

# This presentation premiered at WaterSmart Innovations

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



**City of San Diego Water  
Conservation Program:  
“Make Your Mark”  
Getting Social Workshop**

**ENGAGING PEOPLE**



**DESIGNING PLACES**

**CityWorks**

**people+places inc.**

Ahorramos  
agua por favor  
Cuidanla



# 1. What you'll get in this session



- + Framework and strategies to change behavior
- + Initial design steps to create your own social media video series:
  - creative brief
  - messaging
  - script
  - test video
- + Plans for how to:
  - evaluate success
  - create added value by repurposing videos

# 2. Our Example

CITY OF SAN DIEGO'S  
WASTE NO WATER CAMPAIGN

## OUR EXAMPLE | SAN DIEGANS WASTE NO WATER



- + Behavior change campaign
- + Launched in 2009
- + Used in and out of drought
- + Achieved required savings during drought
- + Maintained low water use when drought restrictions lifted
- + Adapted to changes in social media resources and use by customers



## OUR EXAMPLE | TACTICS

- + 1<sup>st</sup> Era: Social Media Resources
- + 2<sup>nd</sup> Era: #WNWednesday
- + 3<sup>rd</sup> Era: WaterMarks Video Series



Water Conservation Garden

Like Page

2 hrs · 🌐

IT'S WASTE NO WATER WEDNESDAY!!!! #WNWednesday! Remember to sweep - don't spray - when cleaning your patio, balcony, or driveway. You could save up to 100 gallons a week. Find more tips at [www.WasteNoWater.org](http://www.WasteNoWater.org)



Waste No Water Information and Resources | Public Utilities: Water

City of San Diego Public Utilities - Water maintains and operates water lines, water treatment plants, pressure zones and offers public recreational use of its reservoirs

[SANDIEGO.GOV](http://SANDIEGO.GOV)

Like · Comment · Share · 3

**SAN DIEGANS  
WASTE  
NO WATER**



# OUR EXAMPLE | WATERMARKS



# OUR EXAMPLE | WATERMARKS



# OUR EXAMPLE | WATERMARKS



## SAMPLE LIST OF PARTICIPANTS

Landscape Contest Winner

Poster Contest Winner

Film Contest Winner

University of San Diego

San Diego State University

UC San Diego

Point Loma Nazarene University

Armstrong Garden Centers

YMCA

I Love a Clean San Diego

Environmental Health Coalition

San Diego Track Club

San Diego Watercolor Society

Friends of Balboa Park

San Diego Public Library

Preuss School

Horn of Africa

Asian American Business Association

San Diego Coastkeeper

Maritime Museum of San Diego

## OUR EXAMPLE | PARTICIPANT SUMMARY

### WaterMarks Summary

- + 6 months
- + 31 organizations
- + More than 44 individuals involved
- + 275,125 people reached

# 3. Strategy Framework

## FRAMEWORK | INTRO

### Community Based Social Marketing

- + Started in the public health fields
- + Transitioned to environmental causes

### Basic Philosophy

- + People are socially motivated
- + People need more than information to change behavior: cues, reinforcement, reminders, incentives
- + Barriers have to be removed for behavior to change
- + Benefits must be emphasized
- + People need to be directly engaged from becoming aware to creating a new habit



## FRAMEWORK | INTRO

### Community Based Social Marketing *(our firm's examples)*

- + City of Carlsbad's "Walk + Bike Carlsbad"
- + City of San Diego's "San Diegans Waste No Water" campaign
- + City of San Diego's "Think Blue: Mission Bay Summer Outreach"
- + North County Transit District's Commuter Transit Research Project



