

SOCIAL MEDIA BEST PRACTICES

Sara Cefalu

City of Sunnyvale

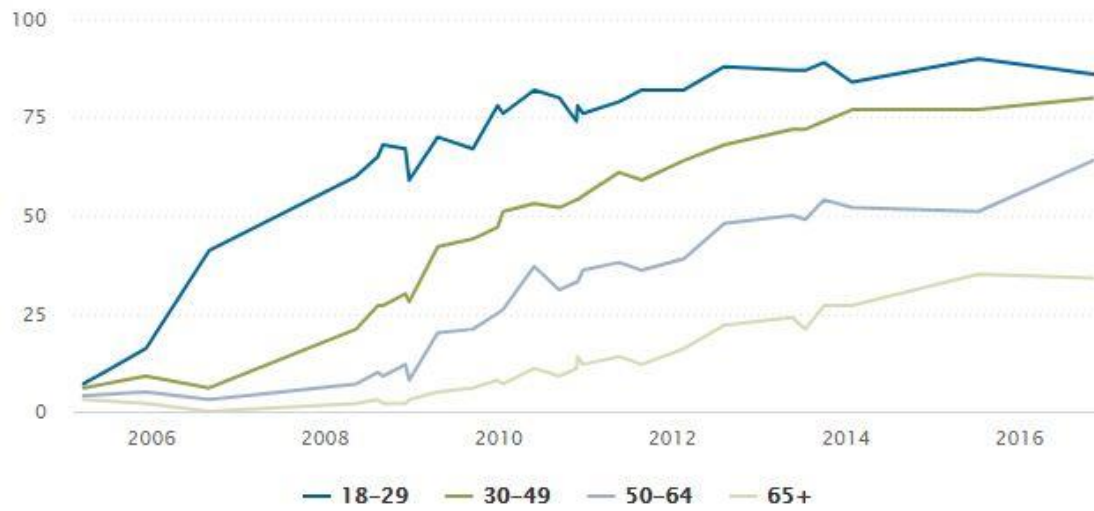
Environmental Services Department

Why Use Social Media?

- Access new voices
- Encourages two-way communication
- Quick way to get information out to community members
- “Humanizes” agencies, increases transparency

Why Use Social Media?

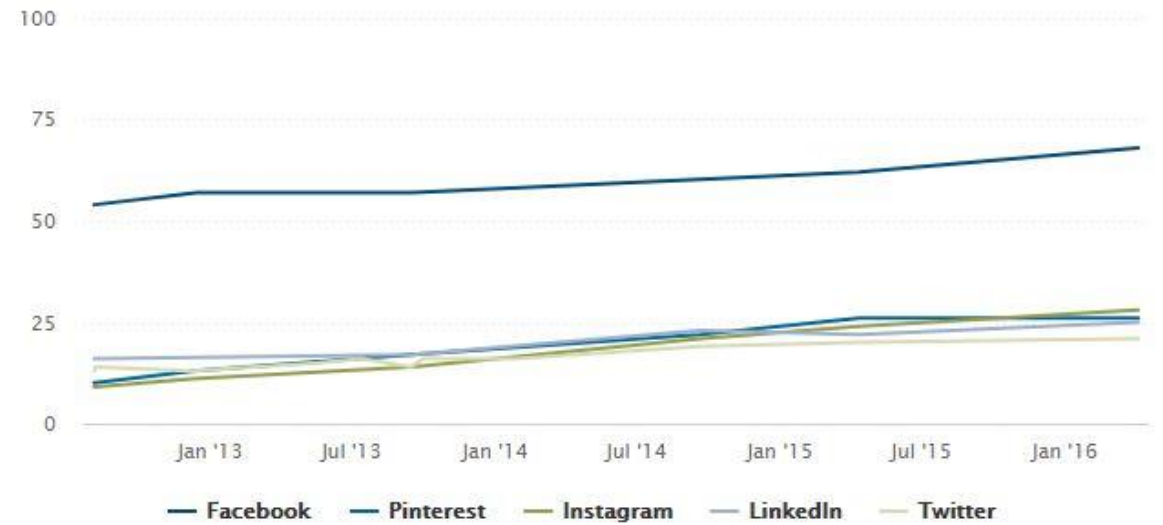
% of U.S. adults who use at least one social media site, by age



Source: Surveys conducted 2005-2016.

