

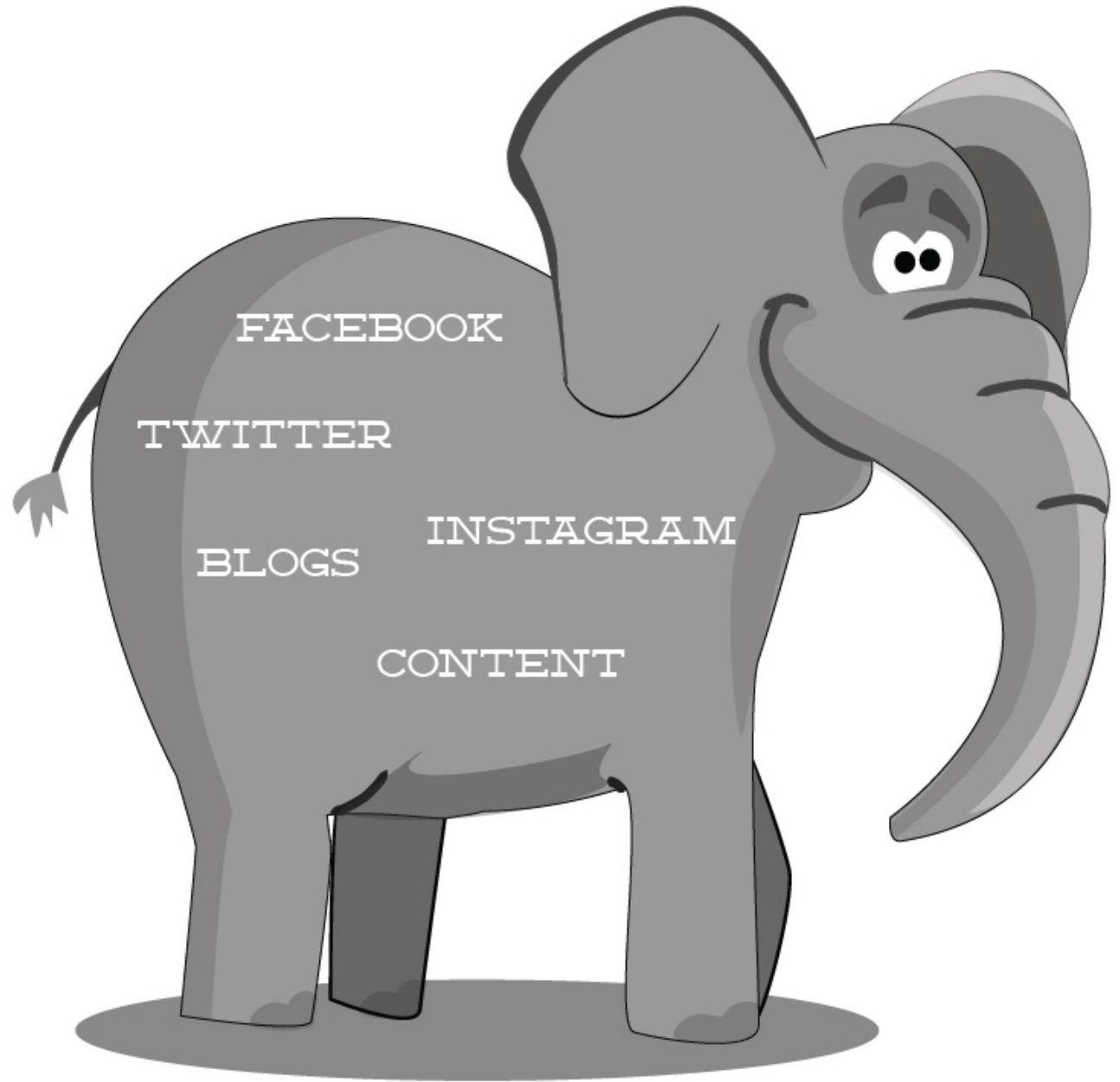
This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



EATING
the
SOCIAL MEDIA
ELEPHANT

One Bite
STRATEGIES
for
SUCCESS



Cynthia Bee, Outreach Coordinator
Todd Schultz, Management Analyst

ATTENTION

“ The average attention span has decreased by 4 seconds since 2001 ”

-- Microsoft Study, 2013

SPAN

HOW HARD IS IT TO PAY ATTENTION?

Average Attention Span in 2000



Average Attention Span in 2013



Attention Span in the Office



43% abandon lengthy e-mails in the first **30 seconds**



32.2% tune out long-winded co-workers after **15 seconds**

SOURCE: THE BRIEF LAB

 **NIGHTLY NEWS**
with BRIAN WILLIAMS

FEEDBACK

For Social Media

LOOP

By Cynthia Bee, Adapted from "Lean Startup" by Eric Reis



Create
Content
(Build)



SHARE
NATIVELY



Cynthia Bee, Outreach Coordinator



Don't start regular
watering too soon

#SaveIt4Summer

conservationgardenpark.org

SHOW ME

“ All fingers are pointing in one direction -- visual content is growing bigger, and that's where the future of content marketing is headed. ”

-- Forbes Magazine

Don't TELL ME

Can you have both a
Beautiful Lawn
and a
Low Water Bill?

Here's How:

How Often?		When?	How Long?	
Mother's Day (start watering)	Once every 5 days	Before 8 am or After 8 pm	Fixed	Rotating
Father's Day	Once every 3 days			
Labor Day	Once every 5 days		25 minutes	45 minutes
Columbus Day (stop watering)	Winterize			

Suggested Watering Guide for Central and Northern Utah

COMMUNICATIONS

“ Pictures have become a short form way of communicating lots of information quickly and succinctly.”

-- Detavio Samuals

SHIFT

Old School Way
Article w/ picture

New Expectations
Article IS the picture

Why Storing Water for an Emergency Is Your Responsibility

A person can only survive a few days without water. The easy availability of clean drinking water often makes us complacent about our need to store water. We rarely think about how a major disaster or other emergency would affect water infrastructure and our ability to get water.

If the pipes that deliver water to your home are damaged or broken in a flood, earthquake, or other disaster, it could take days to weeks before water delivery can start again. Prepare now by storing 14 gallons of water for every person in your home (about 2 weeks' worth). Don't forget pets!

Use the "S.I.T." method to remember what to do:



WHY *Storing Water* FOR AN EMERGENCY *Is Your Responsibility.*

A person can only survive a few days without water. The easy availability of drinking water often makes us complacent about our need to store water. But storing water is the only way to ensure your family will have enough to drink in an emergency!

Water is delivered to your home through a series of buried pipes. If these are damaged or broken, it could take days to weeks before water delivery can start again. Floods or earthquakes can cause such damage, and pollute or disrupt public water supplies. It is wise to prepare now for such an event by storing appropriate amounts of water for your family. One easy way to remember how to prepare is the "S.I.T." method:

S--STORE

Stored water must be pure, treated water to prevent microbial growth, and stored in food-grade containers (tap water stores well). Storage containers should be airtight, resistant to breakage, and sturdy enough to hold water--each gallon weighs 8.34 pounds! They should have a lining that won't rust or affect the flavor. One gallon per person per day should provide enough for sanitation and hydration in an emergency. It is recommended that you store at least two weeks' worth, or 14 gallons, of water per person.

I--ISOLATE

There are several gallons of clean water in the water heater and piping within your home at all times. If a natural disaster occurs, you should assume that the public water supply is no longer safe to drink and this may be your safest source of drinking water. After securing the safety of your family members, isolate your home from the public water system by turning off the main water valve to your home. Now you can use this water even if the public water system has been contaminated.

T--TREAT

Depending on the disaster, water may still be available but not safe to drink. Contaminated or suspect water can be treated at home during an emergency to make it safe for consumption. Assume a boil order is in effect after an emergency until you hear otherwise from an official. In the valleys of Utah, boiling water for 3 to 5 minutes will kill pathogens (bacteria, protozoa, viruses, etc.); longer boil times are necessary the higher the elevation.

