

Is Social Media right for you?

**Choosing and using the right tools to
listen, communicate and respond**



Ely Teragli

Public Information Specialist

Clean Water Services

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So many choices



Social Media is used for...

- **Research**
- **Crisis communications**
- **Customer service**
- **Brand awareness**
- **Education**
- **Photo, video sharing**
- **Recruiting**
- **Networking**
- **Volunteer support**
- **Special offers/notices**
- **Fun, humor**
- **Contests**

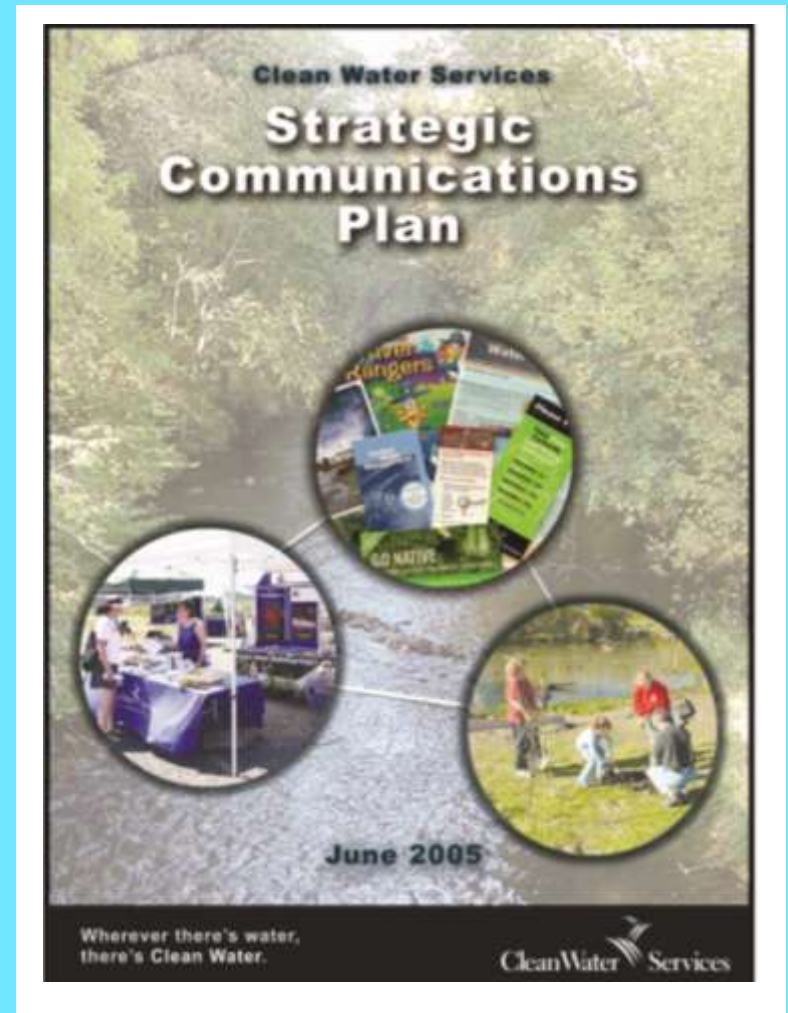
Goals & Objectives

Goals

- Listen
- Communicate
- Engage

Objectives

- Build awareness of Clean Water Services
- Influence behavior change
- Build partnerships
- Engage media



Where we are

- Website
 - eNewsletters
 - Wikipedia
 - YouTube
 - twitter
 - OregonLive
 - Google News
 - Google Analytics
- And aren't yet...**
- facebook
 - iPhone apps



twitter



facebook.



Website

The screenshot shows the homepage of the CleanWater Services website. The header features the logo on the left and navigation links: Contact Us, Documents, Forms, and a search bar. Below the header is a large banner image of a green plant. On the right side of the banner, there is a 'GO NATIVE' promotion with a 'MORE' button. The main content area is divided into three columns: a left sidebar with utility links, a central 'News & Highlights' section, and a right 'Featured Video' section.

