

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Water Matters More

Thought Leadership Through LinkedIn Publish

Martha Golea | Marketing Communications Manager

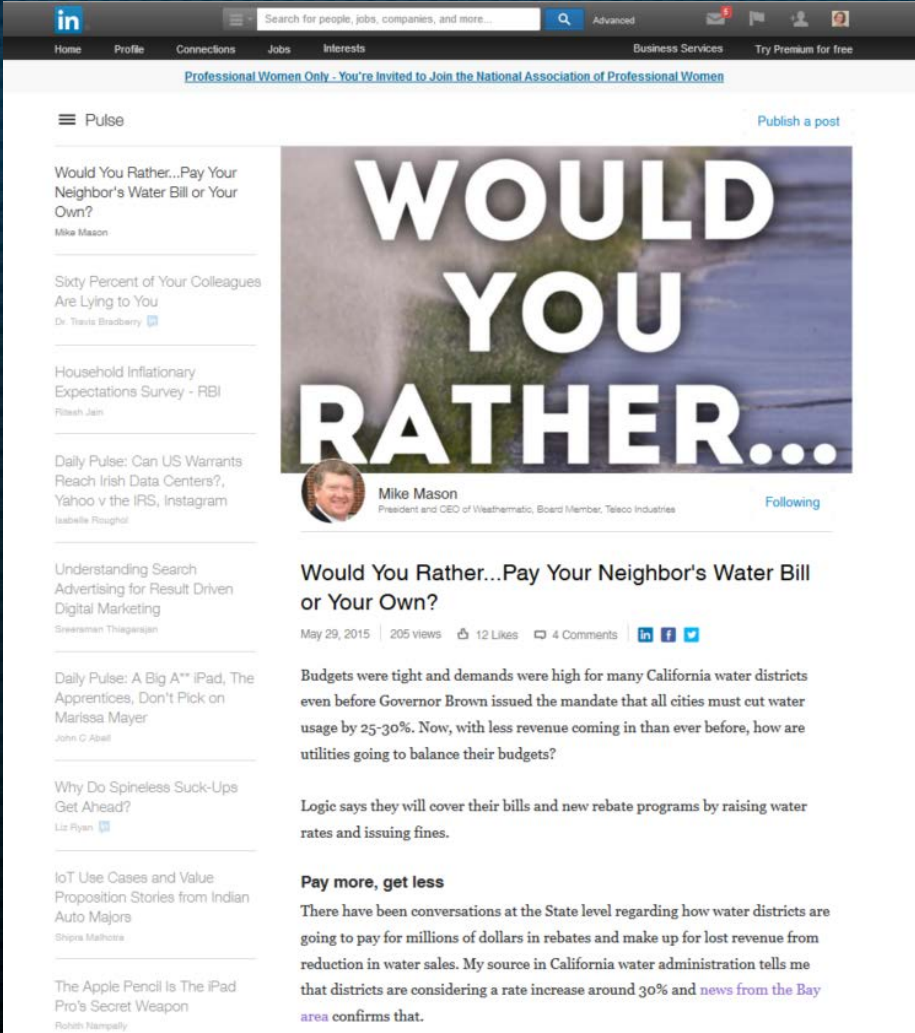


Agenda

- What is Publish and why should I care?
- Benefits of using Publish
- How to post/share/WIN
- Connecting with your target audience
- Questions

What is LinkedIn Publish?

- LinkedIn's new(ish) publishing platform
- Like a free blog!



Professional Women Only - You're Invited to Join the National Association of Professional Women

Pulse Publish a post

Would You Rather...Pay Your Neighbor's Water Bill or Your Own?
Mike Mason

Sixty Percent of Your Colleagues Are Lying to You
Dr. Travis Bradberry

Household Inflationary Expectations Survey - RBI
Ritesh Jain

Daily Pulse: Can US Warrants Reach Irish Data Centers?, Yahoo v the IRS, Instagram
Isabelle Roughol

Understanding Search Advertising for Result Driven Digital Marketing
Sreenaman Thiagarajan

Daily Pulse: A Big A** iPad, The Apprentices, Don't Pick on Marissa Mayer
John C Abell

Why Do Spineless Suck-Ups Get Ahead?
Liz Ryan

IoT Use Cases and Value Proposition Stories from Indian Auto Majors
Shruti Mathura

The Apple Pencil Is The iPad Pro's Secret Weapon
Robyn Mansfield

WOULD YOU RATHER...

