

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



communication

education

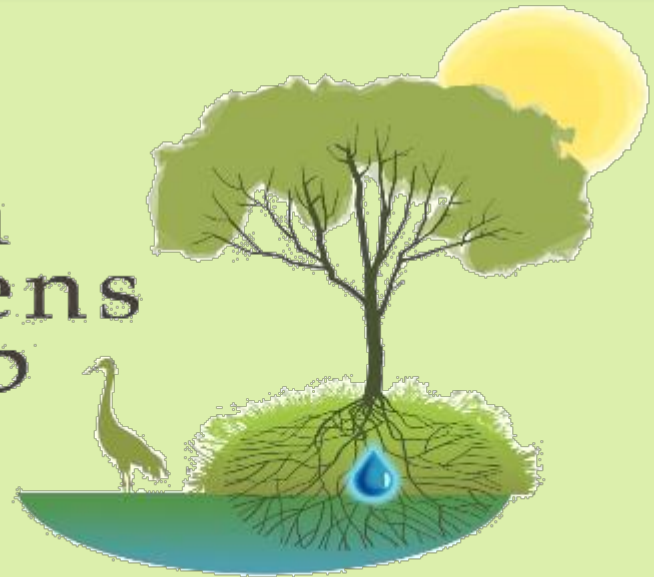
design

transformation

G3

green
gardens
group

www.greengardensgroup.com



October 7, 2015

WaterSmart Innovations 2015

New Rules of the Road

Why 'Social' Media

- Connection
- Information
- Anonymity
- Independent yet Community

SPEED!!!



