

This presentation premiered at WaterSmart Innovations

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THE CITY OF SAN DIEGO

Presentation at WaterSmart Innovations 2014

Opportunities with Social Media

A case study based on the

Annual Water Conservation Film Contest

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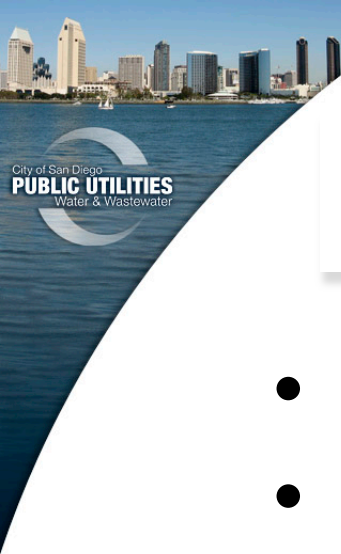
October 2014





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

- 8th 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.



San Diegans Waste No Water

June 1, 2013

WE HAVE A WINNER OF THE 2013 WASTE NO WATER FILM CONTEST VIEWERS' CHOICE AWARD (drum roll, please):

CALVIN THE CACTUS.

Congratulations to the filmmakers of 'Calvin the Cactus' for winning the Viewers' Choice Award.

Like · Comment

7 1 3



San Diegans Waste No Water

May 24, 2013

The 2013 Film Contest Viewers' Choice race is heating up. Currently 'Calvin the Cactus' and 'Waste No Water' are in the lead. Don't miss out on your chance to vote for your favorite. Go here and vote: <https://www.facebook.com/photo.php?v=586093988081943>

Like · Comment

1



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.

Date	Facebook Post	Twitter Tweet	Image or Link
1/24/14	Lights. Camera. Action! Just released-the 6th Annual #WasteNoWater <u>Film Contest</u> forms and guidelines are posted online! #SDFilmContest	Lights. Camera. Action! Just released-the 6th Annual #WasteNoWater <u>Film Contest</u> forms and guidelines are posted online! #SDFilmContest	http://www.sandiego.gov/water/conservation/contests/film/index.shtml
29-Jan	Are you high school or college student? Do you want to be a star? Enter the #WasteNoWater <u>Film Contest</u> and make a 30-second video about wise-water use. Your film might be shown in movie theaters this summer. #SDFilmContest	Are you high school or college student? Do you want to be a star? Enter the #WasteNoWater <u>Film Contest</u> ! #SDFilmContest	http://www.sandiego.gov/water/conservation/contests/film/index.shtml
3-Feb	Show your #love for the #environment and #sustainability. Enter the #WasteNoWater <u>Film Contest</u> and show San Diegans how to take care of one of their most precious natural resources, water. #SDFilmContest	Show your #love for the #environment and #sustainability. Enter the #WasteNoWater <u>Film Contest</u> . #SDFilmContest	http://www.sandiego.gov/water/conservation/contests/film/index.shtml



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.



The screenshot shows a Facebook interface for a user named Julia Smith. The left sidebar contains navigation links for News Feed, Messages, Photos, Events, Ads Manager, and various groups. The main content area features a status update field and a post by Whitney Washburn. This post is a promoted post, indicated by a red 'E' icon and the text 'Mike Villalobos read this:'. The post content includes a video thumbnail of a man with a shocked expression and a link to a BuzzFeed article titled 'Undeniable Proof That "The Walking Dead" And "Toy Story" Have The Exact Same Plot'. The post has 189 likes, 33 comments, and 46 shares. Below the main post, there is a 'Suggested Post' for SkyDrive and a 'Project Mgmt Certificates' advertisement. The right sidebar shows a 'Sponsored' section with a 'Vote with One Voice' ad and a 'Project Mgmt Certificates' ad.

facebook Search for people, places and things Julia Smith Home

Julia Smith Edit Profile

FAVORITES

- News Feed
- Messages
- Photos
- Events 20+

ADS

- Ads Manager

PAGES

- I.D.E.A. District San Diego
- Pages Feed 20+
- Like Pages 20+

GROUPS

- UCSD Pi Beta Phi 3
- Pi Phi Seniors 1
- Political Science 1
- Leaders 2020 7
- Concerts at UCSD! 18
- The Social Networ... 20+
- UCSD Pre-Law Society
- ELIA
- Pi Sigma Alpha: Psi Ome...
- San Diego Successful Th...
- Pi Phi Lyrefest Group 6
- Pi Phi March Madn... 1
- Urban Studies and Plann...
- Add Group...

Update Status Add Photos/Video

What's on your mind?

Whitney Washburn Mike Villalobos read this:

Undeniable Proof That "The Walking Dead" And "Toy Story" Have The Exact Same Plot
www.buzzfeed.com
My god. Redditor John Wray hit the nail on the head.

Like · Comment · Share · 36 minutes ago via mobile ·

Write a comment...

SkyDrive · Suggested Post Like Page

Finding time to work together on a group project can be harder than the actual project. Check out our 2nd ad, featuring Aubrey Plaza, to see how Office and SkyDrive let you work together with your group, even when schedules don't line up.

Group Scheduling - Office 365 and SkyDrive
www.youtube.com
College Students: Get 3 months of Office 365 free - http://bit.ly/YCu3t2

Like · Comment · Share · 189 33 46 · Sponsored

Anniversary with Cody today
Kelsey Millar and 1 other
2 events today
1 request from Tiffany Ng
4 other app requests

Sponsored Create an Ad

Andrew Duhoux likes Vote with One Voice.

Vote with One Voice Like

San Diegans Waste No Water Attention Students: Interested in sustainability, social media or film? Then enter this year's 2013 film contest!
2 1

Project Mgmt Certificates villanovau.com

Prepare for the PMP® Certification Exam 100% Online with Respected Villanova U. Get Info!