PEW RESEARCH CENTER

% of U.S. adults who use ...



Source: Surveys conducted 2012-2016.

PEW RESEARCH CENTER

Monthly Users (Sept. 2017)



- Facebook: 2 billion



- YouTube: 1.5 billion



- Instagram: 700 million



- Twitter: 328 million



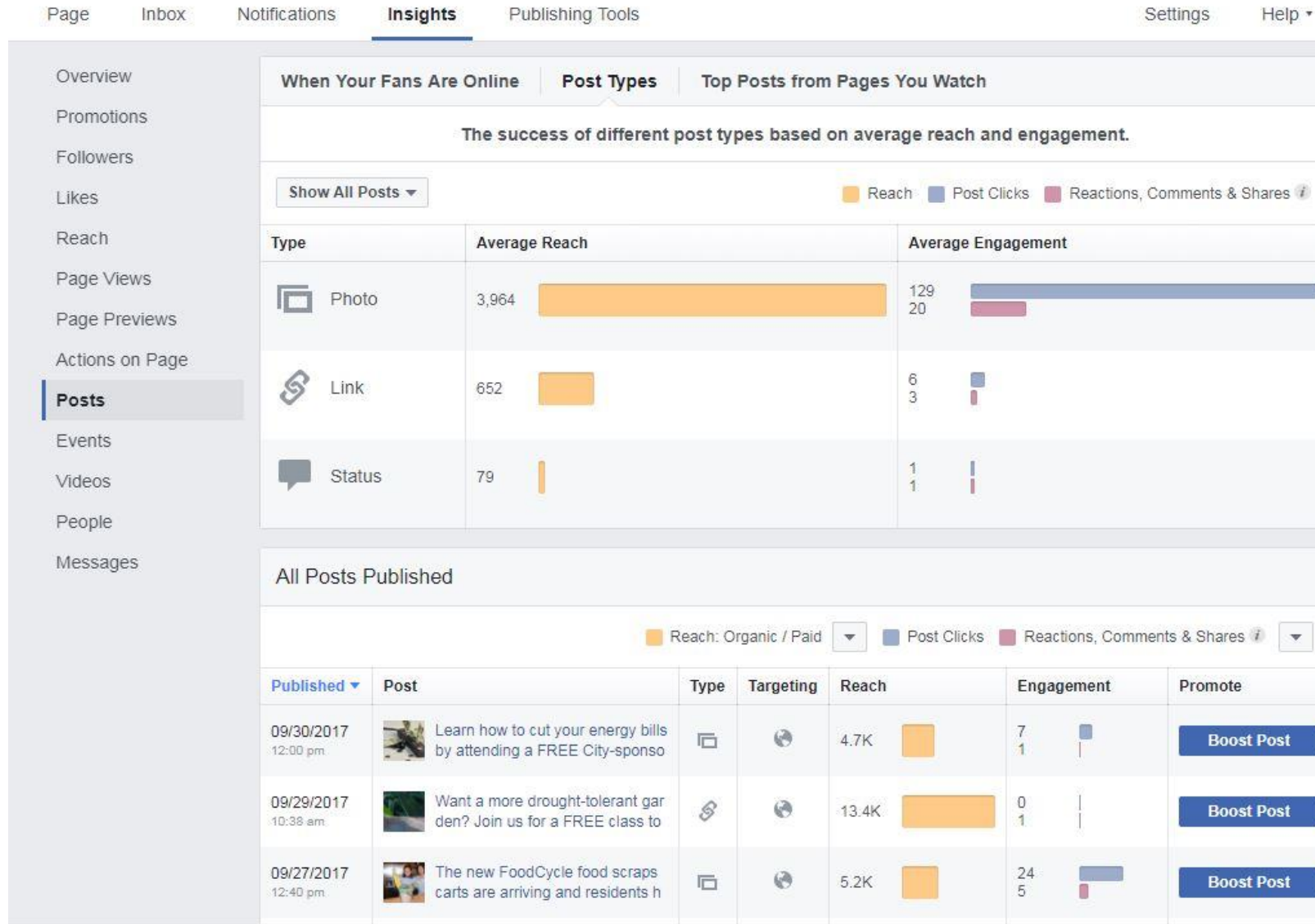
- Snapchat: 200 million

Social Media Strategy

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P |
|----|-----|--|--------------------------|----------------------|-----------------------|---|----------------------|--|---|----------------------------|--|---|---------------------------------------|--|---|---|
| 1 | No. | Tactic | January | | | | February | | | | March | | | | | Notes |
| 2 | | | Week 1 (1/1-1/7) | Week 2 (1/8-1/14) | Week 3 (1/15-1/21) | Week 4 (1/22-1/28) | Week 1 (1/29-2/4) | Week 2 (2/5-2/11) | Week 3 (2/12-2/18) | Week 4 (2/19-2/25) | Week 1 (2/26-3/4) | Week 2 (3/5-3/11) | Week 3 (3/12-3/18) | Week 4 (3/19-3/25) | Week 5 (3/26-4/1) | |
| 3 | A | Gain Partnerships | | | | | | | | | | | | | | |
| 4 | A1 | Contact partners | X | | | | | | | | | | | | | |
| 5 | A2 | Like/follow potential partners on Facebook | | X | | | | | | | | | | | | |
| 6 | B | Increase likes | | | | | | | | | | | | | | |
| 7 | B1 | Create business cards with link to Facebook | X | | | | | | | | | | | | | |
| 8 | B2 | Have ESD staff include link in email signature | X | | | | | | | | | | | | | Send draft email to Elaine |
| 9 | B3 | Send email to neighborhood associations | | X | | | | | | | | | | | | |