BRAND

“ Your brand voice is the personality and feeling communicated on and offline, and should align with your mission & values. ”

-- Jo Saunders

VOICE

Language

Authoritative
Conversational
Funny/Friendly
Serious

Purpose

Educate
Engage
Inform
Inspire
Promote

LEARN FROM
UNDERSTAND

Tone

Direct
Humble
Honest
Personal
Technical
Warm

LISTEN TO

WHY SOCIAL MEDIA ISN'T TRADITIONAL MEDIA

YOU
at
least
4
NEED
to
GIVE
TIMES
MORE
than you
ASK.

WHY ARE YOU ON SOCIAL MEDIA?

Marketers?

Consumers?

TO SELL
STUFF

VALUE

- Gary Vaynerchuk *Jab, Jab, Jab, Right Hook*

GIVE:

- Timely advice
- Solve problems
- Thanks to staff, readers etc.
- Call attention to others
- Humanize your org
- Tell your story!
- Behind the scenes access

ASK:

Any action you want
your readers to take
that benefits

YOUR ORGANIZATION

- Visit Web, share info.

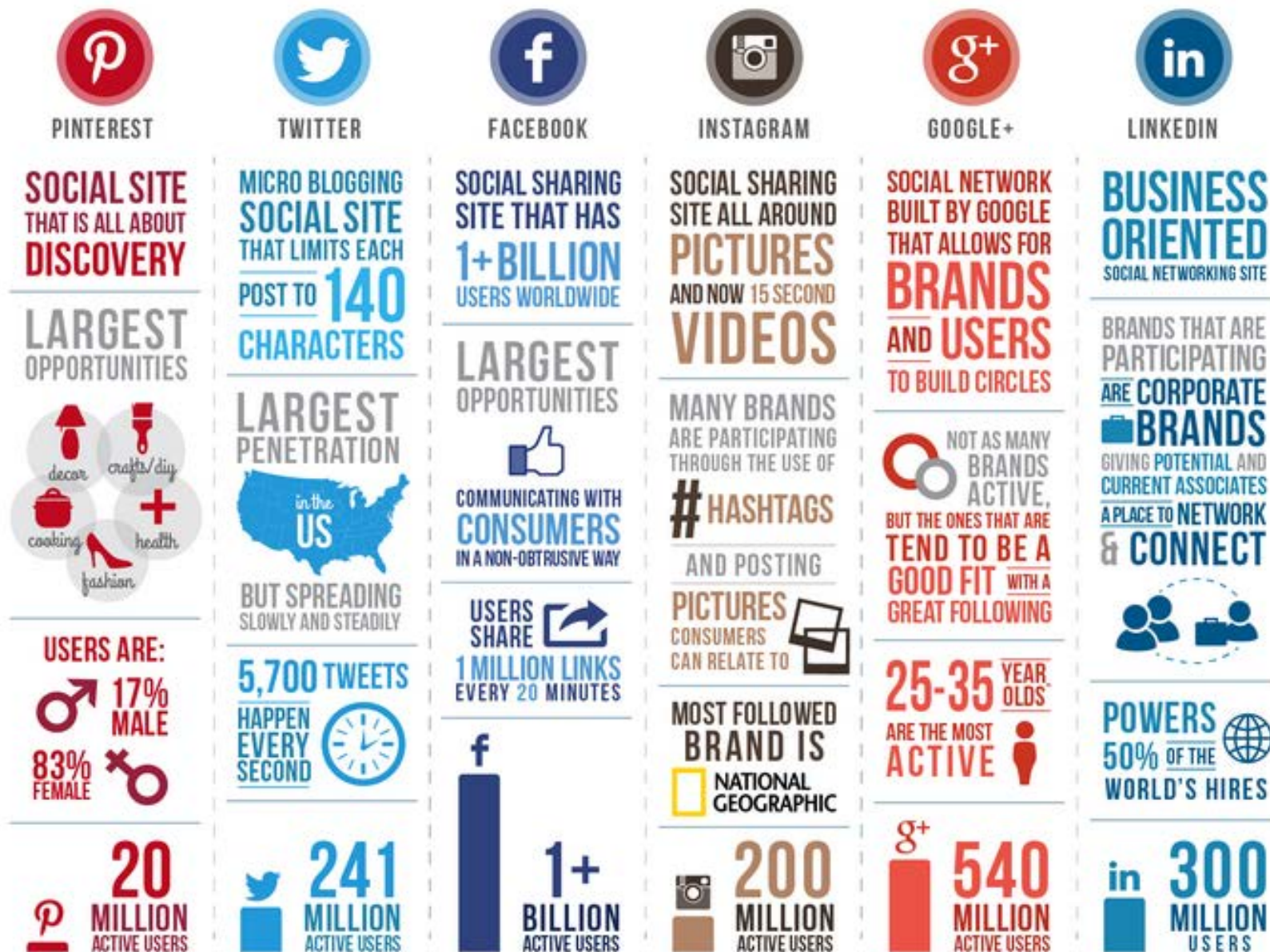
NATIVE

“ A form of online advertising that matches the form and function of the platform on which it appears ”

-- Wikipedia

CONTENT

Graphic: Leverage New Age Media
Leveragenewagemedia.com



POST

“ The less people want to be at work, the more they are on Facebook. -- Debra Graber

FREQUENCY



PINTEREST

Top brands on Pinterest have experienced rapid growth by posting multiple times per day.



INSTAGRAM

Posting more often doesn't result in a drop in engagement – provided you can keep up the rate of posting.



TWITTER

Engagement slightly decreases after the third tweet.



LINKEDIN

Posting once a day during the work week allows you to reach 60% of your audience.



GOOGLE+

Post consistently. Some users have experienced drops in traffic of up to 50% when posting less than normal.



BLOG

Companies that increase blogging from 3-5 times a month to 6-8 times a month almost double their leads.



FACEBOOK

You can post twice per day before likes and comments begin to drop off.

Data: Buffer app
Graphics: Daniella Franco
Website: Sumall.com

EARNED

“ A quality social media effort can translate into FREE traditional media- if you play it right. ” -- Cynthia Bee

MEDIA

Weekly column in the local newspaper

Free guest appearances on local lifestyle tv

APRIL 5, 2014 2 SPACESUTAH.COM
 FEATURE/CONSERVATION GARDEN PARK
 by MIKE LORENZ, for spaces

Ornamental grasses: A homeowners dream

If you visit Conservation Garden Park during the fall you'll see one type of plant stealing the show: ornamental grasses. Besides being low maintenance and Utah climate friendly, these grasses serve as a focal point and make the flowers, trees and shrubs really stand out. Ornamental grasses are at their best in the fall when most flowers have faded, and they also provide winter interest in the landscape. They have the added benefit of attracting birds that will eat the seed heads.

There are many kinds of ornamental grasses for every landscape: tall, short, striped, some that stand straight up and others that form a mound.

Grasses generally need full sun to look their best but can tolerate partial shade. Once established, they need only light watering, which is best done by a drip system, as sprinklers aren't able to provide the needed uniform watering. Ornamental grasses look good all winter, but will need to be cut down in spring. The winter grass chop is, the higher you will need to cut. They're 12" to 18" high for taller grasses like meadow grasses and 4" to 6" high for smaller grasses like Little Bluestem. It's best to cut before new growth starts to begin to grow, usually in early

spring. As the grass bundle grows bigger the middle of it will start to die out, which means it's time to divide it into smaller clumps.

Here are just four of our favorites among the many ornamental grasses from which to choose:

Ravenna Grass, *Saccharum ravennae*: Grows 9' to 12' tall. Its prairie grass looking plumes appear in late summer on solid black stalks resembling bamboo. Narrow green stalks with a single white stripe down the middle tend to "rustle" in wind, making a gentle soothing sound.

Flame Grass, *Miscanthus sinensis*: Grows 3' to 4' tall. This maiden grass is compact and upright. Its light green stalks have a reddish tinge and turn a bright red in the fall and burgundy in the winter. Its tan seed heads appear reddish in the summer and become creamy white by fall and contrasting into the winter.

