



# Is Social Media right for you?

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



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**Public Information Specialist**

**Clean Water Services**

**4/12/2010**



# What is Social Media?

- **Media created to be shared freely**
- **Sites based on user participation and user-generated content**
- **PR is about positioning, and social media is about becoming, being and improving**
- **Umbrella term for digital tools that let you share information and network with others**
- **A complete waste of time!**
- **Social Media is about the people, not your business**
- **You are the tool for Social Media, Twitter is just an app for you to grow and influence your society**





# 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**

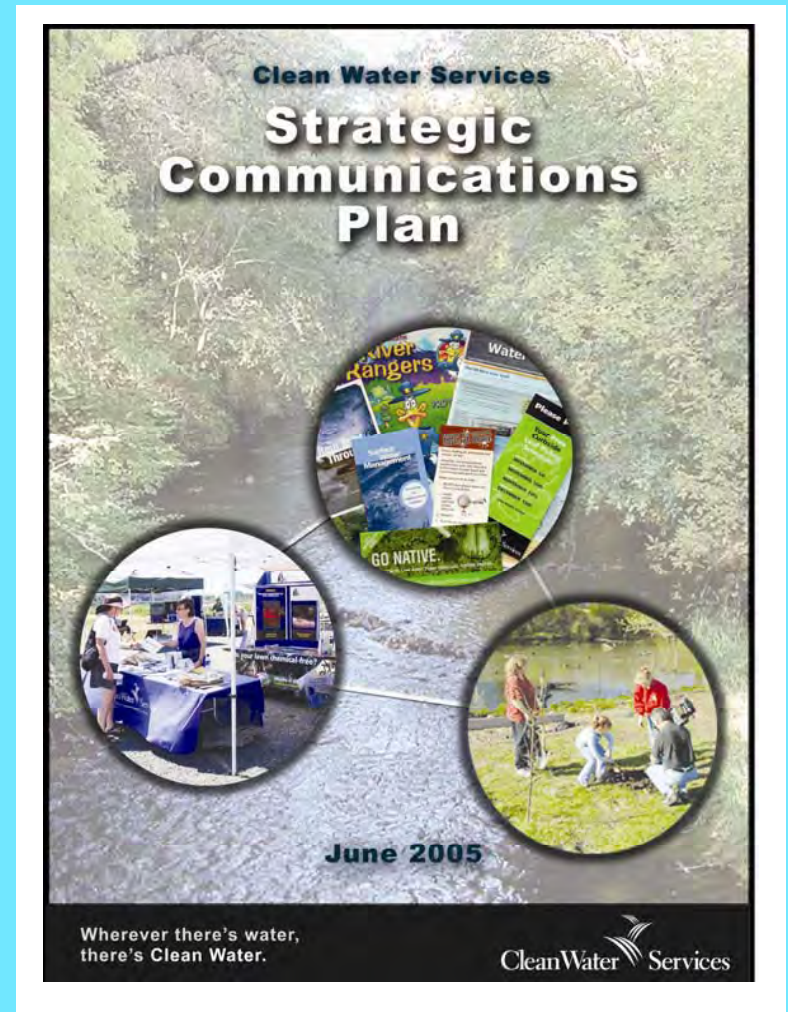
# Goals & Objectives

## Goals

- Listen
- Communicate
- Engage

## Objectives

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



# Why Social Media?

- **52% of adults age 18-64 use social media**
- **Social networking now accounts for 11% of all time spent online in the US**
- **Decline of traditional media**
- **Engage new audiences**
- **Be the media, no message filter**
- **Instant communication**
- **Quick and easy (relatively)**
- **People trust other people**





# Where we are

- Website
- eNewsletters
- Wikipedia
- YouTube
- Twitter
- Google News
- Google Analytics



And aren't yet...

- Facebook
- iPhone apps





# Website

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](#)  
[Bid 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](#)

Wherever there's water, there's Clean Water.

# E-newsletters

## Clean Water Connection

Clean water news you can use

CleanWater Services

### Your hand in water quality

Clean water and a healthy environment are important and we all play a part in protecting these shared resources. Help raise awareness about water quality by celebrating [World Water Day](#) on March 22.



This year's theme, "Clean Water for a Healthy World" focuses on aspects of water quality including water treatment, health and technology.

Get involved:

- Monitor local streams as part of [World Water Monitoring Day](#), which kicks off March 22 and runs through the end of 2010. Community groups, volunteer organizations and classrooms can contact [Ely Teragli](#) to get a free water monitoring kit.
- Take part in restoration or [tree planting](#) in our watershed.
- [Take a tour](#) of one of our award-winning [treatment facilities](#).

