

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



The background is a light blue gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in the upper half of the image.

LEVERAGING POP-CULTURE TO CUT THROUGH THE NOISE

BRANDING DROUGHT AND ENGAGING IN COMMUNITY
CONVERSATIONS

BACKGROUND

- COBB WATER
 - LARGE METRO ATLANTA SYSTEM
 - 175,000 ACCOUNTS
 - 700,000 POPULATION
- DROUGHT
 - RECENT SIGNIFICANT DROUGHTS: 1999-2001, 2007-2009, 2010-2012
 - EXTREME DROUGHT IN 2016
 - NO RAINFALL IN 62 DAYS FROM SEPTEMBER UNTIL THE END OF NOVEMBER (A RECORD FOR THE REGION)

HERE WE GO AGAIN

- STATE DECLARED A DROUGHT RESPONSE LEVEL 1 IN MAY AND THEN A LEVEL 2 RESPONSE IN NOVEMBER
- IT IS DIFFICULT IN THE BEST OF TIMES TO GET PEOPLE'S ATTENTION
- TODAY THERE IS EVEN MORE NOISE WE NEED TO GET PAST
- THE IDEA OF DRAGGING THE SAME OLD MESSAGES/METHODS OUT JUST WASN'T GOING TO DO IT.

WHOSE ATTENTION DO WE NEED



www.alamy.com - C83WHN



HOW DO WE LEVERAGE WHAT THEY KNOW AND USE?



HOW CAN WE PROVIDE INFOTAINMENT?



#DROUGHTBUSTERS WAS BORN

- ALL FEMALE VERSION HAD BEEN RELEASED
- IT WAS OUTSIDE THE BOX FOR US SO SHOULD GET CUSTOMERS' ATTENTION
- IT WAS CHEAP BUT CONSISTENT
- ALL MATERIALS AND SOCIAL MEDIA POST COULD BE BRANDED
- TIED THE WHOLE EFFORT TOGETHER WITH THE VIDEOS

THE VIDEO SERIES



- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=QBIGQLUCMXY&LIST=PLEFJXSZMHGCGXKLUWGNGRHUJMVA5BXT08S&INDEX=2](https://www.youtube.com/watch?v=QBIGQLUCMXY&list=PLEFJXSZMHGCGXKLUWGNGRHUJMVA5BXT08S&index=2)

SHOWER TIPS



- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=7H-19HAV4HS&INDEX=3&LIST=PLEFJXSZMHGCXKLUWGNCRHUJMYA5BXT08S](https://www.youtube.com/watch?v=7H-19HAV4HS&index=3&list=PLEFJXSZMHGCXKLUWGNCRHUJMYA5BXT08S)

SOCIAL MEDIA

Big News! Belmont Hills Elementary School is now STEM certified. Congratulations to Belmont Hills Elementary! fb.me/83pbsPbFK

Tappy Turtle @TappyTurtle · 28 Nov 2016

Try these Water Saving Ideas!

- Use a Broom to clear leaves off the sidewalk.
- Replace older faucets, showerheads and toilets with EPA WaterSense products. *Info available in the lobby for our Toilet Rebate Program.*
- Find and fix leaks now!
- Winterize your irrigation systems.
- Take shorter showers!
- Don't run the dishwasher or washing machine until they're full.
- Use less electricity. *Power plants use thousands of gallons of water to cool.*
- Turn off the tap when brushing your teeth, shaving or washing your hands.

Email: waterefficiency@cobbcounty.org

Tappy Turtle (@TappyTurtle) · social media images - Goo... · social_media.jpg (JPEG Im... ·

Home Moments Notifications Messages

#DroughtBusters CCWS



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

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS	MOMENTS
1,350	139	167	736	1	0

Tweets Tweets & replies Media

You Retweeted
American Standard @AMStandard · Mar 23
It's #FixALeak Week! Check out our @EPAwatersense-certified faucet giveaway on FB: on.fb.me/1KL8S7x

Your Tweet activity
Your Tweets earned 2,379 impressions over the last week

Mar 21 Mar 27

View your top Tweets

Cover Photos
19 of 70

WE ain't afraid to conserve!



