

Friend me. Tweet me. Like me. Trending on Social Media

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Northeast Ohio Regional Sewer District, Cleveland, Ohio

@neorsd @WallyWaterdrop



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Water tweetment

Three must-haves for utilities in the age of digital engagement

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UNDERGROUND



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A utility's social media must have

Strategy.

System.

Substance.



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- **Legal issues**
- **Rates** • **New programs**
- **Trust** • **Awareness**



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STRATEGY



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STRATEGY

**How can social
media further your
agency's mission?**



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STRATEGY

- **Mission**
- **Goals**
- **Metrics**
- **Messages**
- **Methods**



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COMMUNICATIONS & COMMUNITY RELATIONS

External Communication and Community Outreach

GOAL

We will communicate to customers, elected officials, policy makers, media, educators, students and the general public who we are, what we do, how we manage our resources and why our work is important to the vitality of the region.

TARGET AUDIENCES

As mentioned above within the goal, target audiences include but may not be limited to:

- Customers
- Elected Officials
- Policy Makers
- Media, local and national
- Educators

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SOCIAL MEDIA OUTREACH

Strategic Plan Alignment: *Customer Service, Organization and Employee Effectiveness*

18

Promoting social media resources as opportunities for customers to find the help they need.

18.1	Track the number of ITL entries addressed via social media.	18.1a	Assess baseline set in 2013 and increase.	John	Ongoing
18.2	Explore new opportunities to use social media to assist our external customers.	18.2a	Feature social media on related customer service webpages and increase ITL entries addressed via social media	John	Ongoing
18.3	Evaluate usability of neorsd.org.	18.3a	Incorporate appropriate questioning into 2015 customer survey.	John	2015
18.4	Continue to populate an editorial calendar for 2014 social media content.	18.4a	Deliver calendar content and messaging for each major social network and report results.	John	Q4 Use 2013 baseline to increase by Q4.
18.5	Use social media in all communication and outreach efforts whenever feasible.	18.5a	Develop the appropriate content to meet specific recruiting needs, and track web traffic or referrals associated with social media.	John	

SYSTEM

A system is **your reliable combination of policies, platforms, and people** that contribute to your success.



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SYSTEM

POLICIES

Ask, Who? and How?
Develop internal guidance documents to keep your activities focused



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SYSTEM

- **Definitions**
- **Management**
- **Dos/Don'ts**
- **Official accounts**
- **Samples**
- **HR/IT?**



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Defining the word “Share”

Shares include tweets and retweets (Twitter), shares (Facebook), or other means of re-linking/re-posting information from other sources within social media or internet platforms.

WHY WE SHARE

Communications & Community Relations (CCR) informs, educates, and responds. Sharing information from other agencies, individuals, businesses or organizations can help the public better understand the issues, influences, concerns, challenges, and opportunities before us as a public clean-water utility.

WHAT WE SHARE:

- NEORSD news (press releases, media, events, photos, job opportunities, project updates, etc.)
- Great Lakes news, information, education, legislation

ACCOUNTS, PERSONALITIES, AND CONTENT

While social media platforms are ever-changing, there are basic practices we encourage on all accounts.

Engage. We strive for personal voices, images, and content encouraging followers to seek us for answers and interaction as needed.

Educate. How can we share our messages in a way that informs decisions and leads followers to action?

Entertain: Humor, heart, emotion, trending topics, how can we use these to make our messages timely and relevant to a general audience?

Use visuals. Tell stories. Use examples. Serve the customer.



www.neorsd.org/disclaimer.php

Northeast Ohio Regional Sewer District

SHARE | SEARCH GO

HOME	
About us	+
Programs	+
Customer Service	+
Business with us	+
Project Clean Lake and CSO consent	+

Social media disclaimer

Our social media accounts are not actively monitored 24/7/365, especially after normal business hours, on weekends, and on holidays. Do not use social media to report emergencies or for specific billing or account inquiries. In the event of an emergency, please call our office at (216) 881-8247. Water main breaks should be reported to Cleveland Water at (216) 664-3060.