Ravenna Grass



Flame Grass



Little Bluestem

Dallas Blue Switch



2015 Value: \$62,400

2015 Value: \$10,200



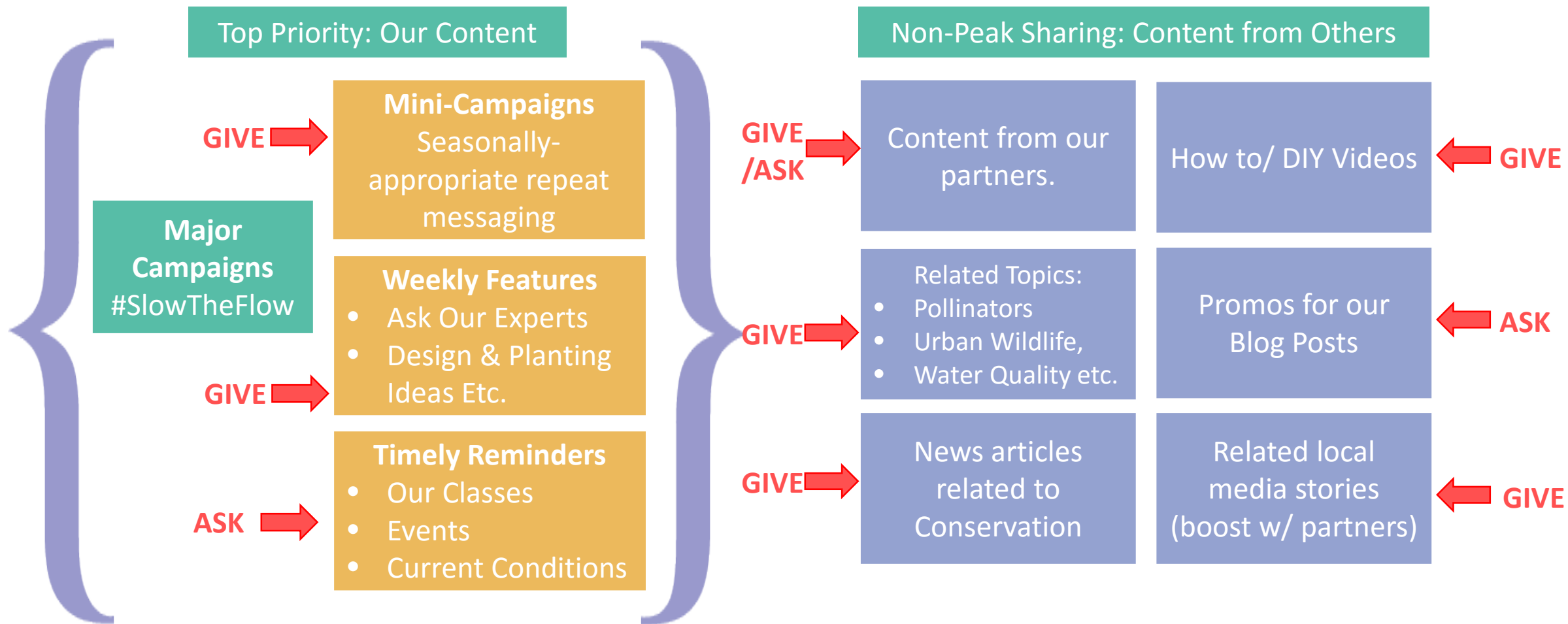
Landscape Mistakes
 August 4th, 2014 @ 1:01pm

MESSAGING

“ If a brand genuinely wants to make a social contribution, it should start with who they are, not what they do. ”

-- Simon Mainwaring

HIERARCHY



CONTENT

“ My goal is to spark something within the reader and allow it to initiate an idea they then can grow. ”

-- Warren Whitlock

STRATEGY

Jan-March: #GreenTheBean



Mar- May: #Savelt4Summer



Aug 15- Sept: #DialItDown



OTHER MINI-CAMPAIGNS:

June-Aug 15: #WaterInTheDark

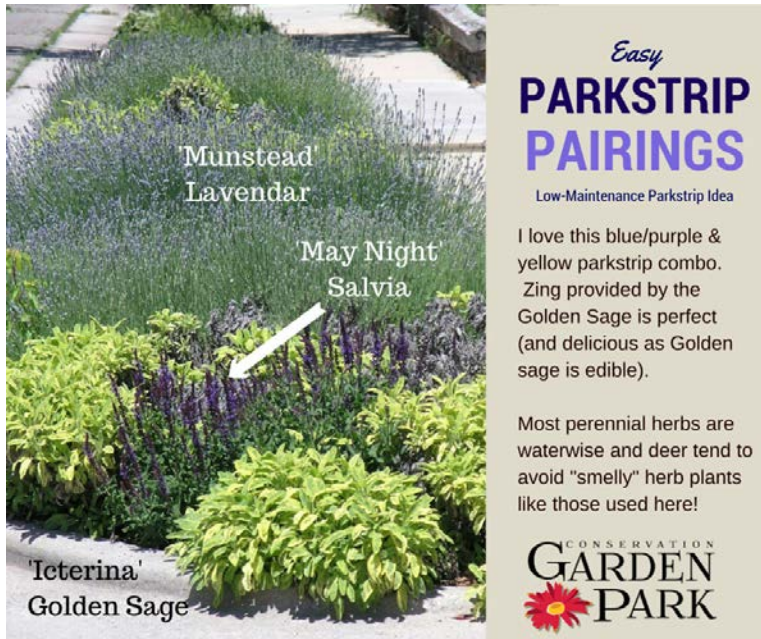
October- December: #EveryDrop

CONTENT

Recurrent Themes

STRATEGY

VISUALLY communicated plans
ideas to copy



Non-time sensitive info
(aka: Intentional Fluff)



Engagement-creating share ideas
Educate online.