Mike Mason
President and CEO of Weathermatic, Board Member, Telco Industries Following

Would You Rather...Pay Your Neighbor's Water Bill or Your Own?

May 29, 2015 | 205 views | 12 Likes | 4 Comments | [in](#) [f](#) [t](#)

Budgets were tight and demands were high for many California water districts even before Governor Brown issued the mandate that all cities must cut water usage by 25-30%. Now, with less revenue coming in than ever before, how are utilities going to balance their budgets?

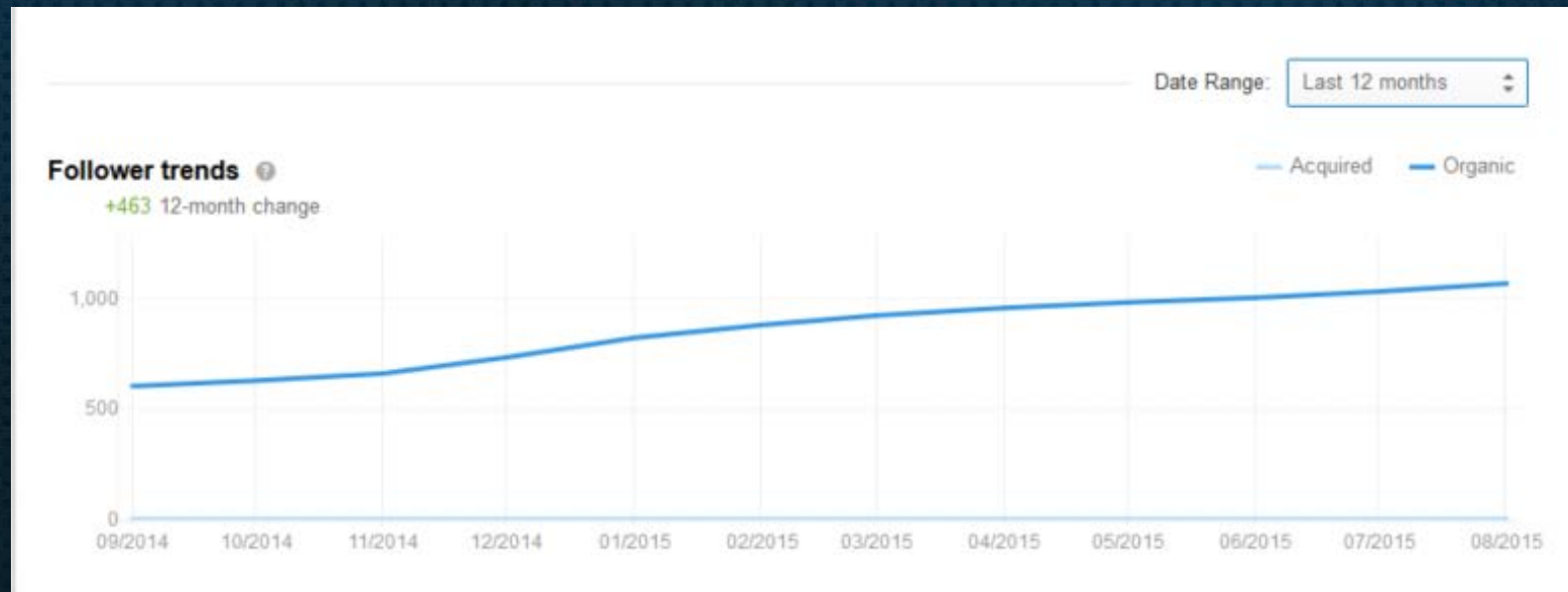
Logic says they will cover their bills and new rebate programs by raising water rates and issuing fines.