Retweets, follows, and other social shares do not necessarily equate to an endorsement of a post in particular or the person, group, or organization in general. NEORSD is not responsible for any external content. Opinions expressed on the personal social media accounts of individuals connected to the District do not necessarily reflect those of the Northeast Ohio Regional Sewer District. Only official Northeast Ohio Regional Sewer District social media accounts should be inferred to represent the opinion of the District.

By posting your comments or other work on our social media channels, your post becomes public record, and you grant NEORSD and anyone viewing the NEORSD irrevocable permission to copy, distribute, make



SYSTEM

PLATFORMS

All social media are not created equal. Which are right for your message, audience, and abilities?



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PLATFORMS

When resources are limited, pick a platform, plan, and master it.

Stats via expertise.com @neorsd

Number of Users

Best Used For



936 million daily users²

Flexible content sharing and detailed ad targeting



302 million monthly users³

Sharing text images and videos to easily engage customers



364 million members⁴

Publishing long-form content and connecting with professionals



1 billion total users⁵

Sharing video content and advertising through Google AdWords



6 million monthly users⁶

Ranking in Google search and maps



40 million monthly users⁷

Analytics supported image sharing and advertising



300 million monthly users⁸

Mobile-focused image sharing and advertising

	Author	Facebook	Twitter	LinkedIn	Google+	Instagram
Monday						
Third-party post						
Blog post						
Picture						
Promotion						
Tuesday						
Third-party post						
Blog post						
Picture						
Promotion						
Wednesday						
Third-party post						
Blog post						
Picture						
Promotion						
Thursday						
Third-party post						
Blog post						
Picture						
Promotion						
Friday						
Third-party post						
Blog post						
Picture						
Promotion						



SYSTEM

PEOPLE

**Social media requires
timing and trust. Before
you earn your customers',
do you have your team's?**



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SYSTEM

PEOPLE

- **Who do you trust to respond?**



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SYSTEM

PEOPLE

- **Who do you trust to respond?**
- **Social is 24/7. Anticipate your followers' expectations.**



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SYSTEM

PEOPLE

- **Who do you trust to respond?**
- **Social is 24/7. Anticipate your followers' expectations.**
- **Content creation, interaction, being timely takes time.**



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SUBSTANCE

Give your followers substance.

Engage them.

Educate them.

Entertain them.



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SUBSTANCE

ENGAGE

**Think sandbox,
not soapbox.**



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NE Oh Regional Sewer

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Following

BREAKING: Court has ruled we have authority to manage a regional [#StormwaterProgram](#). Details to follow.

Court News Ohio @courtnewsOhio

Cleveland area sewer district allowed to manage stormwater and charge a fee ow.ly/SeK3h

RETWEETS

11

FAVORITES

2



Where will people talk about you? Go there.



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SUBSTANCE

EDUCATE

**What are your messages,
and what action do
you require from your
followers?**



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dogscantflush.org @neorsd

SUBSTANCE

ENTERTAIN

**You are competing
with everything. Make
your content count.**



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SUBSTANCE

ENTERTAIN

Wit rolls downhill.



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ISSUES

I'm starting a movement.

#RespectTheFlush
Imagine a Day Without Water
October 6-8, 2015
neorsd.org/ValueWater



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TRENDING TOPICS



Spokesdrop, NEORSD
@WallyWaterdrop



Following

No, a [#Sharknado3](#) wouldn't happen in Great Lakes. But lampreys are the stuff of nightmares. [neorsd.blogspot.com/2015/07/trends ...](http://neorsd.blogspot.com/2015/07/trends...)



Don't fear a #Sharknado. But the sea lamprey?



SUBSTANCE

Share the love.

@DCwater

@ALwaterChief

@SFwater

@GeorgeHawkinsDC

@NACWA

@SCE

@DenverWater

@MiamiUCU

@mySAWS

@TheValueofWater

Tweet @WallyWaterdrop and share yours



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Slide deck, links, and samples available
neorsd.org/amwa



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