Contact Us | Documents | Forms | Search

CleanWater Services About Us Business & Industry Permit Center Residents Our Watershed

READY, SET,
GO NATIVE
Use our Native Plant Finder to find the right plant for your specific landscape. Natives use less water and don't need chemicals to survive. Good for streams.
[MORE](#)

Job Openings
Design & Construction Standards
Bill Opportunities
Pay Your Bill Online
Water Supply Website
E-newsletter Sign Up

Enter your email for monthly tips!

News & Highlights
[Celebrating 40 years of clean water](#)
[Read our 2008-2009 Annual Report](#)
[New Low Impact Development Handbook for the Tualatin Basin](#)
[Ahead of the curve on pharmaceuticals & personal care products in water](#)
[Wastewater nutrient recycling](#)
[Pump station gets LEED Silver certification](#)
[Join the Cycle](#)
[Free technical assistance](#)

Featured Video

Learn about the history of our watershed.
[More videos](#)

Enewsletters

Clean Water Connection

Clean water news you can use



Dig into Earth Day events

Earth Day is next week—April 22! Check out some local events to help you celebrate all month long.

- [SO&V.IT](#) Volunteer to clean illegal dumpsites, enhance neighborhoods and restore watersheds. Saturday, April 16, 9 a.m. - 1 p.m. at various sites.
- [Stub Stewart Trail Fest](#) Ride the mountain bike trails and help at a work party. Saturday, April 23, 9 a.m. - 1 p.m. at [Stub Stewart State Park](#).
- [Green Gardening Fair & Native Plant Sale](#) Learn about composting and gardening and pick up some native plants for your yard. Saturday, April 30, 10 a.m. - 2 p.m. at the [Tualatin Hills Nature Park](#).



Keep the spirit of Earth Day all year long. Remember to [conserve water](#) in your home, garden with [native plants](#) in your yard and [recycle or compost](#) your trash. Visit our website for [more tips](#).

Poison prevention: Drive in, drop off

Wondering about the best way to dispose of unwanted or expired medications? Bring your prescription and over-the-counter medications to a free turn-in event and dispose of them in a way that is safer for the environment and our



April 2011

In This Issue

[Dig into Earth Day events](#)
[Poison prevention: Drive in, drop off](#)
[Cut the chemicals this month](#)

Quick Links

[Visit our website](#)
[Clean water tips](#)
[Native plant finder](#)
[Follow us on Twitter](#)

Did you know?

According to the U.S. DEA, Washington County residents turned in 1,912 lbs. of medications at local drop-off events in March 2010.

Clean Water Matters

Leadership. Innovation. Results.



Customer Attitudes, Opinions Shape District Decisions

In August, more than 1,500 Clean Water Services customers participated in the District's first online customer awareness and satisfaction survey conducted by CFM Strategic Communications. The findings are essential to District leaders who rely on the surveys to identify customer values, expectations and perceptions related to its mission and delivery of services. The results help Clean Water Services make policy and programmatic decisions and communicate effectively with customers.



"Customer research is a valuable tool to help Clean Water Services connect with ratepayers and allow people to have input on issues," said Tom Eiland, CFM Strategic Communications. "The outreach demonstrates to customers that the District is listening. Research helps to determine what the District is doing well and where improvements are needed—and it can help identify information ratepayers may want from the District in the future."

Findings from the recent survey show that Clean Water Services is well known and favorably perceived among residents. Ratepayers give the District high ratings for providing reliable service, protecting public health, and protecting the environment.

You can [join the conversation](#). Clean Water Services is conducting a survey starting today that will be open for two weeks. Residents are asked to give their input on utility rates, services and billing.