### Poison prevention: Stop, drop off and roll

Have you been wondering about the best way to dispose of unwanted or expired medications? Take them to a free drug turn-in event this Saturday, March 13 at the [Hillsboro Police Department](#) or [Beaverton City Hall](#). There will be information on hand about preventing drug abuse and the environmental concerns associated with drug disposal.



### March 2010

#### In This Issue

[Your hand in water quality](#)  
[Poison prevention: Stop and drop](#)  
[Getting up to speed](#)

#### Quick Links

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

#### Did you know?

According to the UN, 2.6 billion people worldwide don't have access to improved sanitation, which leads to contaminated drinking water and illness.

## Clean Water Matters

Leadership. Innovation. Results.

CleanWater Services

### Federal and state grants fund energy efficiency project

Funds from the American Recovery and Reinvestment Act were instrumental in pushing forward an important lighting upgrade at the Durham Advanced Wastewater Treatment Facility. Federal recovery act funds were awarded to projects that met several criteria including long-term energy savings. Clean Water Services packaged the stimulus funds with Energy Trust of Oregon incentives and Business Energy Tax Credits to cover more than 76 percent of the total project cost. Clean Water Services estimates the upgrade will save more than 113,000 kilowatt hours and \$7,400 in annual energy savings. "The lighting technology we're installing is very new and costs more upfront," said Bruce Cordon, water resources analyst. "Without these subsidies to make the investment more affordable, it would take longer for us to adopt these new technologies and reap the significant energy and cost savings."



### Innovations bring profit-making opportunities

At Clean Water Services, scientific research and innovation solves problems, improves processes and now may offer profit-making potential. Rob Baur, senior operations analyst, is the staff inventor charged with using science to figure how to do things better. His latest discovery focuses on improvements to the phosphorous recovery process that also eliminates the build-up of struvite, a problem-causing mineral that affects wastewater treatment plants across the country. Waste Activated Sludge Stripped To Remove Internal



November 2009

#### In This Issue

[Grants fund energy efficiency project](#)  
[Innovations bring profit-making opportunities](#)  
[Harvard highlights Tualatin Basin](#)  
[Workshop promotes low impact development](#)

#### Quicklinks

[Visit our website](#)  
[Clean water tips](#)  
[Native plant finder](#)  
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#### Did you know?

Last year local communities planted nearly 100,000 trees and shrubs in the Tualatin Basin to improve watershed health.

# YouTube

**You Tube**  Search [Browse](#) [Upload](#) [Create Account](#) [Sign In](#)

**Clean Water Services**  
CleanWaterServices's Channel [Subscribe](#) **Uploads**

**Healthy Watersheds for Healthy Communities**  
23 views - 3 months ago

**Wastewater nutrient recycling**  
134 views - 5 months ago

**Lower Tualatin Pump Station**  
13 views - 8 months ago

**Street Sweeping - A Day in the Life**  
14 views - 8 months ago

**Water Supply Project video**  
142 views - 9 months ago

**Cut the Chemicals**  
168 views - 11 months ago

**Can the Wipes**  
165 views - 11 months ago

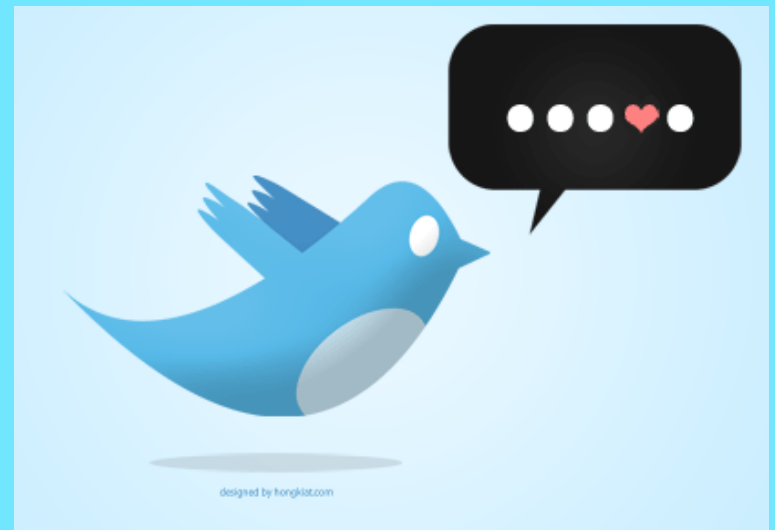
**Healthy Watersheds for Healthy Communities**  
From: [CleanWaterServices](#) | December 29, 2009 | 23 views  
Learn about some of the many uses of water and how we test and treat it for Washington County residents.