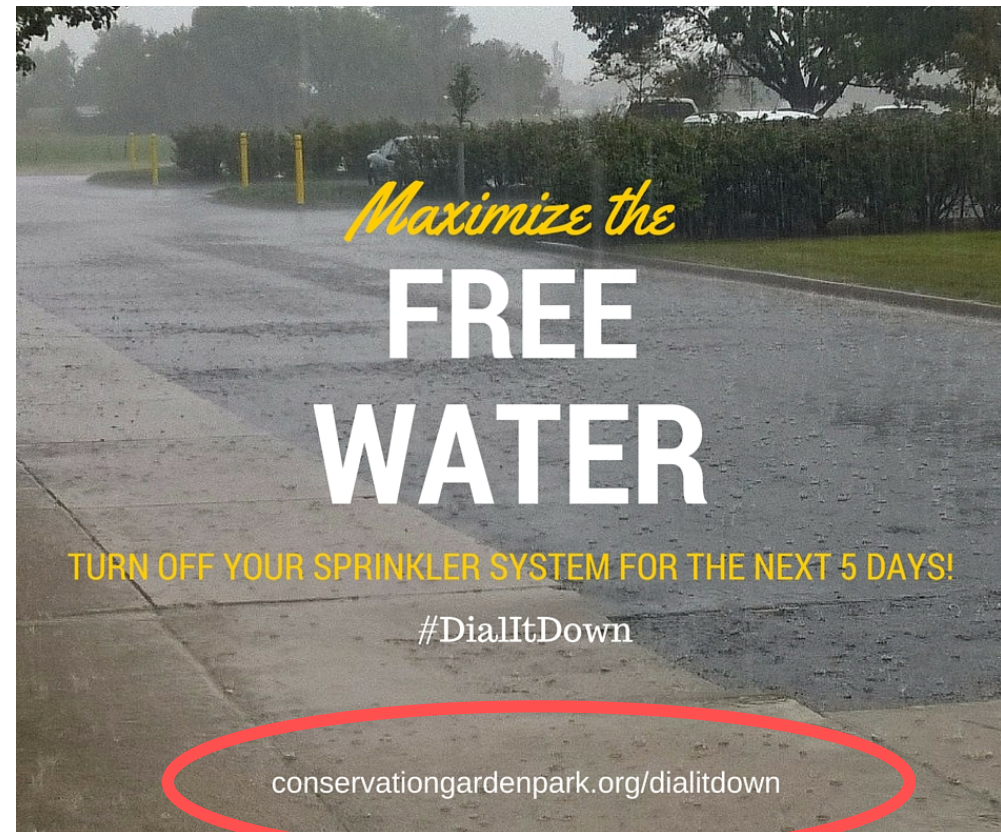
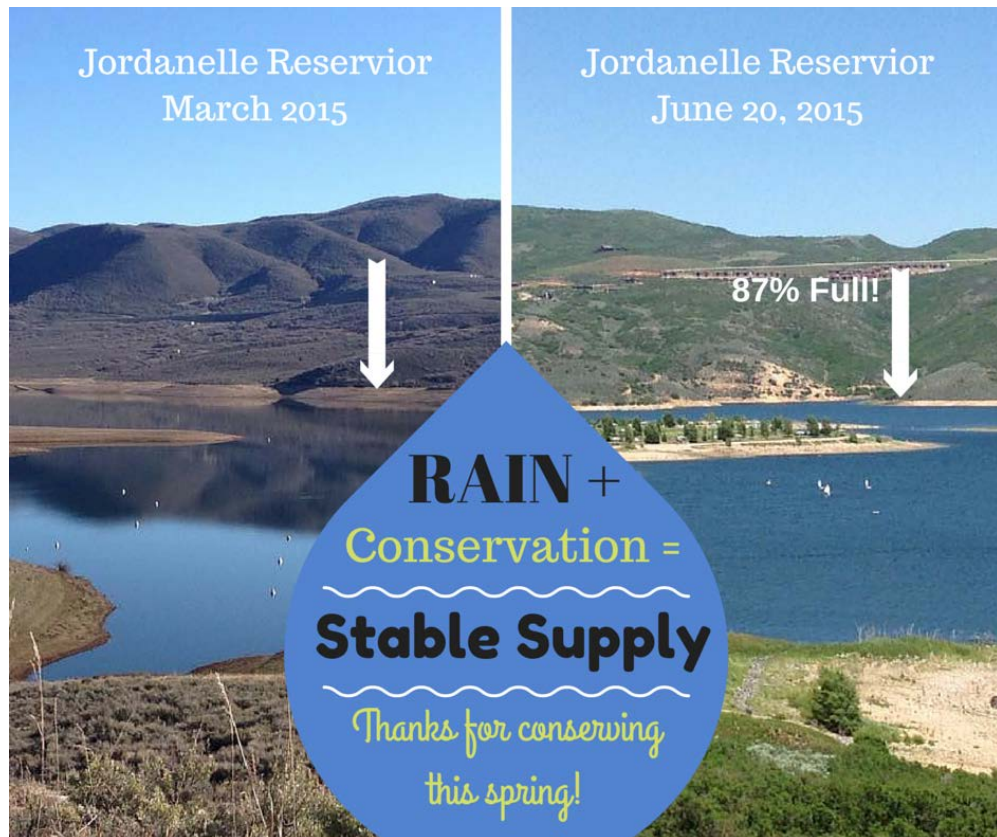


CONTENT

TIMELY MESSAGING

AKA: ENGAGEMENT GOLDMINE

STRATEGY



Directs to a landing page for more info- enables us to measure

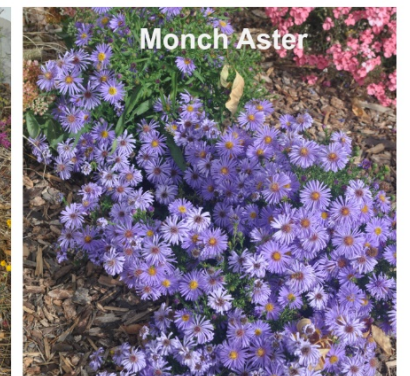
VISUAL

“ Good content always has an objective; it’s created with intent. It therefore carries triggers to action. ”

-- Ann Handley

INTERPRETATION

Instead of LISTS OF TEXT
Use Photo Collage + Text

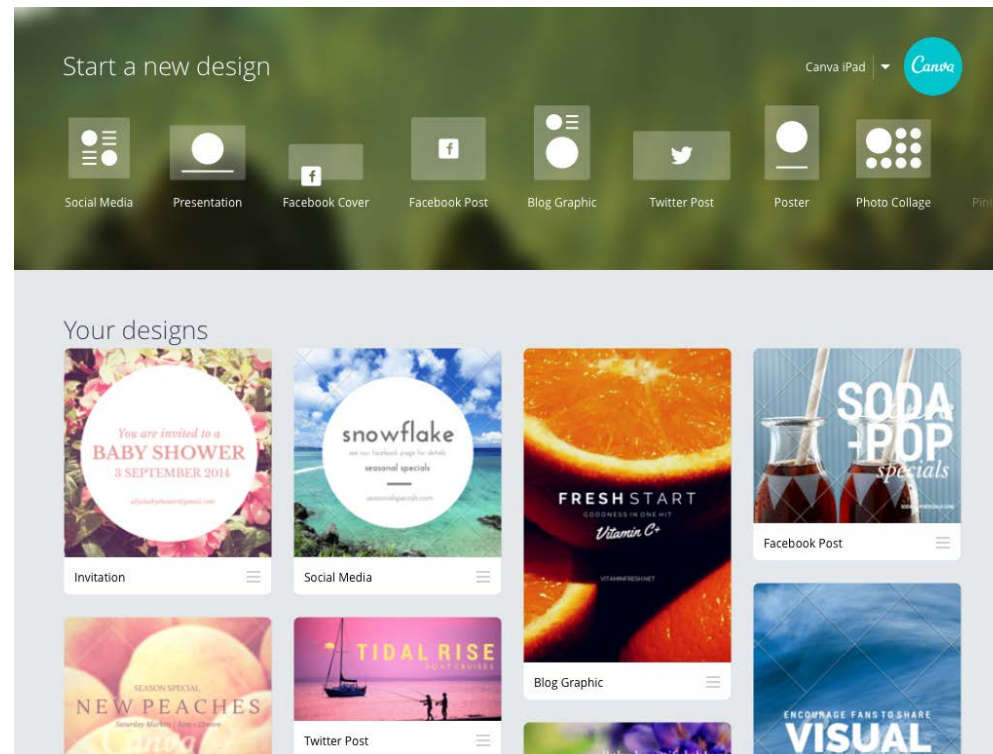
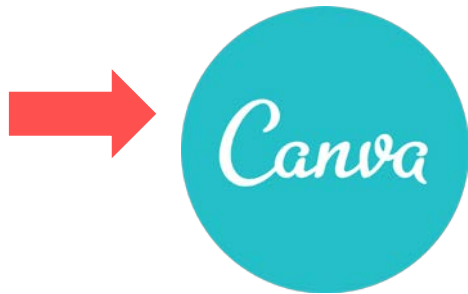


FREE

“ Social media will help you build up loyalty of your current customers to the point that they will willingly, and for free, tell others about you. ” -- Bonnie Sainsbury

TOOLS

Most graphics in this presentation were made in CANVA!





GAGE
EFFECTIVENESS



Todd Schultz, Management Analyst

Conservation NOW

»»»»»»»»»» Means Choices Later

#ChooseYourChange

conservationgardenpark.org

VANITY VS.

“Vanity metrics make you FEEL GOOD but they don't tell you what to DO.” -- Eric Reis

ACTIONABLE

Vanity Metric Examples:

of Likes

of Followers

Actionable Metric Examples:

Brand Engagement

Post Engagement

Fan Reach

Post “Storytellers”

Click Through Rate

Negative Feedback



Conservation Garden Park

Published by Cynthia Bee [?] · September 15 at 1:48pm · Edited ·

YESSSS! I love rainy fall afternoons- who's with me?! To really make this rain count, we need to turn OFF our home irrigation systems. Let Mother Nature take care of it and save the water in our reservoirs for next season! #DialItDown



Like · Comment · Share

Karl Winder, Eric Klotz, Cory Collins and 175 others like this. Top Comments

210 shares

POST METRICS EXAMPLE

SWEET ORGANIC ENGAGEMENT!