Pay more, get less

There have been conversations at the State level regarding how water districts are going to pay for millions of dollars in rebates and make up for lost revenue from reduction in water sales. My source in California water administration tells me that districts are considering a rate increase around 30% and [news from the Bay area](#) confirms that.

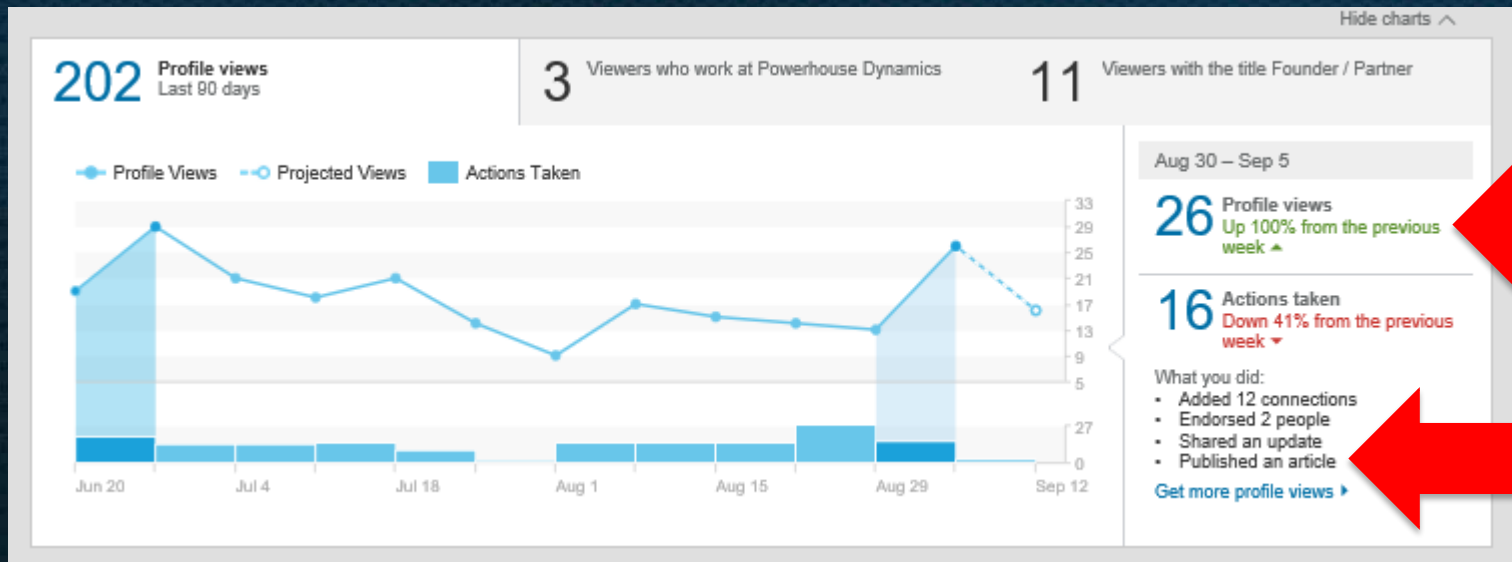
Why should I care?

- Elevate your brand



Why should I care?

- Elevate your brand



Why should I care?