Wherever there's water, there's Clean Water.



# Twitter by the numbers

- **54% of Fortune 100 companies are on Twitter for:**
  - News updates (94%)
  - Customer service (67%)
  - Marketing & Promotions (57%)
  - Employee recruitment (11%)
- **As of January 2010:**
  - 23.5 million accounts
  - 50 million tweets a day
  - Growth of 1,100% in 2009



# Why/how we use Twitter



**twitter** Login Join Twitter!

Hey there! **CleanWaterNews** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? **Join today** to start receiving **CleanWaterNews's** tweets.

**Join today!**

Already using Twitter from your phone? [Click here.](#)

 **CleanWaterNews**

Name Clean Water Services  
Location Washington County, OR  
Web <http://www.cleanw...>  
Bio Water resources management utility for 500,000 residents in Washington County OR.

243 594 54  
following followers listed

Tweets 134  
Favorites

Following

RT @TualatinRiver: Weigh in on the future of Oregon's water, Wednesday April 21 in Hillsboro - <http://shar.es/m2fvh>  
about 2 hours ago via TweetDeck

Come learn how social media fits into our overall communications plan next Friday in Vancouver, WA - <http://bit.ly/8YNM8E>  
about 5 hours ago via TweetDeck

Educators & communicators join us at Public Communications Camp, April 9 in Vancouver, WA - <http://bit.ly/8YNM8E>  
1:36 PM Apr 1st via TweetDeck

Oregon Integrated Water Resources Strategy open house today in Gresham - <http://shar.es/mWylU>  
11:53 AM Mar 31st via TweetDeck

Free Rain Garden Workshop Sat, May 8, 11 am - 2 pm at Tualatin River Nat'l Wildlife Refuge register: <http://bit.ly/932DqH>

RSS feed of CleanWaterNews's tweets



**twitter** Login Join Twitter!

Hey there! **RiverRanger** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? **Join today** to start receiving **RiverRanger's** tweets.

**Join today!**

Already using Twitter from your phone? [Click here.](#)

 **RiverRanger**

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

70 186 24  
following followers listed

Tweets 251  
Favorites

Following

From the rain, to the river, to the faucet at home our water moves in one big cycle. Help us keep it clean - <http://bit.ly/caaej2>  
about 6 hours ago via TweetDeck

One more day to download a free copy of the National Geographic special water issue - <http://bit.ly/aMozLr>  
1:34 PM Apr 1st via TweetDeck

RT @TualatinRiver: Oregon Integrated Water Resources Strategy Open House - Gresham March 31 | <http://shar.es/mWylU>  
11:58 AM Mar 29th via TweetDeck

Proving how cool stormwater can be! RT @Dogmanblue: Most surprising tourist attraction in PDX is storm sewer system - <http://bit.ly/d84Y9M>  
7:53 AM Mar 29th via TweetDeck

# TweetDeck

The screenshot displays the TweetDeck application interface with the following sections:

- Search: clean water services**: Contains several tweets, including a charity fundraiser for Clean Water in Haiti, an announcement that MARS was awarded a Clean Water Act contract, and a job opening for a Senior Human Resources Analyst at Clean Water Services in Hillsboro, OR.
- Mentions**: Lists tweets mentioning @CleanWaterNews, such as announcements for a public communications camp in Vancouver, WA, and a charity fundraiser for Earth Month.
- Mentions**: Lists tweets mentioning @RiverRanger, including a tweet about water conservation and a tweet about a water reuse event.
- Direct Messages**: Shows messages from users like kimorgan, AlwaysWater5m, and WQVA.


At the bottom of the interface, it shows "Last Updated: 16:21 with 0 tweets / next update 16:22" and "Twitter Status for account CleanWaterNews: All Good What does this mean?".

Wherever there's water, there's Clean Water.