| 10 | B4 | Likes contest: post to Nextdoor, email volunteers | | | X | | | | | | X | | | | | Discuss forums to promote contest |
| 11 | B5 | Holiday Posts | 1/1 New Years Post | | | | | | 2/14 Valentine's Day Post | | | | | | | |
| 12 | B6 | Post to promote events | | | | | | | | 2/25 Farmers Market | | | 3/15 Mercury Thermo/ MedDrop | 3/25 World Water Monitoring Challenge | Promote upcoming Earth Day Poster Contest | For each event, 1-2 posts (one the week before and one the day of) |
| 13 | B7 | Facebook Live & post pictures during events | | | | | | | | Pic of booth @farmar | | | | 3/25 World Water Monitoring | | |
| 14 | C | Increase Sharing/Reach | | | | | | | | | | | | | | |
| 15 | C1 | Share City/local events & tie in environmental message | X | X | X | X | X | X | X | X | X | X | X | X | X | |
| 16 | C2 | Reach out to staff for photos from the field | | | | Email Cameron for picture of plant | | Email Lisa for picture of schools program | Ask Sandy for pic of worm bin? | | Email someone for pic from SMART | Ask for pic of storm drain work? | | | | |
| 17 | C3 | Photo contest (April - tie in with Earth Day) | | | | | | | | | | | | | Promote photo contest | Have people submit photos of their sustainable actions in Sunnyvale; likes contest for top photos |
| 18 | C4 | Share relevant articles | X | X | X | X | X | X | X | X | X | X | X | X | X | Articles from valid sources regarding pollution prevention, energy efficiency, or zero waste |