- Promote your message to a professional audience

*"Will you join us in conserving enough water to **flip supply and demand?**"*

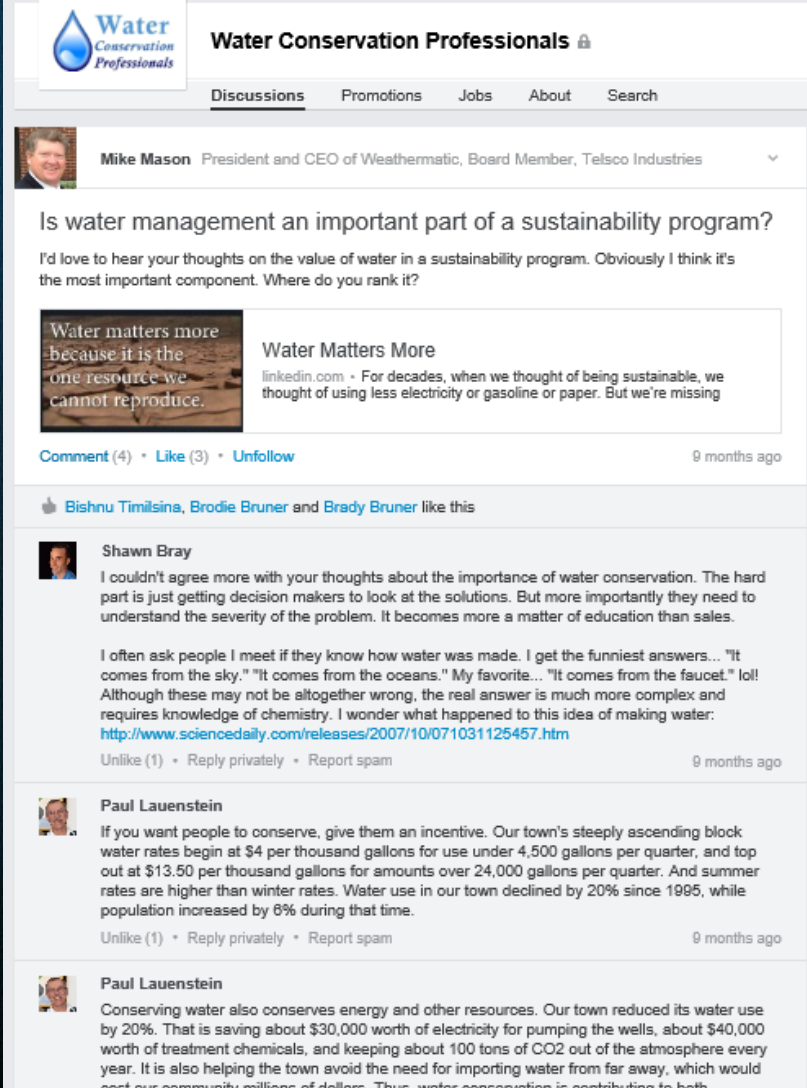
"We can no longer pretend water is limitless and free."

*"Join us...in defeating the true enemy: **water waste!**"*

"...even if huge floods fill our reservoirs, we can't stop managing our water properly."

Why should I care?

- Promote your message to a professional audience
- Be a thought-leader in your field



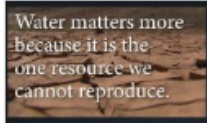
Water Conservation Professionals 🔒

Discussions Promotions Jobs About Search

Mike Mason President and CEO of Weathermatic, Board Member, Telsco Industries

Is water management an important part of a sustainability program?

I'd love to hear your thoughts on the value of water in a sustainability program. Obviously I think it's the most important component. Where do you rank it?



Water matters more because it is the one resource we cannot reproduce.

Water Matters More
linkedin.com • For decades, when we thought of being sustainable, we thought of using less electricity or gasoline or paper. But we're missing

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👍 **Bishnu Timilsina, Brodie Bruner and Brady Bruner** like this

Shawn Bray

I couldn't agree more with your thoughts about the importance of water conservation. The hard part is just getting decision makers to look at the solutions. But more importantly they need to understand the severity of the problem. It becomes more a matter of education than sales.

I often ask people I meet if they know how water was made. I get the funniest answers... "It comes from the sky." "It comes from the oceans." My favorite... "It comes from the faucet." lol! Although these may not be altogether wrong, the real answer is much more complex and requires knowledge of chemistry. I wonder what happened to this idea of making water: <http://www.sciencedaily.com/releases/2007/10/071031125457.htm>

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Paul Lauenstein

If you want people to conserve, give them an incentive. Our town's steeply ascending block water rates begin at \$4 per thousand gallons for use under 4,500 gallons per quarter, and top out at \$13.50 per thousand gallons for amounts over 24,000 gallons per quarter. And summer rates are higher than winter rates. Water use in our town declined by 20% since 1995, while population increased by 6% during that time.