#DroughtBusters
CCWS

Like Comment Share

Tag Photo Add Location Edit

Like Comment Share

Bill Baldwin

Write a comment

Friend Requests
Tonya Soria
Confirm Friend

KEY TAKE AWAYS

- HAVE FUN BUT BE APPROPRIATE TO YOUR AGENCY'S IMAGE
- THIS CAN BE A COST-EFFECTIVE WAY TO ENGAGE
- MAKE SURE WHATEVER YOU ARE RIFFING OFF OF IS AVAILABLE IN THE PUBLIC SPACE
- IT ENGAGES A DEMOGRAPHIC THAT TYPICALLY IGNORES DROUGHT MESSAGING
- KIDS ARE USING YOU TUBE IN PLACE OF TV.
- GOT TO HAVE STAFF THAT IS WILLING AND ABLE TO DO THIS
- ALL IT TOOK WAS SOME DESIGN, AN I-PHONE, AN AWESOME STAFF, AND SOCIAL MEDIA PRESENCE

INSERTING OURSELVES IN COMMUNITY CONVERSATIONS



KEEPING IT LOCAL

- STARTED A NEXTDOOR AGENCY ACCOUNT FOR COBB WATER
- BEGAN POSTING ABOUT THE DROUGHT AND HOLDING LIVE Q&A SESSIONS
- THE DISCUSSIONS STAY AVAILABLE ON THE WEBSITE
- CUSTOMERS COULD GET IMMEDIATE ANSWERS
- SO MUCH MORE EFFECTIVE THAN OTHER SOCIAL MEDIA
- OUR SERVICE AREA HAS 88,000 HOMES PARTICIPATING ON NEXTDOOR
- 'THE COMMUNITY' WATER SYSTEM - ENGAGING

NEXTDOOR EFFECT

- IT IS MORE SELF-POLICING THAN OTHER SOCIAL MEDIA
- NEXTDOOR IS THE 21 CENTURY VERSION OF THAT OLD COMMERCIAL “I TOLD TWO FRIEND, THEN SHE TOLD TWO FRIENDS, AND SO ON AND SO ON.”
- FOR AN AGENCY YOU HAVE A LOT OF CONTROL OVER THE CONVERSATION AND WHEN TO CLOSE A DISCUSSION OR REMOVE A COMMENT
- PRIMARILY POSITIVE FEEDBACK – PEOPLE THANKING US FOR ENGAGING, HONEST COMMENTS, NUANCED QUESTIONS ABOUT RIVER AND LAKE MANAGEMENT
- ONCE WE WENT ON NEXTDOOR OUR CALLS ABOUT THE DROUGHT DROPPED DRAMATICALLY

KEY TAKE AWAYS

- CITIZENS ENGAGE ON THIS PLATFORM.
- THIS IS WHERE NEIGHBORHOOD LEVEL DISCUSSIONS ARE HAPPENING.
- IT IS ALSO SEEN AS AN ARENA TO AIR GRIEVANCES.
- IT IS GOOD TO KEEP THE DISCUSSION OPEN WHILE YOU CAN ACTIVELY MANAGE IT.
- WHEN YOU CLOSE IT POST THAT YOU ARE AND THAT THEY CAN STILL PRIVATE MESSAGE
- TEACH ALL OF YOUR NEXTDOOR MANAGERS ON THE STAFF HOW TO TURN OFF NOTIFICATIONS IF IT IS NOT THEIR POST
- THE PERSON ENGAGING THE CITIZENS HAS TO HAVE BOTH THE KNOWLEDGE AND COMMUNICATION SKILLS.

QUESTIONS?

KATHY NGUYEN

COBB COUNTY WATER SYSTEM

770-419-6244

KATHY.NGUYEN@COBBCOUNTY.ORG