

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



The Tappy Project

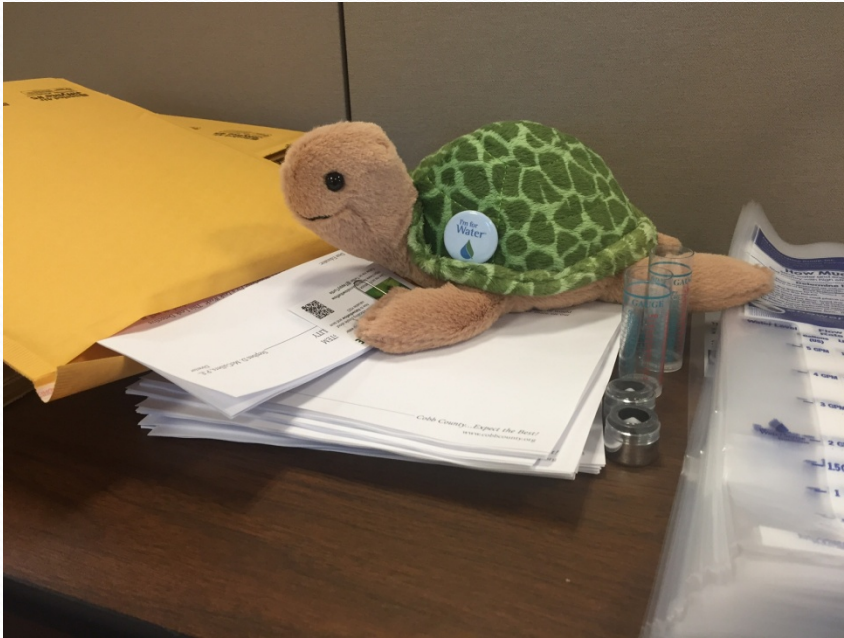
Education Undercover or Under the Shell

Mascot Made Easy



- Plush toy
- Portable
- Affordable
- Non threatening
- Easy to utilize
- Perfect for photographing
- Tiny Tappys – as take away

Tappy's Creation



- Needed a different way to engage the public
- No one on staff wanted to be a mascot
- Some people shy away from costumed characters
- Wanted something easily and readily usable

Who's Tappy?

- A Turtle – commonly found in our ecosystem in Georgia
- He loves Tap Water “Tappy” and Water Efficiency and conservation
- He promotes the WaterSense We're for Water Program
- He travels to schools and civic engagement activities
- He promotes Cobb Water and “educates” citizens and kids about his passions in a fun way.

Dipping a Foot in Social Media

CobbWebHome.htm x Tappy Turtle x +

https://www.facebook.com/slowtheflow?ref=hl Search

f Tappy Turtle

Page Messages Notifications Insights Publishing Tools

The Water Cycle



PRECIPITATION CONDENSATION EVAPORATION

Tappy Turtle
Fictional Character

Create Call to Action Share

Timeline About Likes Events More

59 likes 0 this week

78 post reach this week

ABOUT >

I live at Cobb Water. I have a passion for tap water and conservation. I love teaching about the value of water.

Status Photo / Video Offer, Event +

Write something...

Tappy Turtle added 11 new photos — at McClure Middle School

Published by Gwen Whalley Baldwin 121 · 2 hrs ·



TWEETS
887

FOLLOWING
130

FOLLOWERS
122

LIKES
447

LISTS
1

Edit profile

Tappy Turtle

@TappyTurtle

I live at Cobb Water. I have a passion for tap water and conservation. I love educating people about how to [#slowtheflow](#) and save valuable H2O

Joined June 2015

298 Photos and videos



Tweets

Tweets & replies

Media



Tappy Turtle @TappyTurtle · 3h

Kids!! Get Schooled on Water Savings!
ow.ly/Wqv0302NrZI



You Retweeted



KB Home @kbhome · 19h

Conserving can be a challenge, [@EPAwatersense](#) makes it easy with this cool water calculator: fal.cn/E4JF

Social Media Plan

- Three staff members
- Quarterly schedule each assigned a week
- Hootsuite account
- Post at least once a day Monday-Friday
 - Monday – Current program push
 - Tuesday - Turtle Tip (Conservation Tip)
 - Wednesday- Whadda You Know About H₂O (Trivia question)
 - Thursday – answer Wednesday's question
 - Friday – Fun Fact about water