# 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**



POLLUTED RUNOFF FOR KIDS! Get yours for free. US EPA - <http://shar.es/Xv4u>  
7:54 PM May 28th from ShareThis.com

Low Impact Development Video | Polluted Runoff (Nonpoint Source Pollution) | US EPA - <http://shar.es/XtS4>  
7:35 PM May 28th from ShareThis.com

Summer Camp Starts June 22 <http://www.tualatinriverkee...>  
6:51 PM May 28th from ShareThis.com

Photo and notes by Randy May 5/27/09 Suds in Tuallatin River near Rock Creek Waste Treatment Plant A white <http://twitgoo.com/bv9l>  
2:37 AM May 28th from twitgoo

Pulling Together the Pieces of the Stormwater Puzzle | stormh2o.com - <http://shar.es/0PF4>  
9:22 AM May 28th from ShareThis.com

The best natural healer turns out to be nature - OregonLive.com - <http://shar.es/0TfP>  
7:40 AM May 28th from ShareThis.com

A walk by Fanno Creek – how close can you get? - <http://shar.es/0Bzh>  
7:25 AM May 28th from ShareThis.com

RT @EarthShareOR: Show support for Ross Island no-wake zone at public meeting tonight - <http://bit.ly/1aoCt8>  
5:59 PM May 27th from Web

Garlic mustard invasion killing native plants around Portland | Local News | kgw.com | News for Portland Oregon and S...  
<http://shar.es/0etY>  
1:32 PM May 27th from ShareThis.com

20th Annual Tualatin River Discovery Day Is June 27  
<http://www.tualatinriverkee...>  
8:15 AM May 27th from web

# Flow of communication

- E-newsletter
- Twitter
- Oregonlive

## Clean Water Connection

Clean water news you can use

CleanWater Services

### 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 primary, secondary and sometimes even tertiary treatment before it's returned to the river. In the summer months when the river is feeling 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 weep 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](#)
- Plant native plants in your yard
- Volunteer to mark neighborhood storm drains
- Participate in a Tree for All planting
- Pick up after your pets
- Read 50 Ways to Love Your River

### February 2010

**In This Issue**  
[River of love](#)  
[Guide for your garden](#)

### Quick Links

[Visit our website](#)  
[Clean water tips](#)  
[Native plant finder](#)  
[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

### INSIDE TUALATIN

with **The Oregonian**


- [Tualatin Oregon News](#)
- [Tualatin Public Blog](#)
- [Washington County News & Information](#)
- [Clackamas County News & Information](#)

Return daily to Tualatin's new community Web site, managed by [The Oregonian's Phil Manzano](#).

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

**Browse by month:**  
Select a date

### Tualatin Weather

42° F,   
cloudy

[5-DAY FORECAST](#)

### City administration


- [Mayor and city council](#)
- [City manager](#)
- [Municipal Court](#)
- [Tualatin Public Library](#)

### Schools

- [Tiard-Tualatin School District](#)
- [Tualatin private schools](#)
- [Tualatin High School](#)

### Clean Water Services' February newsletter offers tips to protect the Tualatin River

By Bill Oram, The Oregonian  
February 16, 2010, 12:16PM



[View full size](#) [Brant Wojahn/The Oregonian](#)

Two canoers 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 *liking* a river.

And for the Hillsboro-based water management organization, that river is the mighty Tualatin. Clean Water Services celebrated February – this month of love fittingly marking 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 500,000 residents in the residents watershed can help protect the Tualatin River. Among them, becoming a "**Clean Water Hero**", **planting native plants** and **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**

Showing love for the Tualatin River in our Feb. e-newsletter - <http://bit.ly/9tj2f> Get news sent to your inbox - <http://bit.ly/kiUKR>  
8:45 AM Feb 9th via TweetDeck