## FRAMEWORK: | PHASES

- + 4 main phases

Research

Design

Outreach

Evaluate

# FRAMEWORK: | PHASES

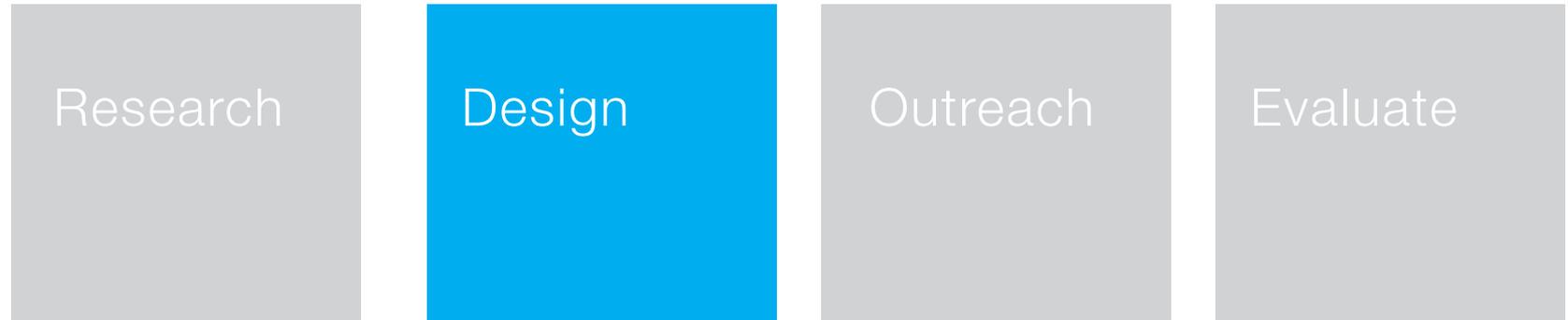
## Community Based Social Marketing



- + Set goals
- + Define behavior to change
- + Get to know community
  - Focus groups/intercepts/observations
  - Identify barriers and benefits to changing behavior
  - Assess likelihood of who is willing to change their behavior

# FRAMEWORK: | PHASES

Community Based Social Marketing



- + Develop messaging
- + Identify phases
- + Define how to reach targeted participants/audience
- + Develop brand, collaterals
- + Define success and how it will be measured
- + Pilot test strategies
- + Refine your approach

## FRAMEWORK: | PHASES

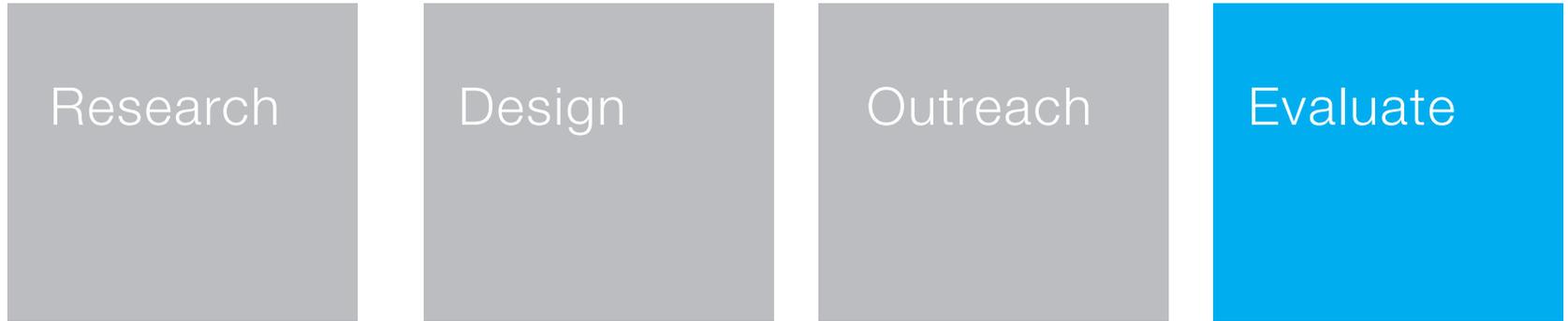
Community Based Social Marketing



- + Communications
- + Social Norms
- + Incentives
- + Prompts
- + Social Diffusion
- + Commitments
- + Convenience

# FRAMEWORK: | PHASES

Community Based Social Marketing



- + Review your definition of success
- + Measure success
- + Identify ways to improve
- + Identify changes in context

## FRAMEWORK: | PHASES

Research

Design

Outreach

Evaluate

IAP2:

Ethics: who to involve, when to involve, how to support involvement  
Spectrum of Involvement: how to involve – from inform to empower