FACEBOOK TOOLS

Insights



Insights

Page

Inbox

Notifications

Insights

Publishing Tools

Settings

Help ▾

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

People

Messages

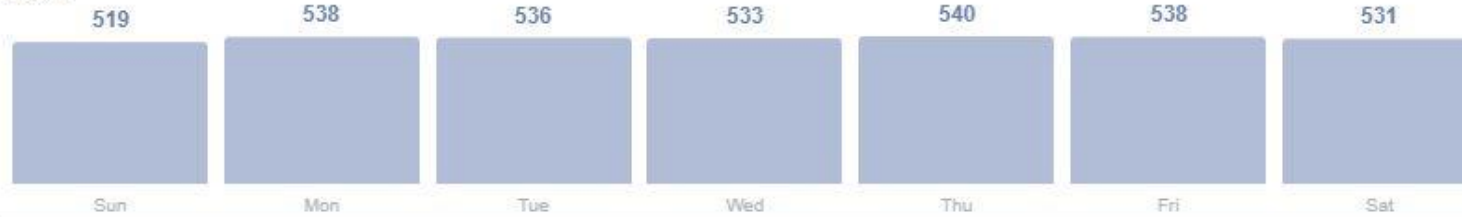
When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES




Boosts

Boost Post

OBJECTIVE

What results would you like from this post?

 **Website visits: encourage people to visit your website** [Change](#)
[What's this?](#)

POST BUTTON (Optional)


Add a button to your post [?](#)

[Learn More](#) ▾

This button will lead to the link in your post.

AUDIENCE

Audience 1 [Edit](#)

 Your audience selection is **great!**


Location: United States: Sunnyvale California
[More](#) ▾

People you choose through targeting

People who like your Page


DESKTOP NEWS FEED

MOBILE NEWS FEED

 **Sunnyvale Environmental Services** [Like Page](#)

Sponsored · [?](#)

Join us tomorrow for a FREE Rainwater Harvesting class!
Learn how to create and maintain a rainwater storage system for irrigation.
Saturday, Sept. 23... [See More](#)



Landscape Classes

Learn how to garden beautifully while reducing your water use. BAWSCA's Landscape Educated Classes are designed to introduce homeowners, commercial property managers, landscape service providers, and others to the concepts of...

[BAWSCA.ORG](#) [Learn More](#)

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[Settings](#) | By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

WHAT WE'VE DONE



Sunnyvale Environmental Services

April 17 · 🌍



In honor of Earth Month, we want to help spread awareness about sustainability. Help us reach our goal of 700 likes by sharing our page with your friends!



572 people reached

[Boost Post](#)