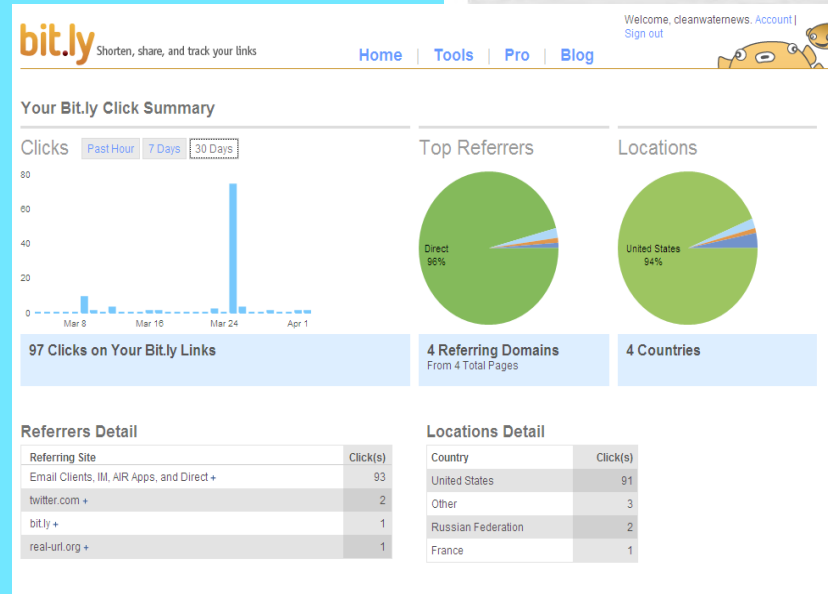
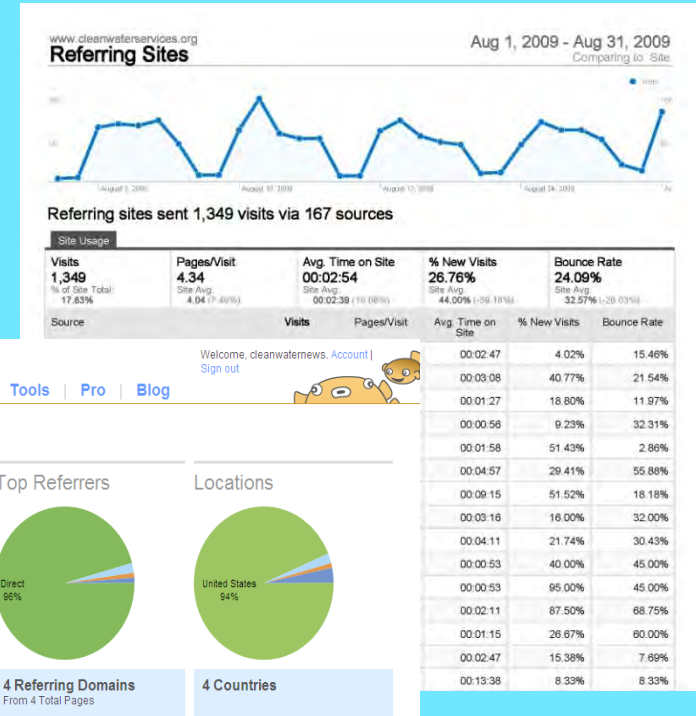


# Twitter Tools & Tips

- **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**

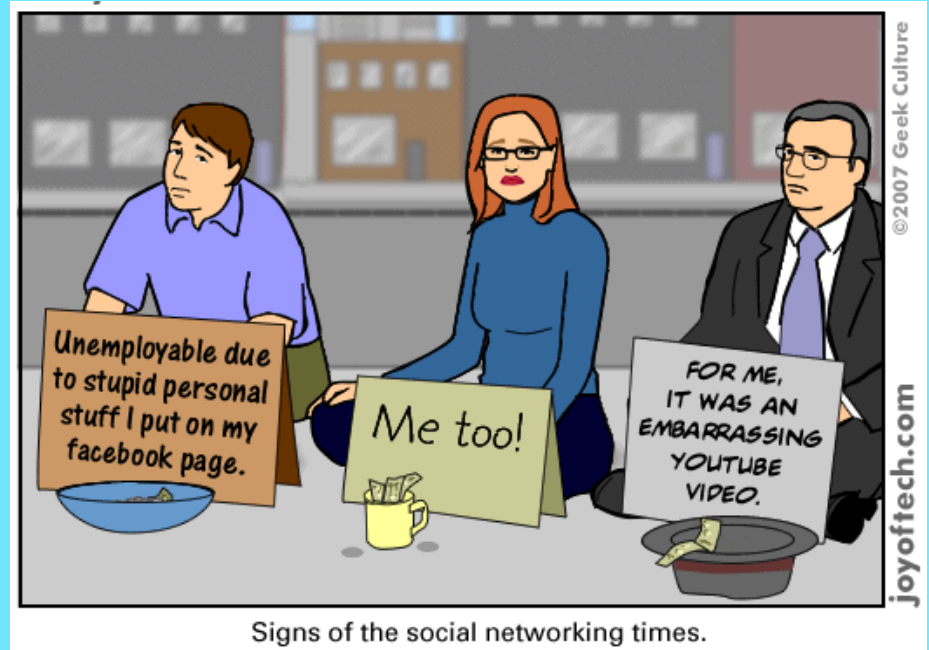
# Measuring Results

- **Twitter**
  - bit.ly
  - TweetBackup
- **E-newsletter**
  - 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](http://www.womma.org/word)
- **PR Daily Newsfeed** – [www.prdaily.com](http://www.prdaily.com)
- **Grist** – [www.grist.org](http://www.grist.org)
- **Portland Water Blog**
- **Red Cross Oregon Tail Chapter**
- **ODOT on YouTube**
- **Twitter.com/CleanWaterNews**
- **Twitter.com/RiverRanger**

# Questions?

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**Thank you!**