# 4. Steps to Design Your Own Series

## **Prepare:**

analyze situation & set goal  
develop messaging  
editorial calendar



## **Pilot:**

script and test



## **Create Value and Evaluate:**

repurpose  
evaluate

# Prepare

**PREPARE** | CREATIVE BRIEF  
& EDITORIAL  
CALENDAR



## PREPARE | SITUATION

- + San Diego is a dry arid place
- + Water conservation part of long range water supply solution
- + Record breaking drought
- + Unpredictable climatic conditions
- + Rate increases on horizon
- + New water supplies being developed

## PREPARE | GOALS

- + Position conservation as an enjoyable way of life
- + Personalize to San Diego and to customers
- + Gain customer commitment to sustain behavior change

## PREPARE | STRATEGY

- + Who do you want to reach?
- + How will you reach them?

## CATEGORIES OF OUR TARGET PARTICIPANTS:

- + Multicultural organizations
- + Local athletes (college and professional)
- + Environmental advocacy organizations
- + Veterans/service members
- + Town Council representatives
- + Neighborhood HOAs
- + University sustainability program coordinators
- + City of San Diego “Waste No Water” Film Contest winner
- + City of San Diego “Waste No Water” Poster Contest winner

## PREPARE | MESSAGING

- + Our example:
  - Invite commitment:  
“Make Your Mark.”
  - Social norming and call to action:  
“Join me and other San Diegans to waste no water”

## TIPS FOR MESSAGING

Keep it short

- + small words v. big words
- + fewer words v. more words

Keep it Simple

Make it memorable

- + alliteration
- + rhyme
- + familiar phrasing
- + surprising

Know your audience & your request

- + relevance
- + unintended meanings

## PREPARE | EDITORIAL CALENDAR

- + Timeline
- + Phasing: seasonal, milestones, other points of reference
- + Relating participants to phases

# PREPARE | EDITORIAL CALENDAR

	<b>March</b>	<b>April</b>	<b>May</b>
<b>Seasonal Opportunity/ Theme</b>	March Madness	Spring Environmental	Water Awareness Month/Heroes
<b>Potential WaterMarker</b>	Contest Winners	Ms. Smarty Plants	Council District 1
	SDSU Basketball player	San Diego Coast-keeper	Council District 2
	YMCA Marathon Winner	I Love A Clean San Diego	Council District 3
	SD American Little League team	San Diego Surfrider Foundation	Council District 4

# Test

- + Script
- + Tools
- + Pilot Video

# TEST | SCRIPT AND TEST

- + Prepare Script
- + Tools
- + Our example



Create More  
Value/  
Evaluate

## CREATE MORE VALUE

## OTHER USES -

## CREATING ADDITIONAL VALUE

- + Splice together to create a PSA
- + Incorporate into program blog entries
- + Create exhibits to display in community gathering area:
- + Kiosks at malls, booths at community fairs
- + Partner with museums to create exhibit
- + Show at Speakers Bureau events in the community
- + Show at City Council meetings for months that relate to the topic

## EVALUATE | ANALYTICS

- + Compare to original goals
- + Analytics for Social Media
- + Our example

## OUR GOALS

- + Gain commitments
- + Set Norm
- + Meet water reduction goals

## OUR ANALYTICS

- + Facebook
- + Eblast summaries

# EVALUATE | OUR TOP 3



PLAN | EVALUATE



# EVALUATE | ANALYTICS

Facebook Analytics				YouTube
	Increase in Likes	Total Reach	Price per reach (with/without services)	Total Views
total	237	275,125	\$.12/\$.0041*	2122
monthly average	40 per month**	45,000	\$5K/\$100	350

\* City spent approximately \$40/week to “boost” post on Facebook

\*\* Without WaterMarks, City gaining approximately 10 new likes a month instead of 40.

## EVALUATE | OTHER SOCIAL MEDIA EVALUATION METHODS

- + **Popular** - Choose the most broadly appealing content to your audience (applies to interest targeting, too)
- + **Positive** - Choose positive content over negative
- + **Provocative** - Choose content that evokes an emotional response

Thank  
You!

**CityWorks**  
people+places inc.

110 west a street, suite 600  
san diego, california • 92101

T: 619.238.9091 E: [info@cityworks.biz](mailto:info@cityworks.biz)