Summit Highlights Sustainable Success Stories

How are local governments using sustainable practices to save money, conserve natural resources and enrich their communities? Partners for a Sustainable Washington County Community (PSWCC) is sponsoring *The Business Case for Sustainability* to share Washington County's sustainable



February 2011

In This Issue

[Customer Attitudes, Opinions Shape District Decisions](#)
[Summit Highlights Sustainable Success Stories](#)
[PSWCC Honors Tree for All Community Stream Planting Challenge](#)

Quicklinks

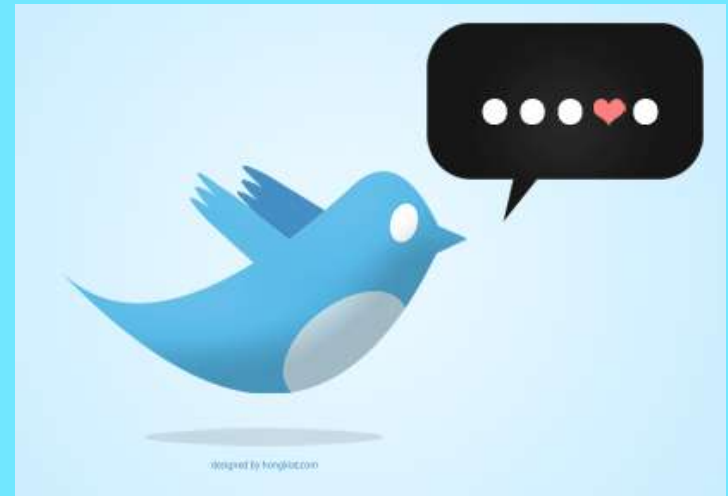
[Visit our website](#)
[40th Anniversary](#)
[Follow us on Twitter](#)

Did you know?

The Partners for a Sustainable Washington County Community (PSWCC) was formed in 2008 and is made up of [11 local organizations](#).

twitter by the numbers

- **77% of Fortune 100 companies are on Twitter:**
 - News updates (94%)
 - Customer service (67%)
 - Marketing & Promotions (57%)
 - Employee recruitment (11%)
- **As of March 2011:**
 - 200 million accounts
 - 140 million tweets a day
 - 460,000 new accounts a day
 - Twitter 8 employees in January 2008, 400 employees today



Why/how we use twitter



twitter Have an account? Sign in

Get short, timely messages from Clean Water Services. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@CleanWaterNews**.

Sign Up Get updates via SMS by texting **follow CleanWaterNews** to 49404 in the United States. Codes for other countries.

CleanWaterNews
Name: Clean Water Services
Location: Washington County, Oregon
Web: <http://www.cwsa.org>
Bio: Water resources management utility for 525,000 residents in Washington County, Oregon.

406 following 1,389 followers 104 tweets

RT @EPAregion3: Drug take back events Sat Apr 30. All drugs will be properly destroyed, preventing environmental harm <http://bit.ly/i6t8ia>
about 28 hours ago via TweetDeck

Earth Day ideas in our April e-newsletter - <http://bit.ly/hDV1kKw> Get news monthly - <http://bit.ly/kiUKR>
about 21 hours ago via TweetDeck

Doing doggy doody. Dumping discourages via Hillsboro Argus - <http://bit.ly/hpOFDj>
8:52 AM Apr 29 via TweetDeck

The watershed thanks you! RT @TualatinRiver: Tigard Mayor Craig Dirksen to Receive Green Heron Award <http://corta.cc/ihdPvT>
11:35 AM Apr 29 via TweetDeck

RT @columbiawater: Water Matters. From Wastewater to Drinking Water - <http://bit.ly/fM8r1M>
3:49 PM Apr 29 via TweetDeck

Following

RSS feed of CleanWaterNews's tweets



twitter Have an account? Sign in

Get short, timely messages from Tualatin RiverRanger. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@RiverRanger**.

Sign Up Get updates via SMS by texting **follow RiverRanger** to 49404 in the United States. Codes for other countries.

RiverRanger
Name: Tualatin RiverRanger
Location: Washington County, Oregon
Web: <http://www.cwsa.org>
Bio: Water lover! Tualatin River steward in Washington County Oregon. Likes: clean water, fish, native plants! Dislikes: pollution from yards, cars and people.

