR SIGNS YOU ARE OVERWATERING YOUR PLA

Giving your plants too much v of the biggest issues I see... [I](#)

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SOCIAL MARKETING TOOLS



TRIVIA QUESTION #1

How many friends does the average Facebook user have?

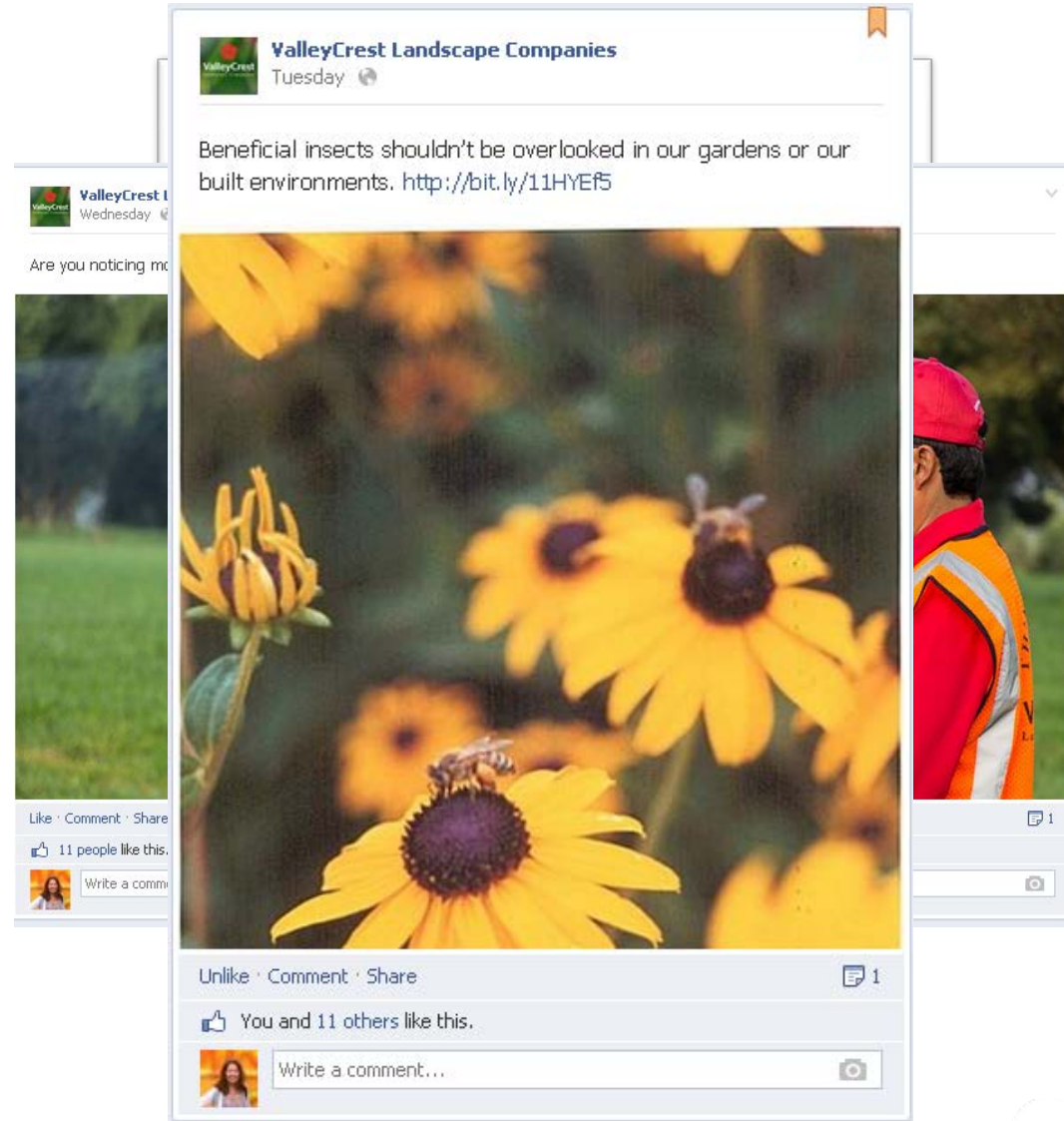
Answer: 141



FACEBOOK



- 1 in 3 users hang out here
- Keep content interesting, frequent, and relevant
- Create solutions
- Ask questions
- Use photos
- Tag everything



TRIVIA QUESTION #2

How many days does it take to reach a billion tweets on twitter?

Answer: 5 Days



TWITTER BEST PRACTICES



- 500 million active users
- Be part of the conversation
- Promote other users
- Its hrd 2 undstd abbrv>keep it smpl & brf
- Have a personality
- Keep up with it

ValleyCrest @ValleyCrest 2 Aug
Cool, yes, let's! RT @nightszenes: Our #FF friend of the week is @ValleyCrest . Let's talk #landscapechat
Expand

ValleyCrest @ValleyCrest 2 Aug
@mhconstruction Thx & enjoy! #Storify "Top 4 #landscapechat Takeaways 7/31/13 | @DallasArboretum Children's Garden" sfy.co/dNhK
View summary

ValleyCrest @ValleyCrest 1 Aug
@mortonarboretum very cool! Did you catch the #landscapechat yesterday re: #BIM modeling for @dallasarboretum children's garden?
View conversation

Associa @Associa 24 Jul
The Associa Green Award recognizes Associa-managed associations that promote green living
bit.ly/11zlu3G
#landscapechat
Retweeted by HydroPoint
Expand

Associa @Associa 24 Jul
Associa will be rewarding sustainability efforts with the Associa Green Award
bit.ly/11zlu3G
#landscapechat
Expand

Permaloc Corporation @PermalocEdging 23 Jul
Great article on sustainable landscapes in Tennessee. Features some of our freinds too! ow.ly/net8z #susty #landscapechat
Followed by ValleyCrest and 1 other
Expand



LINKEDIN



- 150 million users
- Join industry groups and connect with other professionals
- Good source of content
- Add status updates and links
- Positioning as an expert in 800K groups
- In your home page activate your Twitter link and blog feed
- Create exclusive content that requires registration

in Search for people, jobs, companies, and more... Advanced

Home Profile Network Jobs Interests Business Tools Upgrade

[Are You a Female Manager? - Apply Now to the National Association of Professional Women.](#)

BOMA Building Owners and Managers Association International (BOMA)
LinkedIn Discussions Members Promotions Search More... Share group | Group rules

Start: Discussion Poll
Start a discussion or share something with the group...

Your Activity

Choose Your View

Hello Group I have recently taken over a coatings division for a large painting contractor who focuses on Commercial. I would like to... • 5 hours ago

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Like (2) • 1 hour ago
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QUESTIONS

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- On Twitter @h2oTrends and @valleycrest
- Every Wednesday #landscapechat