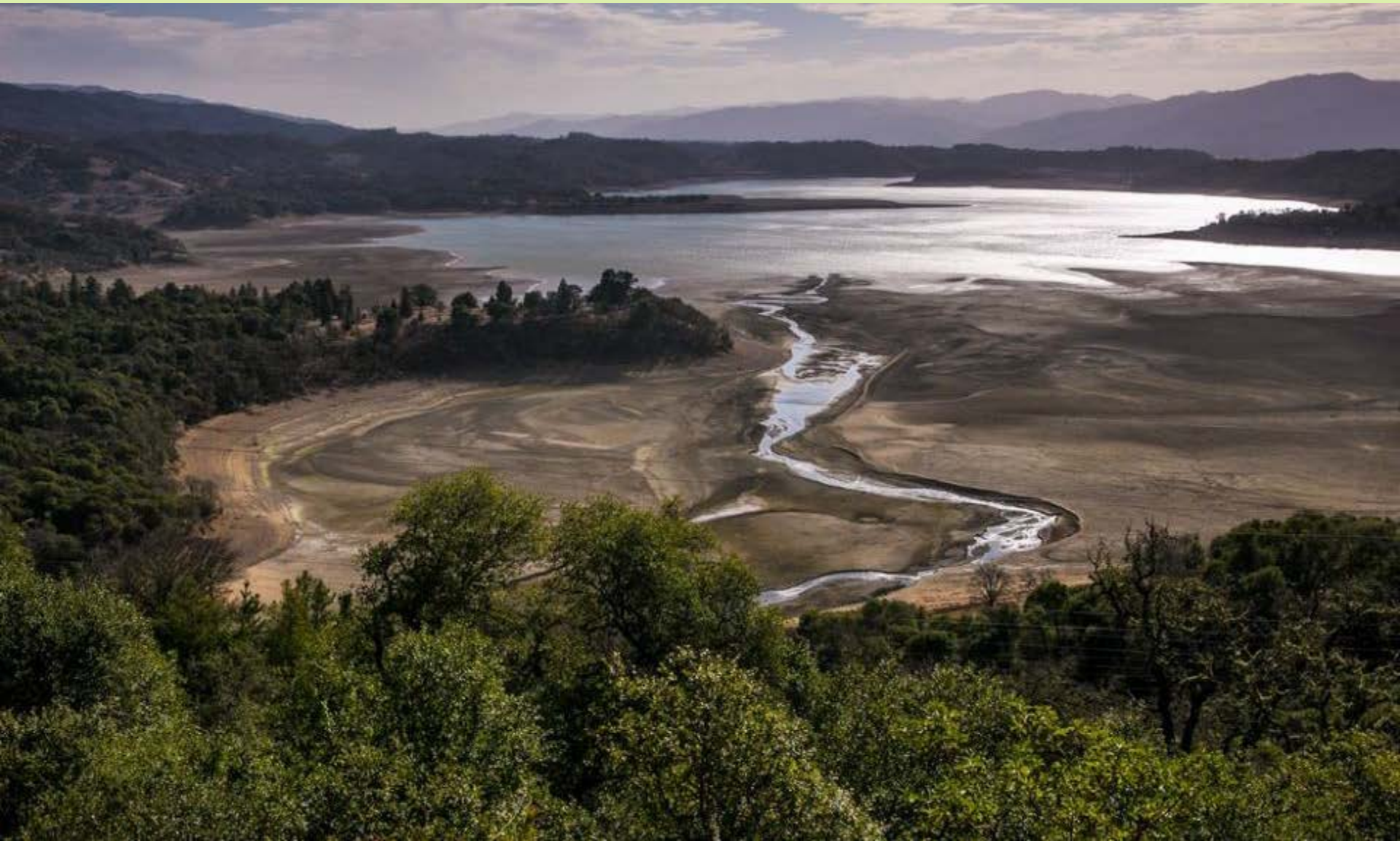
Basics

- Why?
- Who?
- What?



➤ HOW?

Why?

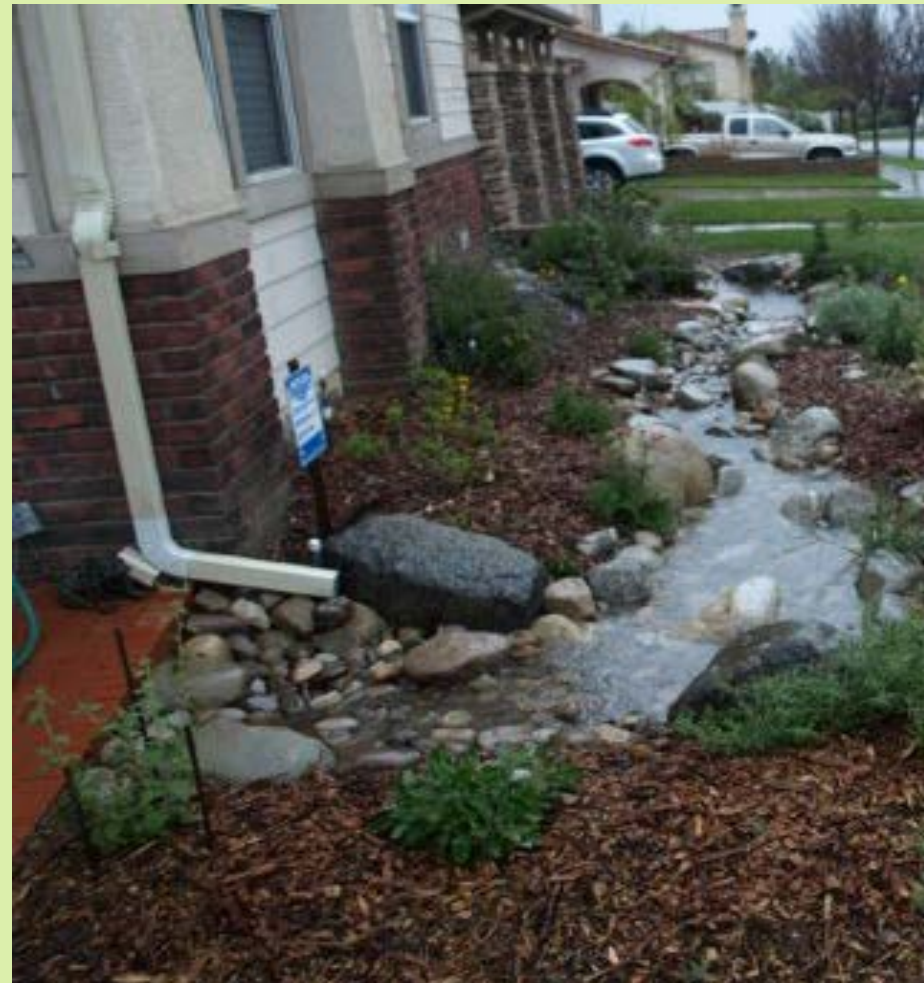


Who?



What?

- Educate
- Create support
 - Legislation
 - Petition
- Donate



Moving Beyond



Change Behavior



What Works?