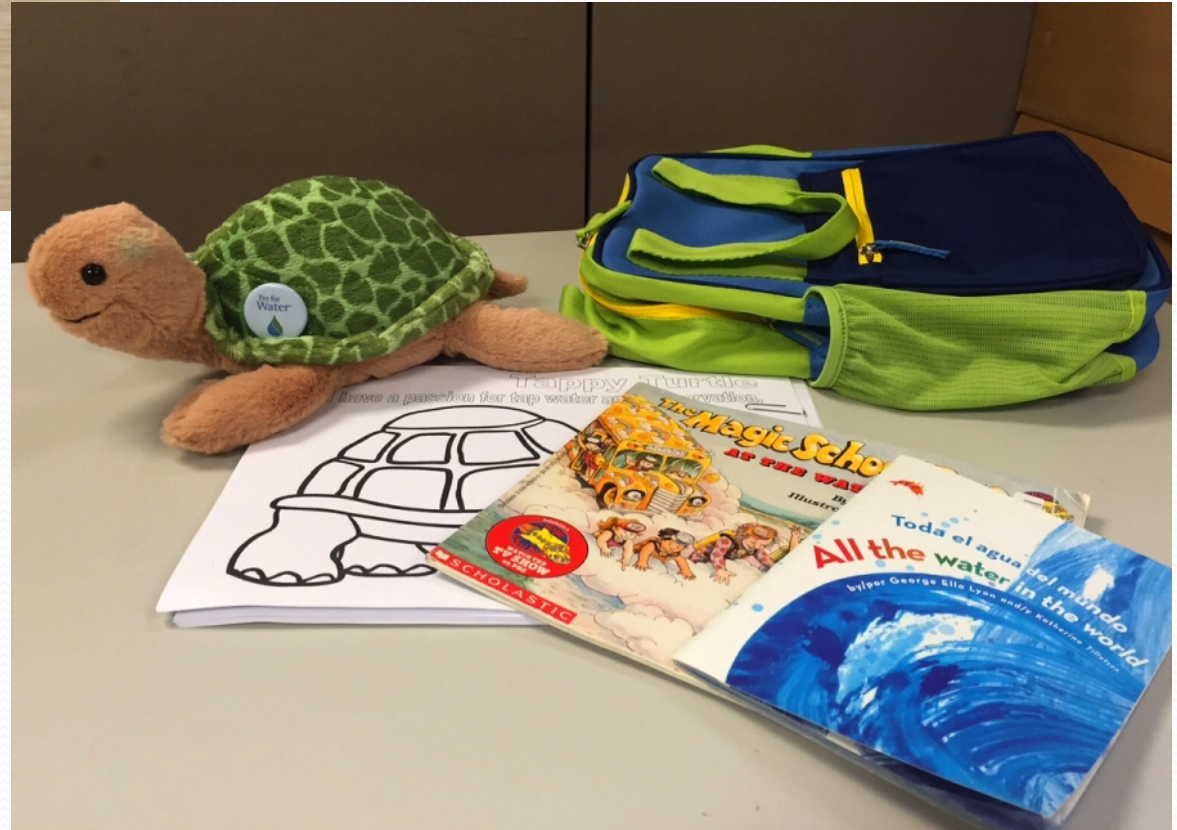
Why Use Tappy?

- Social media safety
- Promote Cobb Water more flexible than front facing accounts
- Tappy has a persona
- Does not feel like formal “learning”
- Reaches a different audience
- Get out of the box of traditional communications methods



A group of approximately 15 young students, mostly of African descent, are sitting on a colorful rug in a classroom. They are holding up various projects they have made. In the foreground, a girl on the left holds a drawing of a turtle with the text 'Tigger Turtle' above it. Next to her, a girl holds a small green object. In the center, a boy holds a white card with text. To his right, a girl holds a card with a drawing. Further back, other students hold up cards and drawings. The classroom background includes shelves with books, a sign that says 'And Listen!', and a map on the wall.





How I save water with Tappy.



Tappy taught us how to Conserve water. This is how I Save water.

I Put it in my dog bowl.

I don't let it drip. I let water be dumped. That is how I can Save water.



Name Cody

Grade 1st

How I save water with Tappy.

