This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Opportunities with Social Media

A case study based on the
Annual Water Conservation Film Contest
Luis Generoso and Destree Bascos

October 2014
Presentation Overview

• City of San Diego Water Conservation Program
• Annual Film Contest
• Why Social Media?
• Goals with Social Media
• 5 Techniques
• Digital Divide
• Results
• Lessons Learned
City of San Diego
Water Conservation Program

• 8\textsuperscript{th} largest US city
• 1.3M water & 2.5M sewer customers
• Program to reduce San Diego’s dependency upon imported water
• Approx. 35,649 AF of potable water savings/yr
City of San Diego
Water Conservation Program

• Achieve water savings through:
  – Creating and promoting a “Waste No Water” conservation ethic
  – Adopting programs, policies and ordinances designed to promote water conservation practices
  – Promoting or providing incentives for the installation of hardware that provides permanent water savings
  – Implementing comprehensive public information and education campaigns
Annual Water Conservation Film Contest

• Open to high school and college students throughout the cities of San Diego, Imperial Beach and Coronado, this contest challenges entrants to create a 30-second film that encourages wise water use, conservation and water reuse.
Annual Water Conservation Film Contest

• The storylines must have one of the following "how to" messages:
  – How to "waste no water" by planting native or California-Friendly® plants.
  – How to "waste no water" by using a rain barrel.
  – How to create a sustainable community by "wasting no water."
  – How to "waste no water" by fixing leaks.
  – How to recycle water.
Annual Water Conservation Film Contest
Annual Water Conservation Film Contest

- Finally, the finalists’ films will get a 2nd chance to win through a social media poll, where anyone can vote for their favorite film via Facebook. That winner will receive a prize package.
Why Social Media?

- College students top use of social media: Facebook, Twitter, and Instagram
- School partners also recommended outreach through social media
- It’s cost effective: Can reach a large amount of people without spending a lot of budget.
- Easy to track results
Goals with Social Media

• Attract potential entries by using communication resources that our target audiences uses
• Shareable by viewers/friends/likes to their networks
• Lead students to the WNW Facebook page and film contest webpage
5 Techniques

• Social Media Calendar
• Facebook Promoted Post
• Film Reel on You Tube
• Online Voting Period Conducted on Facebook
• Coordination with Schools’ Social Media Resources
Social Media Calendar

- Planning out Facebook Posts and Twitter Tweets for the duration of the contest. Used for the City of San Diego, but also shared with other partners.
Social Media Calendar

• Pros
  – Program posts and tweets
  – Share new announcements along the way (new prizes, received a submittal)
  – Attract new audience by the use of hashtags in Twitter

• Cons
  – Need to build viewership for people to see messages
Facebook Promoted Post

- A post that is labeled as sponsored and shows up on Facebook feed.
Facebook Promoted Post

• Pros
  – Appears in feed
  – Can set budget limit (lifetime budget only)
  – Targeted audience
    • People who like your page and their friends
    • Target location, age, interests
  – Obtain audience reach statistics

• Cons
  – Labeled as sponsored post
Film Reel on YouTube

• Created a film reel of all the finalists and posted it on YouTube. This was to prepare for the Viewers’ Choice Award.
Film Reel on YouTube

• Pros
  – Track views
  – Cross promote social media sites
  – Free to post

• Cons
  – No guarantee that person will watch whole thing
Online Voting on Facebook

San Diegans Waste No Water
Posted by Catherine Smith (?) - May 22

All #WasteNoWater film contest finalists have a second chance to win a prize!

Vote for the #WasteNoWater Viewers Choice Award. View the 2014 finalists by clicking on the link below. Then submit your vote in the comment section of this post. Make sure you include the title of the film. The poll closes at 5:00 PM on Thursday, June 5th. #SDFilmContest

CSI WCP FY14 YoutubeReel

14,656 people reached

Like · Comment · Share

Genevieve DePorio Fong, Elizabeth Faris, Jessica Rao Peak and 96 others like this.

 ofrece emprendedores Bad bad car wash
Paul Timothy Torres Bad bad car wash
Melyza Sumabat Bad Bad Car Wash
Sam Waiitforit Vuong Bad bad car wash
Jeff Abelion Bad bad car wash

50 of 254
Online Voting on Facebook

• Pros
  – If missed the red carpet premiere event, second chance to view and vote
  – Brings in new audience
  – Sets up excitement for next year’s competition
  – Easy to count votes
Online Voting on Facebook

• Cons
  – Can’t tell if multiple accounts belong to one person
• School year is coming to a close during May (ie. graduations happen Mid-May for universities)
Coordination with Schools’ Social Media Resources

• Work with each office to also promote on their social media resources
Coordination with Schools’ Social Media Resources

• Pros
  – Other ambassadors
  – Can comment and repost
  – Acknowledge schools as partners

• Cons
  – Can’t control what they post or have as comments
Digital Divide

• Social media is always evolving.
• Some people have access to computers and some don’t.
• It is a way to support and supplement partnerships and direct outreach.
Results

- Increase on number of entries
  - (18 in 2012; 34 in 2013; and 84 in 2014)
- Approx. 15,000 impressions from promoted post
- Over 450 views for the film contest reel on YouTube
- Over 250 votes for Viewers’ Choice Award
Lessons Learned

- Develop hashtags
- Integrate all social media resources in all contest collateral
- Follow-up with school partners to post reminders
Contacts

Luis Generoso
• Water Resources Manager
• City of San Diego
• (619) 533-5258 LGeneroso@sandiego.gov

Destree Bascos
• Project Manager
• Collaborative Services, Inc.
• (619) 232-2112 ext. 108
Destree@CollaborativeServices.biz