- Story
- Humor
- Community
- Emotion




Simple Works Last 'Selfie'



better
take a
screenshot
this could
be my
#lastSelfie

HJÆLP OS MED AT REDDE GORILLAEN
BLIV MEDLEM PÅ WWF.DK



Don't let
this be my
#LastSelfie

HJÆLP OS MED AT REDDE TIGEREN
BLIV MEDLEM PÅ WWF.DK



in 6
seconds
I'll be gone forever
But, you can still
save my kind
#LastSelfie

HJÆLP OS MED AT REDDE PANDAEN
BLIV MEDLEM PÅ WWF.DK



Games Work: Really Well

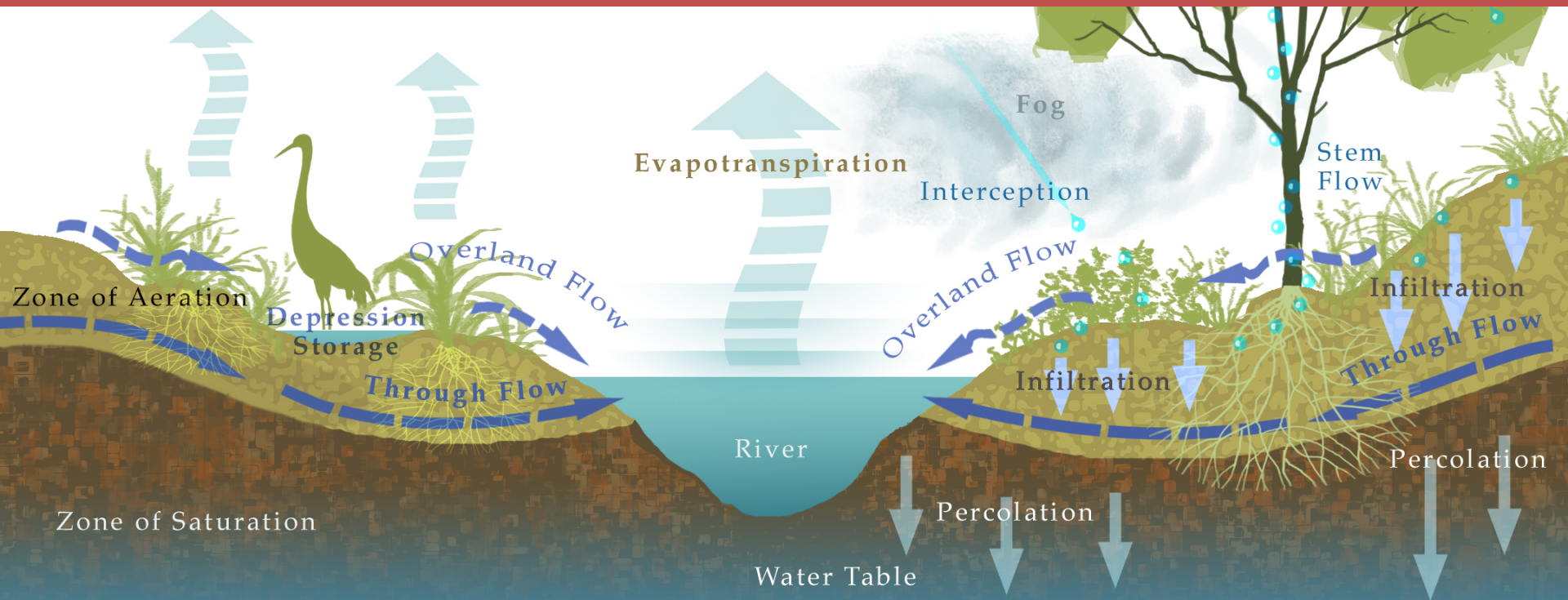


Raised \$115 million for ALS

Success Due to:
Competitiveness
Social Media Status
Tagging folks = it went
viral
It was fun



Watershed Wise Treasure Hunt



Watershed Wise Treasure Hunt

What
Channels?

Facebook Usage Among Key Demographics




Twitter Usage Among Key Demographics



Instagram Usage Among Key Demographics



Watershed Wise Treasure Hunt

- Choose your favorite channel
- Post a picture of the person sitting next to you and tag it with #WWSI2015
- Retweet, share or  another post tagged with #WWSI2015

Watershed Wise Treasure Hunt

- Watch out for
 - #WSI2015
 - #Watershed #Treasurehunt
 - #g3
- Find G3 on
 - Facebook: G3Community
 - Twitter: G3Gardens
 - Instagram: g3greengardensgroup
- Follow the clues



Watershed Wise Treasure Hunt

Contest Rules

- Get the clue
- Find the answer
- Take a photo, tag it #WWSI2015
#Watershed #Treasurehunt
- Wait for the next clue
- Clues tweeted every 30 minutes

Prizes for the Winners!

Winners Announced on Thursday Afternoon



Watershed Wise Treasure Hunt

➤ First Clue:

- Find the Landscape TV poster in the #WSI2015 poster session and post a picture of it

Watershed Wise Treasure Hunt

Questions?

ready. set.

go!



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