People

997 People Talking About This

1,321 People Checked In Here

7,699 Total Page Likes
▲0.2% from last week

18 New Page Likes

PAGE METRICS DATA

SURVEY VERIFICATION

METRICS &
Actionable Page Metrics
Post Metrics &
Survey Verification
VERIFICATION



Conservation Garden Park
2014 Party in the Park

All information is confidential and is only used for internal feedback.

Before today, had you ever visited Conservation Garden Park?

Yes No

If yes, how many times?

1 2-4 5+

How did you hear about the Party in the Park? (Check all that apply)

Word of mouth Facebook Billboards Website:
 Radio Valpak Other:

Page Notifications 9 Insights Publishing Tools Settings Help

Conservation Garden Park
Garden Center · Education · Outdoors

THIS WEEK

57,492 Post Reach

801 Post Engagement

1 Watch Video

Timeline About Donate Likes More

BRAND

Actionable Page Metrics
(BASIC)

ENGAGEMENT

People

997 People Talking About This

1,321 People Checked In Here

7,699 Total Page Likes
▲0.2% from last week

18 New Page Likes

$$\text{Brand Engagement} = \frac{\text{People Talking About This}}{\text{Total Page Likes}} * 100$$

$$12.95\% \text{ Brand Engagement} = \left(\frac{997}{7699} \right) * 100$$

OUR NUMBER

Brand Engagement = 12.95%

Page Notifications 9 Insights Publishing Tools Settings Help

Conservation Garden Park
Garden Center · Education · Outdoors

Timeline About Donate Likes More

97 People Talking About This

1,321 People Checked In Here

7,699 Total Page Likes
▲ 0.2% from last week

18 New Page Likes

ACTIONABLE

Brand Engagement Benchmarking

METRICS

SIMILAR PAGE ON FACEBOOK

Brand Engagement = 1.44%

337 People Talking About This

16,325 People Checked In Here

23,360 Total Page Likes
▲ 0.3% from last week

LIKES CAN MISLEAD

PAGE
ACTIONABLE
METRICS:
ADVANCED
DATA
COLLECTION
METRICS

The image shows a screenshot of the Facebook Insights interface with an 'Export Insights Data' dialog box open. The dialog box contains the following elements:

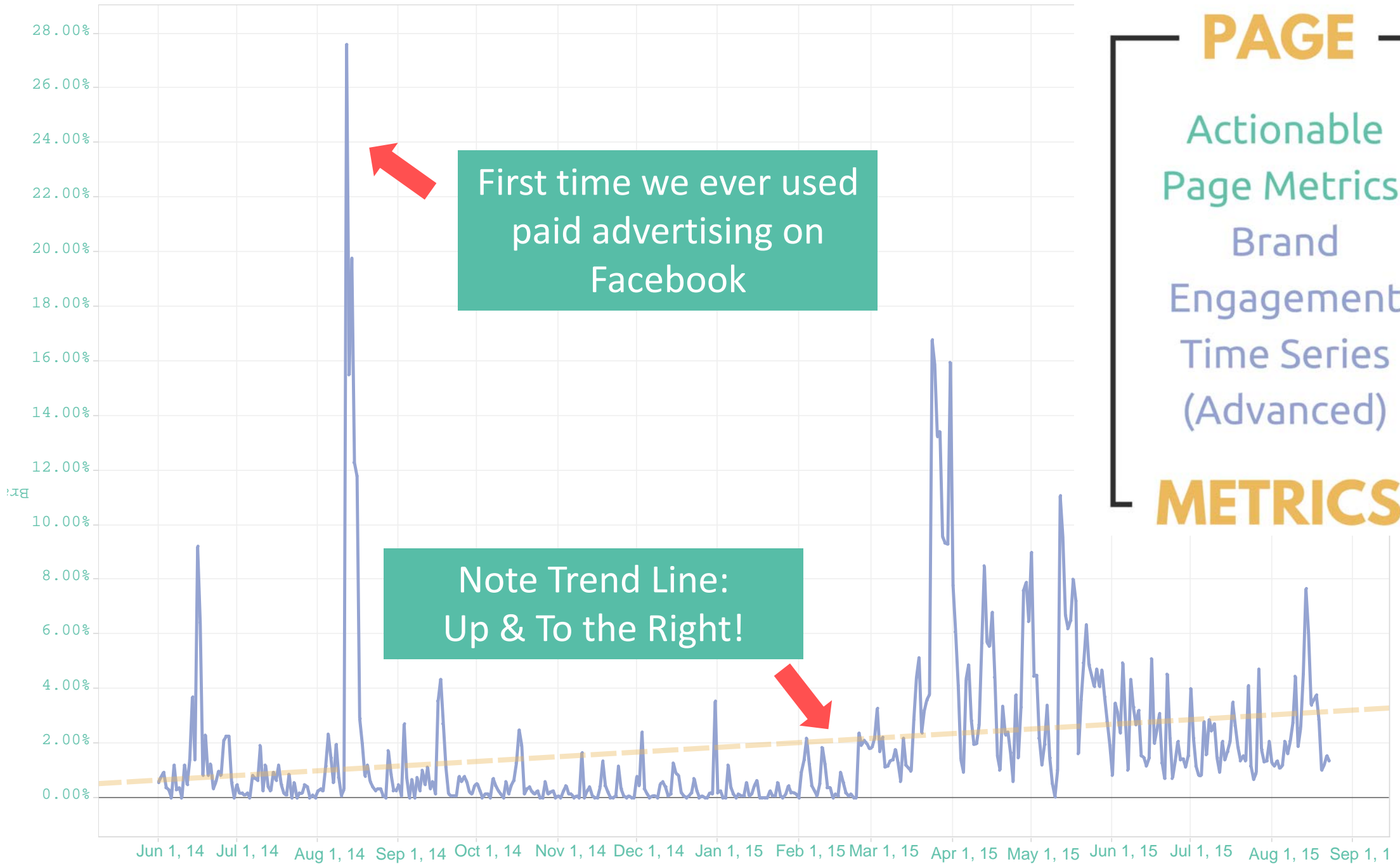
- 1**: A green circle highlights the 'Insights' tab in the top navigation bar.
- 2**: A green circle highlights the 'Export' button in the top right corner of the Insights section.
- 3**: A green circle highlights the 'Data Type' section, which includes three radio button options:
 - Page data: Key Page metrics for engagement, like sources and audience.
 - Post data: Key post metrics for reach, impressions and feedback.
 - Video data: Key video metrics including views, unique views, paid views and organic views.
- 4**: A green circle highlights the 'Export Data' button at the bottom right of the dialog box.

Other visible elements in the dialog box include:

- Title: **Export Insights Data**
- Text: Select a data type, file format and date range. You can export up to 500 posts at a time.
- Date Range**: August 26, 2015 - September 23, 2015
- File Format**: Excel (.xls)
- Checkbox: Export data using the old template
- Footer: Facebook Page Terms

In the background, the Facebook Insights page is visible with the following metrics:

- Page Likes: 7,699 (Total Page Likes, ▲0.2% from last week)
- 997 People Talking About This
- 1,321 People Checked In
- 18 New Page Likes



PAGE

Actionable
Page Metrics:
Brand
Engagement
Time Series
(Advanced)

METRICS

POST
Actionable
Post Metric:
(Advanced
Data
Collection)
METRICS

The screenshot shows the Facebook Insights interface for a page named 'Con Gard'. The 'Insights' tab is selected, and the 'Export' button is visible in the top right. An 'Export Insights Data' dialog box is open, showing options for 'Data Type' (Page data, Post data, Video data), 'Date Range' (August 26, 2015 - September 23, 2015), and 'File Format' (Excel (.xls)). The 'Post data' option is selected. The dialog box also includes a checkbox for 'Export data using the old template' and buttons for 'Cancel' and 'Export Data'.