103 following 281 followers 45 tweets

Tips and tools for a happy Earth Day in our April e-news - <http://bit.ly/hDV1kKw> Get news monthly - <http://bit.ly/kiUKR>
about 21 hours ago via TweetDeck

Get your native plants today & tomorrow at Skyline Grange - <http://bit.ly/hgMBLv>
9:55 AM Apr 29 via TweetDeck

Tree planting event tomorrow 9 am - noon in Tualatin - <http://bit.ly/gYp8ET>
9:58 AM Apr 29 via TweetDeck

Yes, please do! RT @TualatinRiver: Enter Street-to-Stream video contest | OregonLive.com <http://bit.ly/gb50sB>
11:24 AM Apr 29 via TweetDeck

Visit Living Greener Summit Sat at Beaverton Library. I'll be at our Clean Water Services table, stop by! - <http://t.usa.gov/e2g9mQ>
1:50 PM Apr 29 via TweetDeck

Following

RSS feed of RiverRanger's tweets

TweetDeck

The screenshot displays the TweetDeck v0.17.3 interface. At the top, there's a navigation bar with social media icons and a search bar. The main area is divided into several columns, each representing a different source of tweets. The columns are labeled: 'All Friends', 'CleanWaterNews', 'All Friends', 'RiverRanger', 'Mentions', 'CleanWaterNews', and 'Mentions'. Each column contains a list of tweets with their respective avatars, text, and timestamps. The tweets cover various topics related to water, including environmental news, local events, and community activities. The interface also shows a 'Send' button and a notification count of 140 in the top right corner.

The good, the bad & the bubbly

- **Harvard article**
 - Send to news media
 - Separate group champion cause
- **Clean Water Services/USGS event Tweet**
 - Event posted on Riverkeepers Facebook
 - Bigger turnout
- **Tweet/photo of “suds” in Tualatin River**
 - Respond directly
 - Timely
- **Canines for Clean Water**
 - Too viral



The image displays a collage of four photographs on the left and a list of social media links on the right. The photos show people participating in river activities: a group on a wooden platform, a waterfall, people in a raft, and a child in a canoe. The links on the right include:

- POLLUTED RUNOFF FOR KIDS! Get yours for free. US EPA - <http://share.es/3v4u>
7:54 PM May 28th from ShareThis.com
- Low Impact Development Video | Polluted Runoff (Nonpoint Source Pollution) | US EPA - <http://share.es/00S4>
7:25 PM May 28th from ShareThis.com
- Summer Camp Starts June 22 <http://www.tualatinriverkee...>
6:51 PM May 28th from web
- Photo and notes by Randy May 5/27/09 Suds in Tualatin River near Rock Creek Waste Treatment Plant A while <http://bit.ly/1a0C18>
7:47 AM May 28th from usgs.gov
- Pulling Together the Pieces of the Stormwater Puzzle | stormh2o.com - <http://share.es/0PF4>
6:22 AM May 28th from ShareThis.com
- The best natural healer turns out to be nature - OregonLive.com - <http://share.es/0TIP>
7:46 AM May 28th from ShareThis.com
- A walk by Fanno Creek - how close can you get? - <http://share.es/05ch>
7:26 AM May 28th from ShareThis.com
- RT @EarthShareOR: Show support for Ross Island no-wake zone at public meeting tonight - <http://bit.ly/1a0C18>
5:55 PM May 27th from web
- Garlic mustard invasion killing native plants around Portland | Local News | kgw.com | News for Portland Oregon and S...
<http://share.es/0e7Y>
6:32 PM May 27th from ShareThis.com
- 20th Annual Tualatin River Discovery Day is June 27
<http://www.tualatinriverkee...>
6:11 AM May 27th from web

Flow of communication

- Enewsletter
- twitter
- OregonLive

Clean Water Connection Clean Water Services
Clean water starts with you.

River of love

Clean Water Services has been in a committed relationship with the Tualatin River for **40 years**. We show our love in many ways. Our cleaned wastewater gets **purified**, secondary and sometimes even tertiary treatment before it's returned to the river. In the summer months when the river is flowing low, we **release water** from Hagg Lake increasing the flow and keeping the water cool. We are also planning for where the river will get **water in the future** to stay healthy. We work with others to make sure river banks are healthy and stable by removing invasive plants and **planting native trees** and shrubs, which also create habitat for beloved animals and birds. We **seal streets** to help keep pollutants out of storm drains and the river.