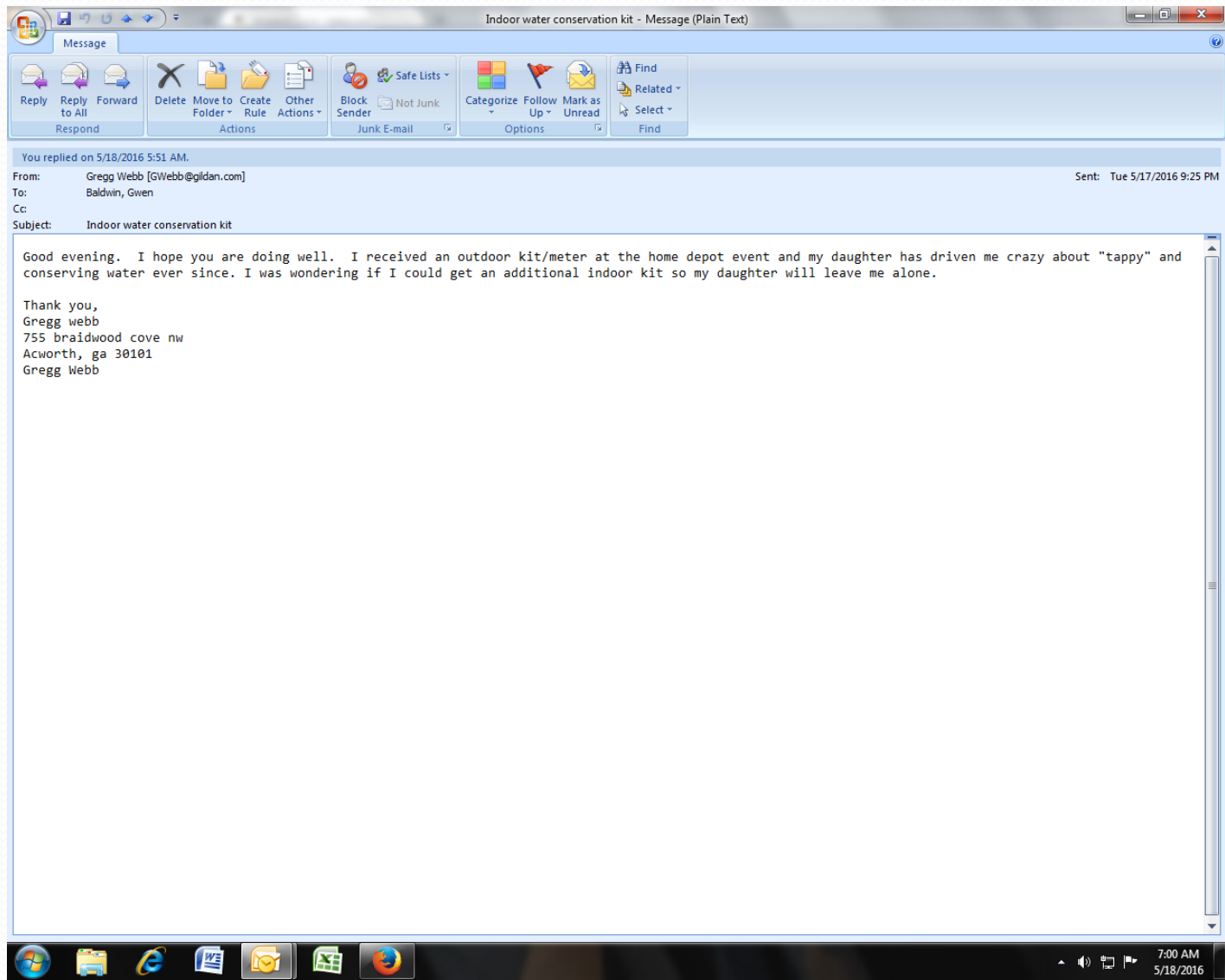


Tappy taught us how to Conserve Water. First you can have a quick showers. Next you can use a re-usable water bottle. Then you can use tap water. That is how I can Conserve water.



Name John Kessler Grade 1

Impact



Affordable Education

- 5 Tappy's - \$10.99 / Each
- 4 Backpacks – 11.15/each
- 4 Sets of books - \$30.00
- Hootsuite - \$119/year
- Print Material replacement - \$15/year
- Social Media Business Cards - \$15/500
- Tappy Pledge Cards - \$15/500

Lessons Learned

- Have to have a plan
- Need to be consistent
- It is a lot for one staff member – tailor project to resources
- Takes time to build the character and following
- Need to constantly rework the plan
- Interact with your followers
- Have a distraction with the kids to get mascot back

Questions?

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