Kappa Alpha Theta Shirts! adamblockdesign.com

Adam Block Design has the sickest KAO apparel around. Down with boring sorority tees! Come check out our gallery to see for yourself.



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 you tube. This was to prepare for the Viewers' Choice Award.



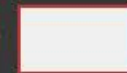
Upload

Sign In



Uploads from SDPublicUtilities

by SDPublicUtilities • 12/41 videos



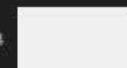
CSI WCP FY14 Youtube Reel
by SDPublicUtilities

13



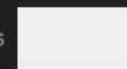
Full is Fun - Wash Full Loads of Dishes
by SDPublicUtilities

14



Film Contest PSA short
by SDPublicUtilities

15



USD Waste No Water
by SDPublicUtilities

Stunts

CSI WCP FY14 Youtube Reel



SDPublicUtilities



Breast Cancer Awareness

AD by BCACampaign

104,440 views






Film Reel on YouTube

- Pros
 - Track views
 - Cross promote social media sites
 - Free to post
- Cons
 - No guarantee that person will watch whole thing

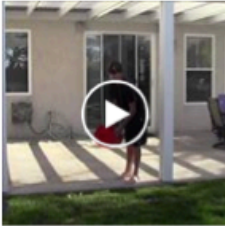


Online Voting on Facebook

**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


YOUTUBE.COM


14,856 people reached


Boosted


Like · Comment · Share


 Genevieve DePerio Fong, Elizabeth Faris, Jessica Rae Peak and 66 others like this.


 16 shares

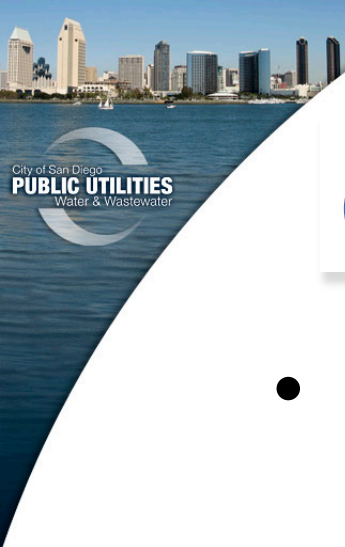
 View previous comments 50 of 254

 **Paul Timothy Torres** Bad bad car wash
May 24 at 11:18am · Like · 🍷 2

 **Melyza Sumabat** Bad Bad Car Wash
May 24 at 11:25am · Like · 🍷 2

 **Sam Waitforit Vuong** Bad bad car wash
May 24 at 11:33am · Like · 🍷 2

 **Jeff Abelon** Bad bad car wash



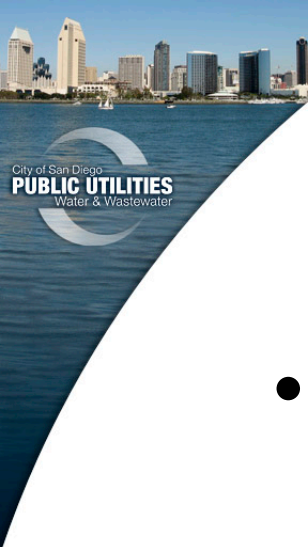
Online Voting on Facebook

- 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


**Sustain Plnu** shared a link.
December 16, 2013 near San Diego, CA

Hey film makers! You can win a chance to have one of your own films featured at major movie theaters during Summer 2014. This will help build up your academic portfolios see your names on the big screen! The City of San Diego is hosting their annual Waste No Water Film Contest to discover the next star! Follow the link for more details!




City of San Diego: Film Contest Announcement
cityofsandiegowaterconservationprogram.createsend5.com

Share 1


**Greek Life at UCSD**
March 4

Attention all Greeks! The City of San Diego's annual Film Contest will be accepting entries until April 11th. College students interested in media and sustainability are asked to create a 30-second public service announcement related to water conservation. The winning entries will be shown in theaters this summer! If interested, please visit [San Diegans Waste No Water](#) for details!



San Diegans Waste No Water
We've created this page so you can learn more about water conservation and the "San Diegan's Waste No Water" initiative. We can and will respond to questions, comments, praise and even criticism. We ask that you keep your comments and posts respectful to community members and relevant to water cons...
Government Organization: 297 like this

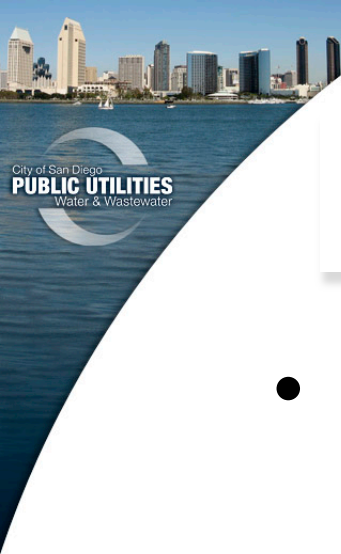
Unlike · Comment · Share

 You like this.



Write a comment...





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



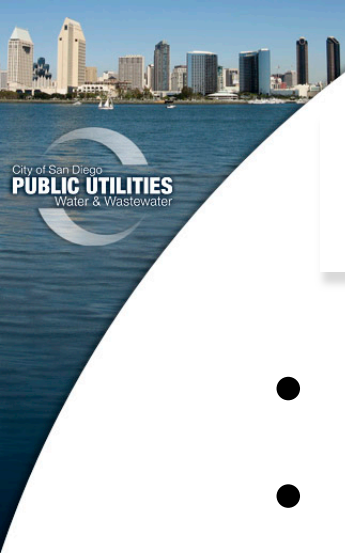
Digital Divide

- 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

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