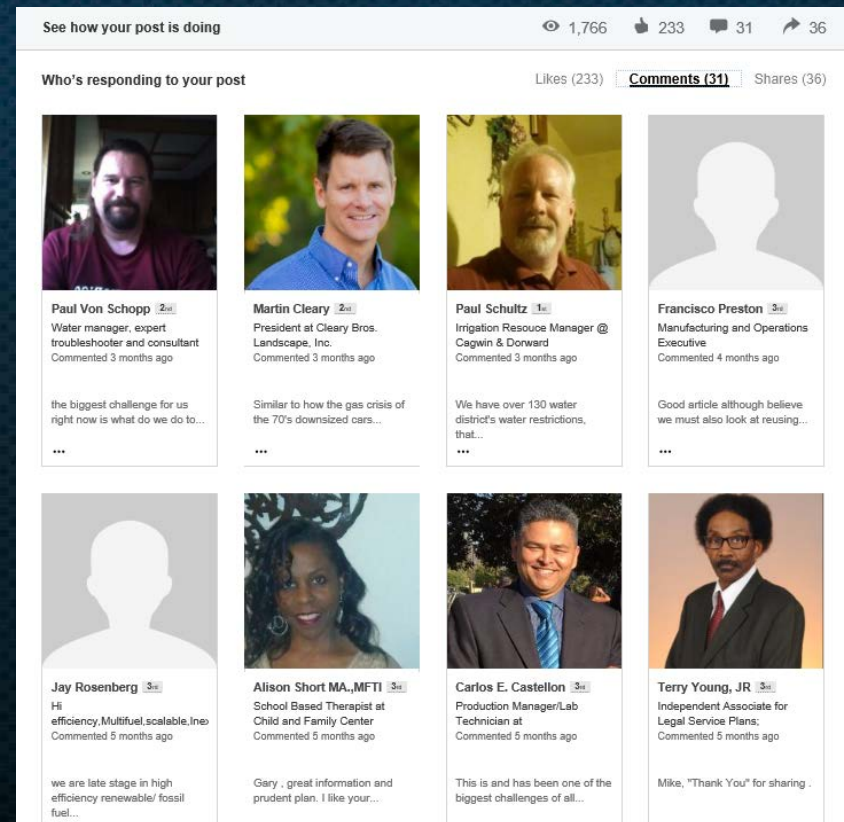
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Paul Lauenstein

Conserving water also conserves energy and other resources. Our town reduced its water use by 20%. That is saving about \$30,000 worth of electricity for pumping the wells, about \$40,000 worth of treatment chemicals, and keeping about 100 tons of CO2 out of the atmosphere every year. It is also helping the town avoid the need for importing water from far away, which would cost our community millions of dollars. Thus, water conservation is contributing to both









Why should I care?

- Promote your message to a professional audience
- Be a thought-leader in your field
- See real results



See how your post is doing 1,766 233 31 36

Who's responding to your post Likes (233) **Comments (31)** Shares (36)

 <p>Paul Von Schopp 2w Water manager, expert troubleshooter and consultant Commented 3 months ago</p> <p>the biggest challenge for us right now is what do we do to...</p> <p>...</p>	 <p>Martin Cleary 2w President at Cleary Bros. Landscape, Inc. Commented 3 months ago</p> <p>Similar to how the gas crisis of the 70's downsized cars...</p> <p>...</p>	 <p>Paul Schultz 3w Irrigation Resource Manager @ Cagwin & Donward Commented 3 months ago</p> <p>We have over 130 water district's water restrictions, that...</p> <p>...</p>	 <p>Francisco Preston 3w Manufacturing and Operations Executive Commented 4 months ago</p> <p>Good article although believe we must also look at reusing...</p> <p>...</p>
 <p>Jay Rosenberg 3w Hi efficiency, Multifuel, scalable, line Commented 5 months ago</p> <p>we are late stage in high efficiency renewable/ fossil fuel...</p>	 <p>Alison Short MA, MFTI 3w School Based Therapist at Child and Family Center Commented 5 months ago</p> <p>Gary . great information and prudent plan. I like your...</p>	 <p>Carlos E. Castellon 3w Production Manager/Lab Technician at Commented 5 months ago</p> <p>This is and has been one of the biggest challenges of all...</p>	 <p>Terry Young, JR 3w Independent Associate for Legal Service Plans; Commented 5 months ago</p> <p>Mike, "Thank You" for sharing .</p>