1. Insights

2. Export

3. Post data

4. Export Data

Page | Notifications 9 | Insights | Publishing Tools | Settings | Help

Page | Notifications 9 | Insights | Publishing Tools

Overview | Likes | Reach | Visits | Posts | Videos | People

Showing data from 09/17/2015 - 09/23/2015

Page Likes: 7,699 Total Page Likes

Post Reach: 57,877 Total Reach

Engagement: 801 People Engaged

Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

- Page data
Key page metrics for engagement, like sources and audience details.
- Post data**
Key post metrics for reach, impressions and feedback.
- Video data
Key video metrics including views, unique views, paid views and organic views.

Date Range

August 26, 2015 - September 23, 2015

File Format

Excel (.xls)

Export data using the old template

Facebook Page Terms | Cancel | **Export Data**

POST

Actionable Post Metrics: Post Engagement (Advanced)

ENGAGEMENT

$$Post\ Engagement = \frac{Lifetime\ Engaged\ Users}{Lifetime\ Post\ Total\ Reach} * 100$$

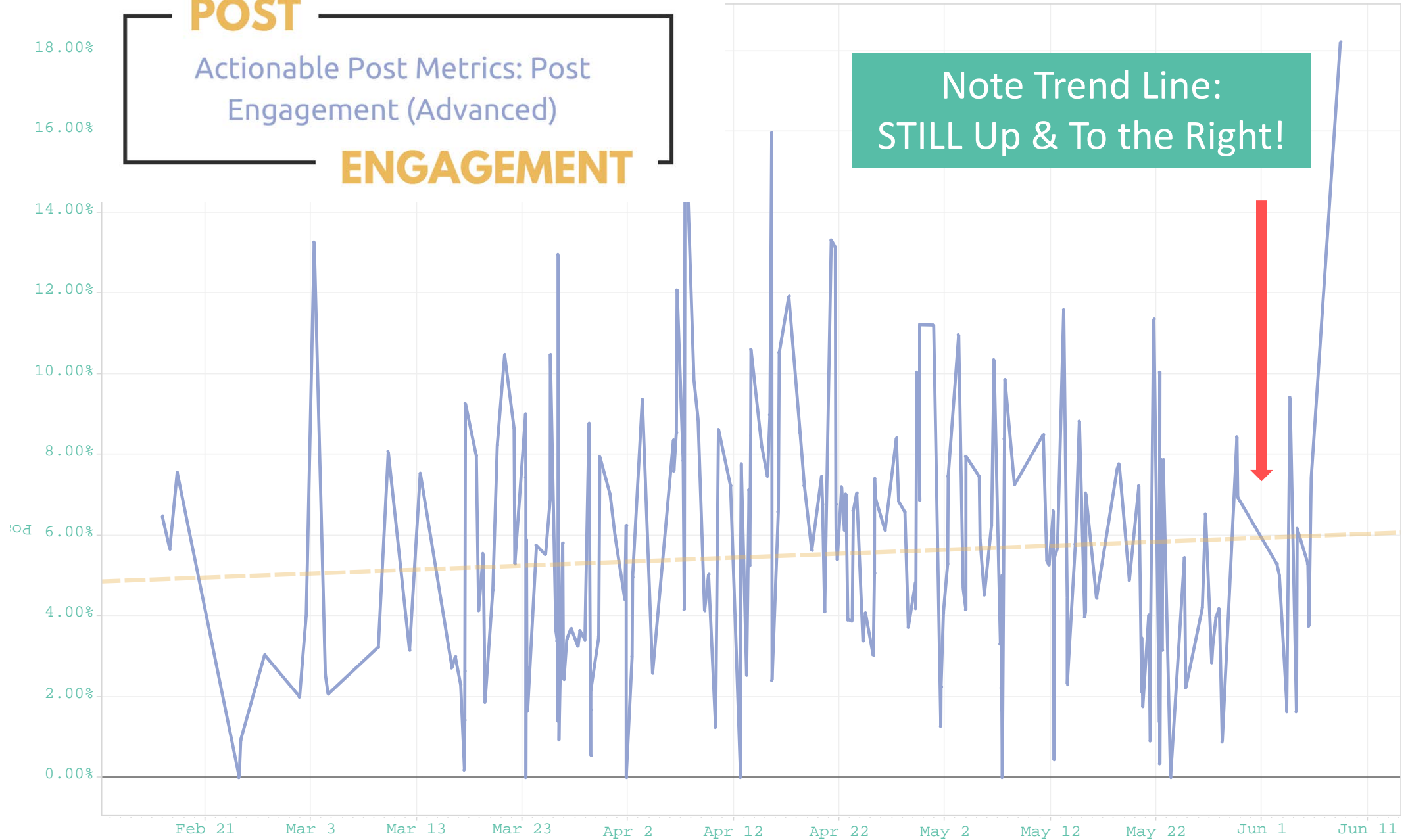
	C	D	E	F	G	H	I	J	K
1	Post Message	Type	Posted	Lifetime Post Total Reach	Lifetime Engaged Users	Post Engagement Metric			
2				Lifetime: The total number of	Lifetime: The number of people	who clicked anywhere in your posts. (Unique Users)			
3	When landscaping your yard,	Photo	9/23/15 8:29 AM	115	10	8.70%			
4	Welcome to fall everyone! Th	Photo	9/23/15 8:17 AM	168	10	5.95%			
5	Thanks to the expert crew at	Photo	9/22/15 3:22 PM	322	25	7.76%			
6	Trees are an important part	Link	9/22/15 6:24 AM	579	22	3.80%			
7	Conservation Garden Park st	Photo	9/21/15 4:00 PM	1124	33	2.94%			
8	It would be awesome if these	Link	9/21/15 7:06 AM	1010	39	3.86%			
9	Removing lawn in areas wher	Photo	9/18/15 4:34 PM	232	47	20.26%			
10	Rain breaks record in Salt La	Link	9/18/15 8:12 AM	2110	142	6.73%			
11	Fall means peak season for o	Photo	9/17/15 3:26 PM	214	11	5.14%			
12	Are you ready?	Photo	9/17/15 7:04 AM	569	51	8.96%			
13	We need your help! Do you k	Photo	9/16/15 1:44 PM	10954	392	3.58%			
14	Woo Hoo! Let's do this! #Swit	SharedVideo	9/15/15 11:25 PM	470	36	7.66%			
15	YESSSS! I love rainy fall afte	Photo	9/15/15 12:48 PM	21496	1122	5.22%			
16	Here's the correct registrati	Link	9/14/15 2:03 PM	704	39	5.54%			
17	Enjoying the cooler weather?	Link	9/14/15 12:45 PM	62094	157	0.25%			
18	Have you wanted to take a la	Link	9/14/15 12:39 PM	1034	62	6.00%			
19	Enjoying the cooler weather?	Photo	9/14/15 10:27 AM	700	13	1.86%			
20	Enjoying the cooler weather?	Link	9/14/15 9:38 AM	1444	12	0.83%			
21	There's so much amazing pro	Link	9/13/15 11:01 PM	1428	84	5.88%			
22	Don't forget the Tomato Sanc	Photo	9/11/15 3:44 PM	191	8	4.19%			
23	Still plenty of seats available.	Link	9/11/15 8:51 AM	171	5	2.92%			
24	The flowers may be smaller t	Photo	9/11/15 6:12 AM	646	50	7.74%			
25	We'd love to hear what YOU t	Link	9/10/15 2:58 PM	8856	223	2.52%			
26	Here's an awesome gallery o	Link	9/10/15 8:00 AM	261	8	3.07%			
27	Now is a great time to begin	Photo	9/10/15 5:41 AM	766	68	8.88%			
28	Did you know most water wa	Photo	9/9/15 3:19 PM	3206	110	3.43%			
29	Have you been noticing the o	Photo	9/9/15 7:20 AM	1043	46	4.41%			
30	Conservation Garden Park st	Photo	9/8/15 2:42 PM	291	13	4.47%			
31	Conservation Garden Park st	SharedVideo	9/8/15 8:35 AM	1925	98	5.09%			
32	Planting this weekend? Here	Photo	9/4/15 10:00 AM	943	57	6.04%			
33	Campaign takes on the 'ugly'	Link	9/4/15 9:37 AM	1777	80	4.50%			
34	Still plenty of seats available.	Link	9/3/15 2:49 PM	309	12	3.88%			

POST

Actionable Post Metrics: Post Engagement (Advanced)

ENGAGEMENT

Note Trend Line:
STILL Up & To the Right!