Now that you know some of the steps we take to nurture the river, help us spread the love:

- Sign up to be a [Clean Water Hero](#)
- Start [native plants](#) in your yard
- Volunteer to mark neighborhood [storm drains](#)
- Participate in a [Tree for 40](#) planting
- Pick up after [your pets](#)
- Read [40 Ways to Love Your River](#)

February 2018

In this issue
[River of love](#)
[Guide for your garden](#)

Quick Links

- [Visit our website](#)
- [Clean water tips](#)
- [Native plant guide](#)
- [Follow us on Twitter](#)

Did you know?

We turn 40 this year. On February 3, 1970 Clean Water Services was formed as the Unified Sewerage Agency of Washington County by a 2-to-1 vote of the people to address serious health and pollution problems in the Tualatin River and its tributaries.

TUALATIN NEWS
Local news, weather and events from the city of Tualatin, Oregon

Clean Water Services' February newsletter offers tips to protect the Tualatin River
By Bill Oram, The Oregonian
February 16, 2018, 12:14PM



View full size **Share photos** **The Oregonian**
Two people on the Tualatin River near Tualatin Community Park in 2007.

Whoever first said, "Love is like a river," had it all wrong. Love, as Clean Water Services informs us, is **like a river**.

And for the Hillsboro-based water management organization, that river is the mighty Tualatin. Clean Water Services celebrated February – the month of love fittingly on the utility's 40th anniversary – by discussing in its **online newsletter** all that it does to protect the 83-mile river.

But the utility can't do it alone. Clean Water Services is suggesting how the 300,000 residents in the residents watershed can help protect the Tualatin River. Among them, becoming a "Clean Water Hero", **planting native plants**, **volunteering to mark storm drains**. It can also be as simple as **doing your part when your doggies doo**.

The newsletter also offers a how-to guide on **starting a rain garden**.

And no, "Rain Garden" is not a suggested nickname for the state of Oregon, although it should be.

– **Bill Oram**

More Tualatin

- [Tualatin Stream News](#)
- [Tualatin Public Site](#)
- [Washington County News & Information](#)
- [Clatsop County News & Information](#)

Return date to Tualatin's new community web site, managed by The Oregonian's Ed Hartono

- [Send in letters, ideas, photos or suggestions](#)
- [Sign up to be a Community Blogger](#)

Browse by month:
(Select a date) **GO**

Tualatin Weather

42° F
cloudy

5-DAY FORECAST +

City administration

- [Mayor and city council](#)
- [City manager](#)
- [Financial Officer](#)
- [Tualatin Public Library](#)

Schools

- [Tualatin Tualatin School District](#)
- [Tualatin middle schools](#)
- [Tualatin High School](#)

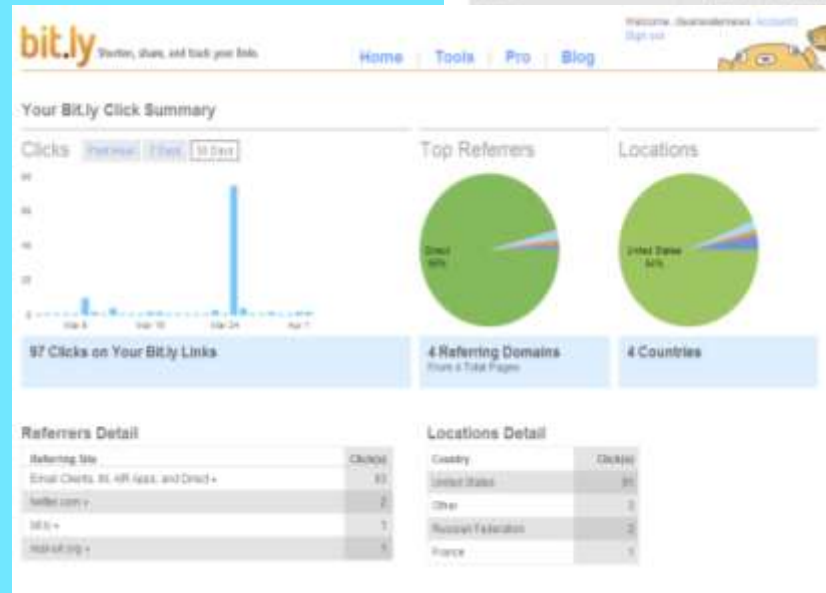
Showing love for the Tualatin River in our Feb. e-newsletter - <http://bit.ly/9ts2f> Get news sent to your inbox - <http://bit.ly/9xUKR>
© 45 All Feb 08 via TownDesk