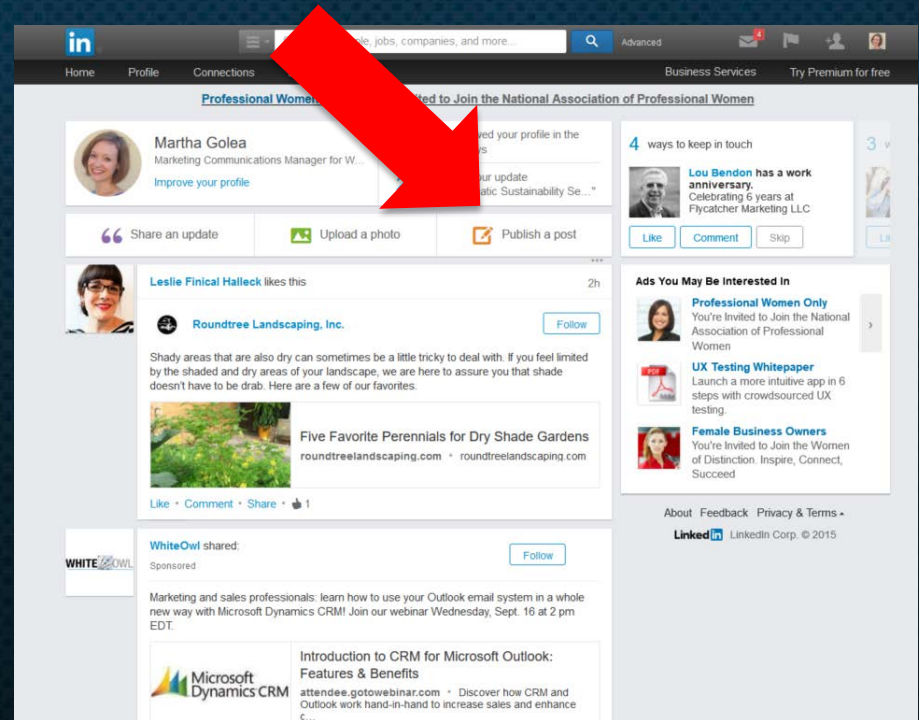
Benefits of using Publish

- Cheaper than a blog or hiring a social media staffer



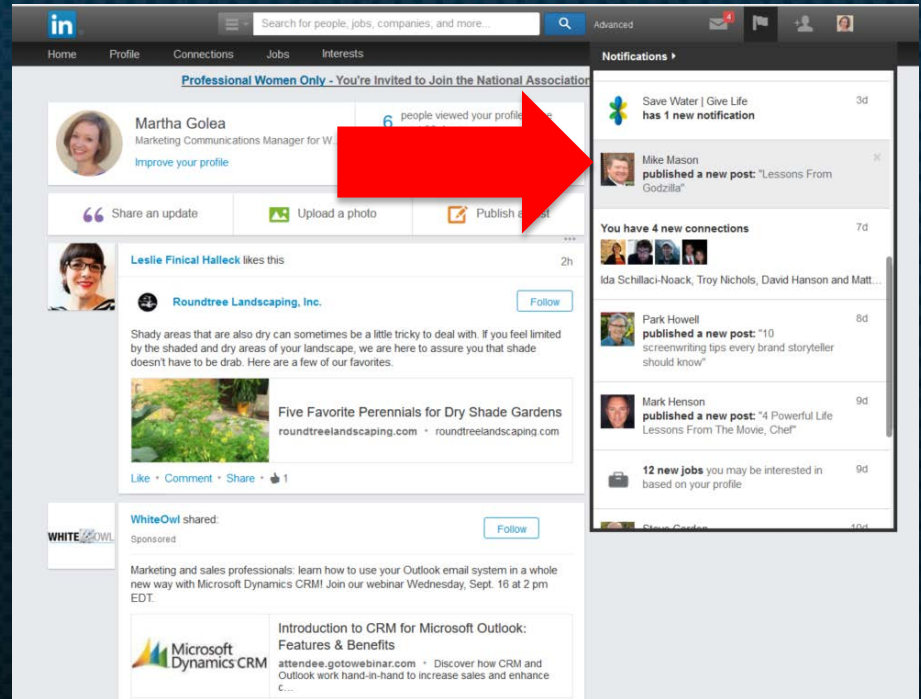
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- Easy to learn for writer *and* reader