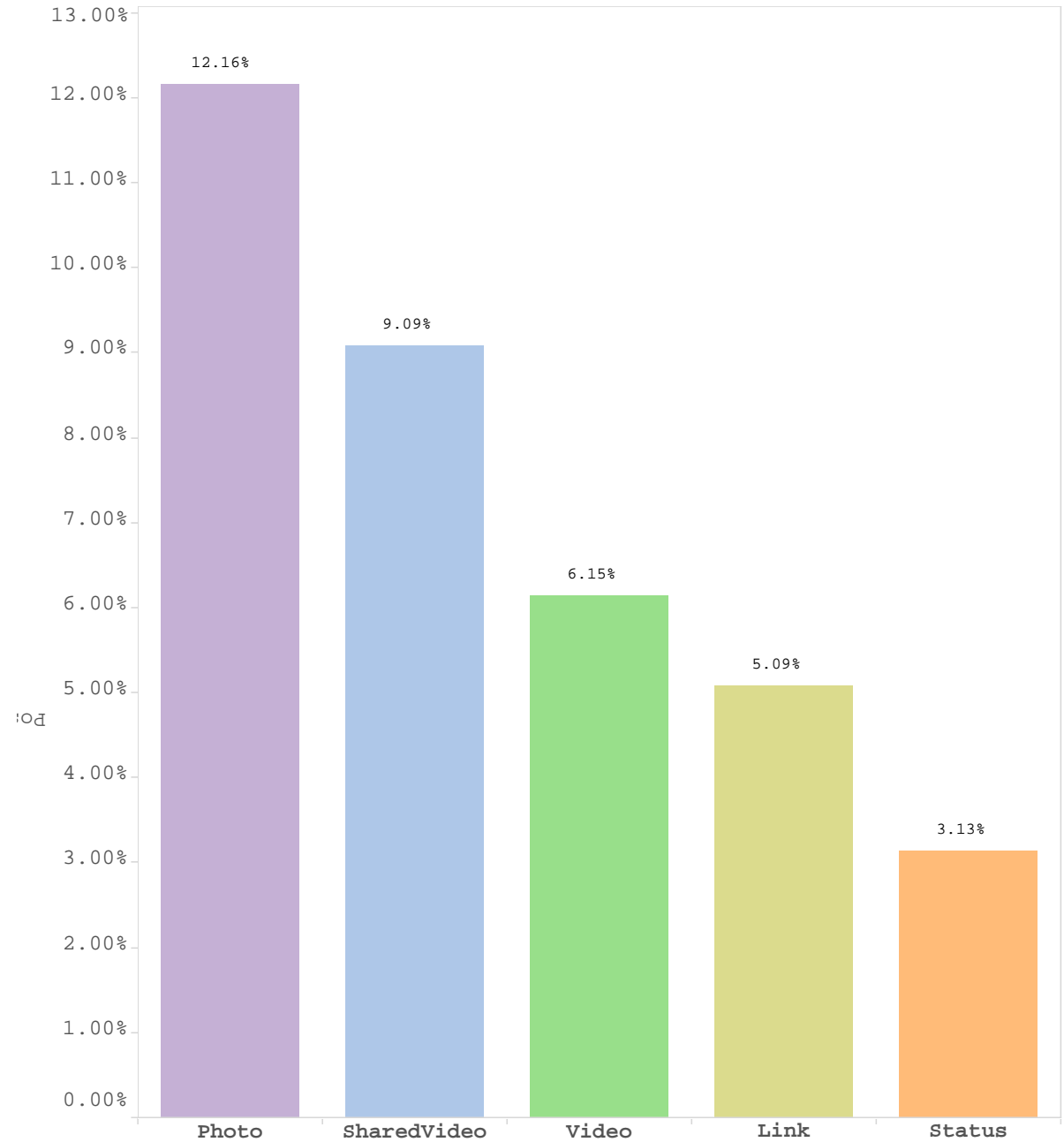


ENGAGEMENT

“ Do not write BS if you don't know what to write! It's as simple as that. ”

-- Lilach Bullock

BY TYPE



SURVEY

Verify results with in person or online surveys

VERIFICATION

5% of Ad Budget on Facebook

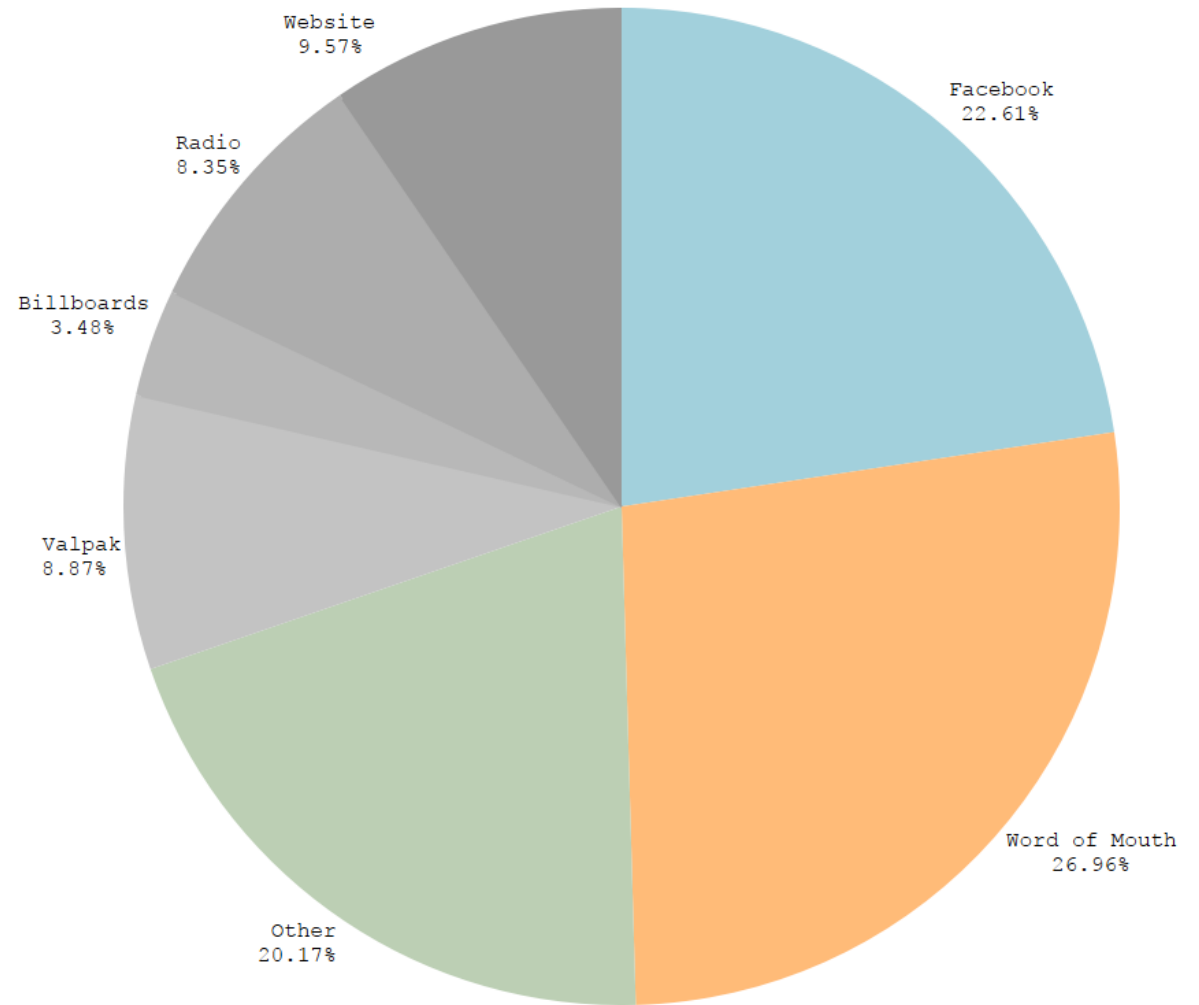
=

Nearly 1/3 of the Attendance

80% of Ad Budget on Radio Ads

=

8% of the Attendance



2014 "Party in the Park"
Attendance Survey

Lessons
Learned
(Learn)