twitter tools & tips

- Single point of contact
- Follow those you want to follow you
- Followers: not how many, who
- Be interesting, funny, relevant
- Don't tweet too often, never or w/out a link
- Do retweet and give credit
- Do use applications to manage, track
- Embed links on website, newsletters
- Learn from others
- Timing matters

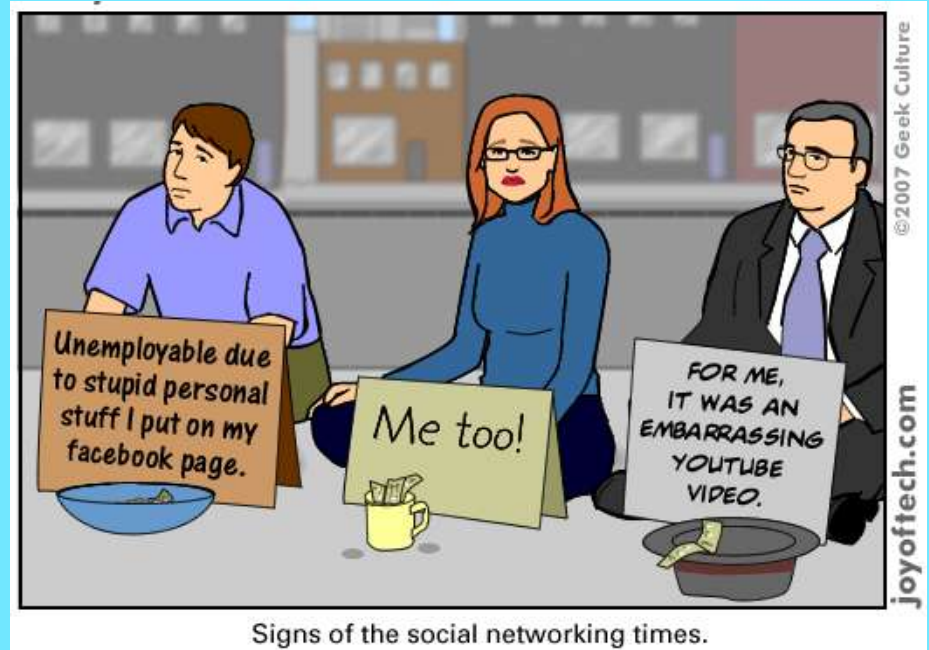
Measuring results

- **twitter**
 - bit.ly
 - TweetBackup
- **Enewsletter**
 - What Counts
 - Google Analytics
- **Websites**
 - Google Analytics



Considerations

- Not reaching all audience
- Open to criticism
- Limitations on content
- No schedule or time limit
- No filtering
- Time commitment
- Trust
- Security
- Where to start
- Content is recorded, permanent



Resources

- WOMMA Word Daily – www.womma.org/word
- PR Daily Newsfeed – www.prdaily.com
- Grist – www.grist.org
- Portland Water Blog
- Red Cross Oregon Tail Chapter
- ODOT on YouTube
- twitter.com/CleanWaterNews
- twitter.com/RiverRanger

Questions?

Ely Teragli

Public Information Specialist

Clean Water Services

teraglie@cleanwaterservices.org

(503) 681-4463

Thank you!