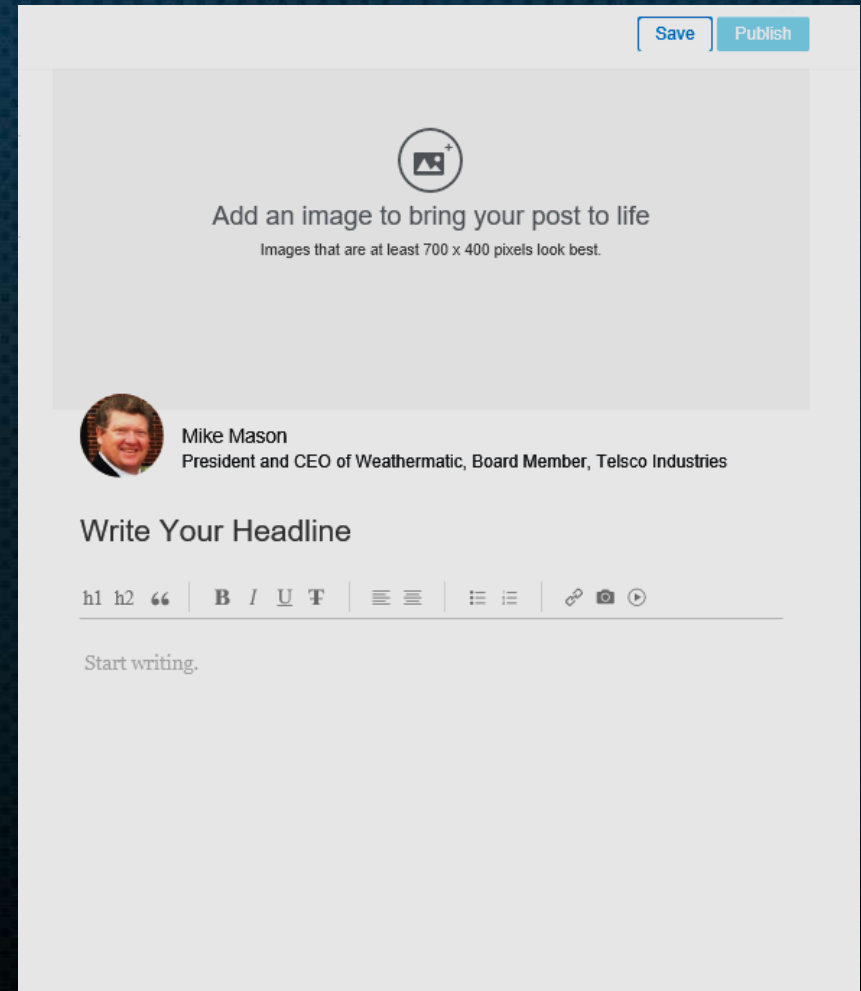
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Benefits of using Publish

- Cheaper than a blog or hiring a social media staffer
- Easy to learn for writer *and* reader
- Quick to use



How to: WIN

- Use your own voice,
not a corporate
marketing voice

"We've adopted a "drive it like you stole it" mentality of "run it like it'll never run out"."

"Doing things the old way has led to a global water crisis."

How to: WIN

- Use your own voice, not a corporate marketing voice
- Always have a call to action

"We've adopted a "drive it like you stole it" mentality of "run it like it'll never run out"."

"Doing things the old way has led to a global water crisis."

"Please don't wait for your local community to be at a crisis point to realize you need to reduce your water usage."

"If property owners across the state would make this small improvement, together we could save trillions of gallons of water every year."