ADAPT
APPROACH



Cynthia Bee, Outreach Coordinator

ConservationGardenPark.org

DESIGN

Tip:

Lawn placed next to hot surfaces requires more water to survive. Remove lawn from parkstrips and set back from the sidewalk with a planted area. **Beautiful and efficient!**

A/B

“ When we are sharing stories to create bonds with other like-minded people, we want to give them social currency with the highest pass-on value we can ” -- Jay Oatway

TESTING

GRAPHIC A: 20%- 176 Post Engagements



Party in the Park
SATURDAY, AUGUST 16TH
4 – 8 pm

Food | Butterfly Releases
Live Music | Art Gallery

ZIONS BANK | ROCKY MOUNTAIN POWER | UTELITE PREMIUM SOIL SOLUTIONS

GRAPHIC B: 80%- 878 Post Engagements



Free Family Event!
August 16th

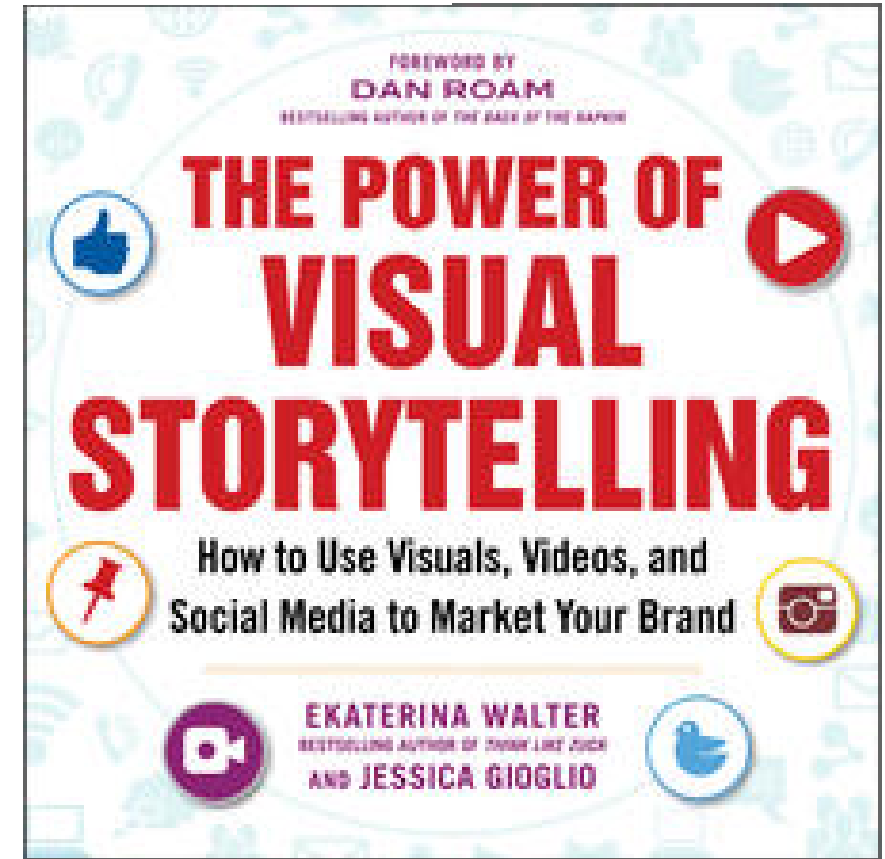
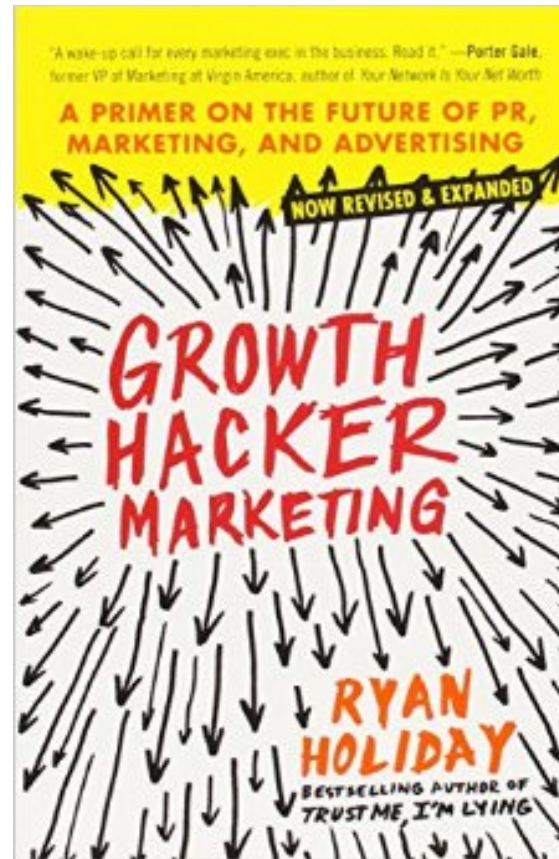
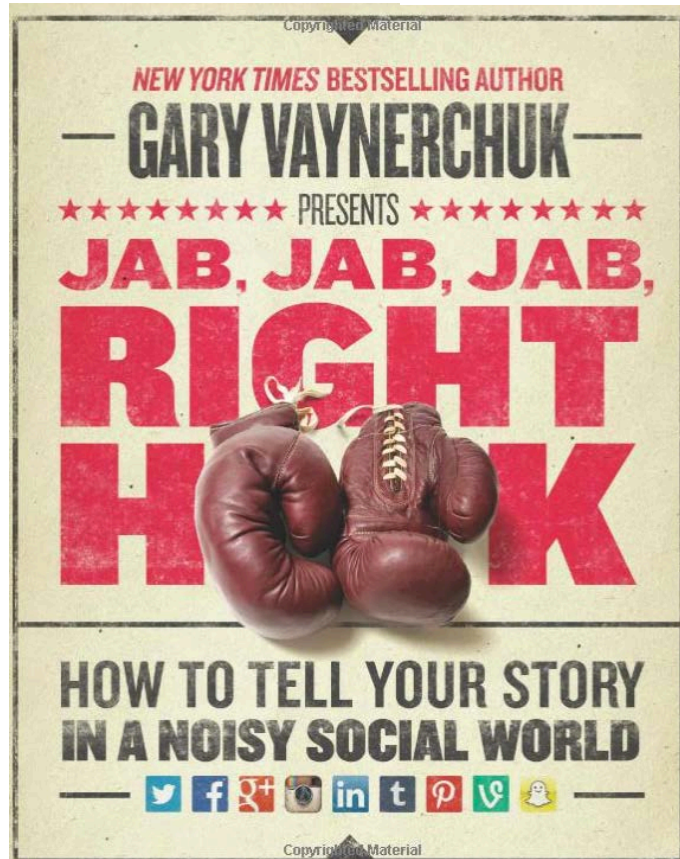
CONSERVATION GARDEN PARK

GOOD

“ Inspiration is difficult to measure, but the results driven by that inspiration are powerful. ”

-- Scott Harrison

READS



E-MAILED

“ Either write something worth reading or do something worth writing ” -- Benjamin Franklin

INSPIRATION

Social Media Examiner (newsletter)

<http://www.socialmediaexaminer.com/>

John Haydon

<http://www.johnhaydon.com/>

Social Fresh

<http://www.socialfresh.com>

Ryan Holiday

<http://ryanholiday.net/>

THANK

“ There are always three speeches, for every one you **ACTUALLY** gave. The one you **PRACTICED**, the one you gave, and the one you **WISH** you gave. ” -- Dale Carnegie

YOU!