How to: WIN

- Post 1-3x per month
- Ask questions, talk about failures!
- Always respond to comments



Keith Schweiger, CIC, CLIA, CID, CIT 2nd

Irrigation Manager at Top Care, Inc

The industry as a whole seems to have focused most on the improvements and cost reductions in the task of the widgets. Throughout the industry food chain, the conversation needs to include widgets, but increased focus on "doing the right thing." Doing the right thing is universal in thought, but practical application of those processes will be different in each level of the chain. Each level has it's own self interest, and those self interests at times work against each other, thus retarding the necessary changes in behavior overall. Most agree on the goal to manage water effectively. Yet history has shown that the "using less water goal," has not lead to the necessary changing of habits and practices overall. Technology, throughout the chain, as noted above will undoubtedly be central to changing habits, practices and ultimately determining winners and losers.

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You, Rebecca Trammell, and Mike Mason



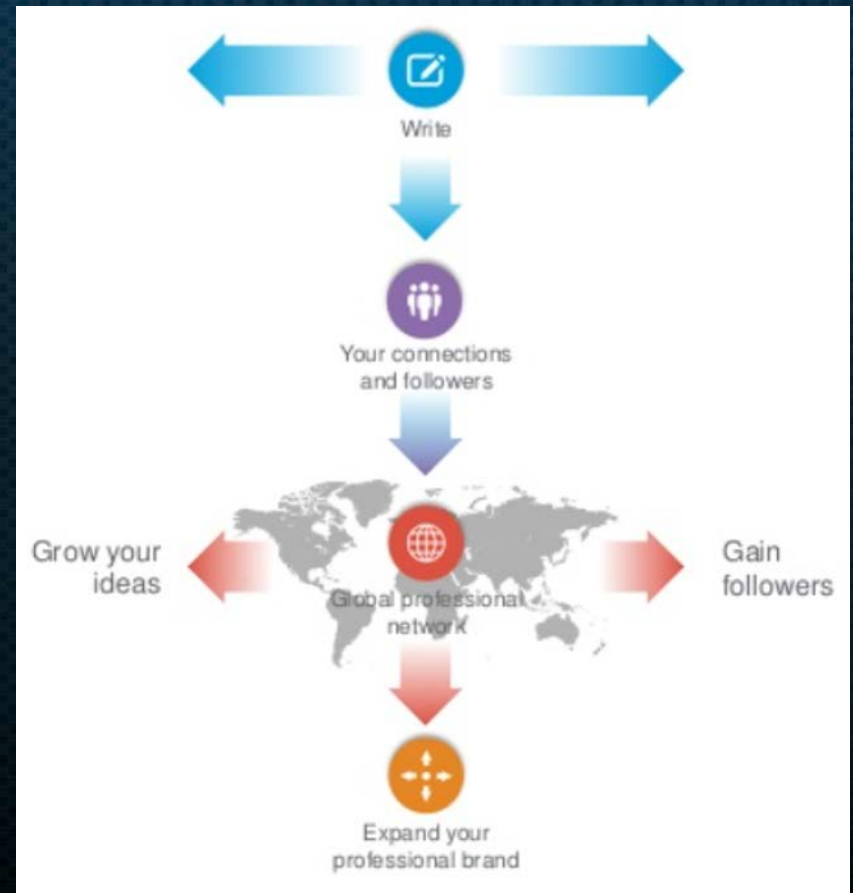
Mike Mason AUTHOR 1st

President and CEO of Weathermatic, Board Member, Telsco Industries

Keith, I agree that technology will be central to changing these habits and practices. Our goal is to get as many people as possible to recognize the true value of water and how much is actually being wasted so they will begin to make the connection and do the right thing, as you say. As water rates continue rising all over the country, saving water is not even just the right thing to; it's becoming increasingly the cost-effective thing to do. Great comment, Keith, I really appreciate your thoughts!

Connect with your audience

- Search by location, company, title, skills, etc.
- Join groups, create a group
- Start a company page



Connect with your audience

- Tag your posts
- Always ask for followers in your posts
- Promote your posts where your audience will find them