Like



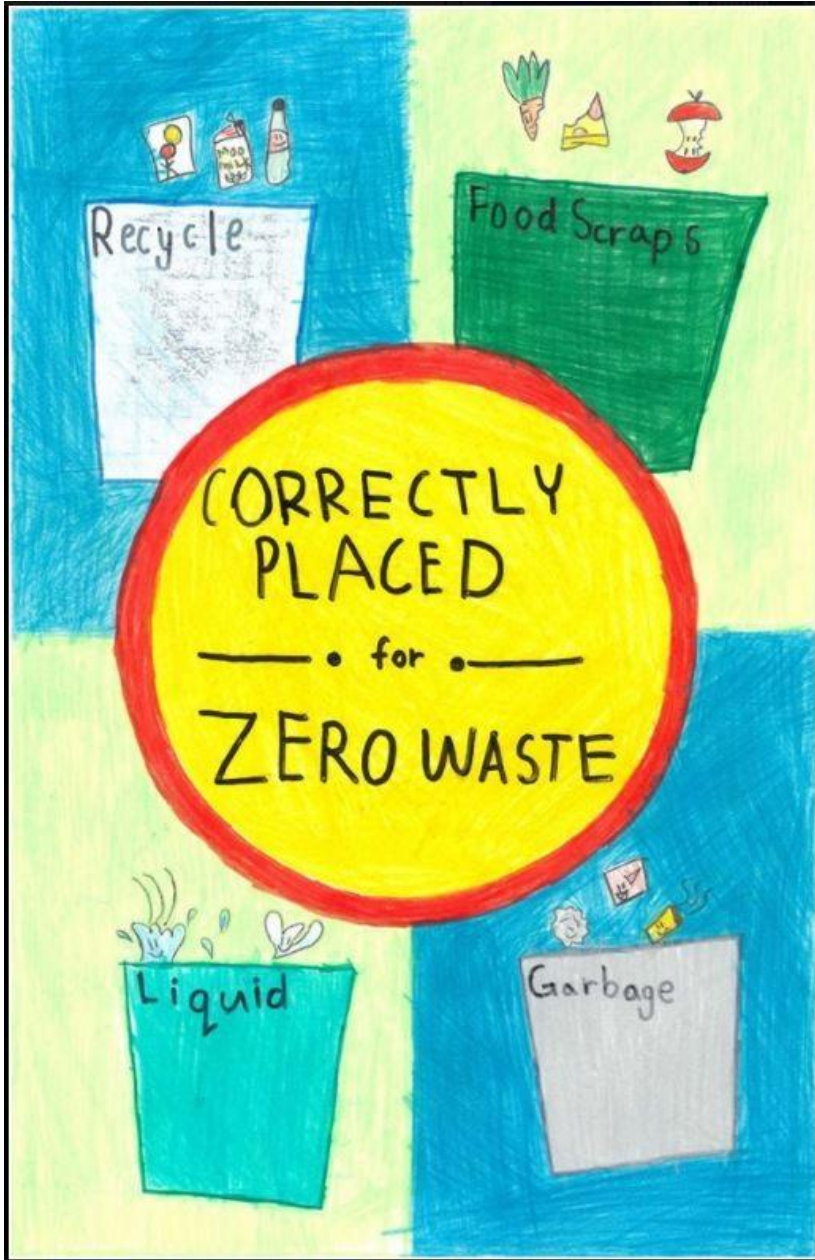
Comment



Share



[Sunnyvale Environmental Services](#), [Tommy](#) and 8 others



Sunnyvale Environmental Services

Like This Page · June 10 ·

Check out this awesome poster from our Earth Day Poster Contest in April. We're so excited that Sunnyvale youth is taking the lead on zero waste!

Poster by Kiki Yoshimoto of Cherry Chase Elementary.

Tag Photo Add Location Edit

518 people reached

Boost Post

Like Comment Share

17

Chronological



Jon Boswell Maynard did you see this??

Like · Reply · Message · 1 · June 11 at 12:04am

1 Reply



Write a comment...



Suggested Pages

See All



Jiva Creative, LLC

147 people like this.

Like



Sunnyvale Environmental Services added 2 new photos.

January 20 ·

Do you drive an electric vehicle? Sunnyvale recently installed four new public EV charging stations that are available for use. Two charging stations are located in the Civic Center area along All America Way, one in the CalTrain parking garage, and one station was added to the 200 W Evelyn Garage (under Plaza del Sol). The stations can be activated through a ChargePoint member card, ChargePoint mobile app, or credit card. The City Council has adopted a \$1.50 per hour use fee for these public stations.



TIP OF THE WEEK



💧 Recycle Unwanted Paint

Do you have unused paint that needs to be disposed of? It can be dropped off for recycling at Kelly Moore and Orchard Supply Hardware locations in Sunnyvale and the SMaRT Station[®] (Monday – Friday, residents only). Empty cans of paint should be placed in the garbage.





Sunnyvale Environmental Services

September 7 at 4:08pm · 🌐

New FoodCycle carts arriving soon!

Specialty Solid Waste & Recycling will be delivering new FoodCycle (food scraps) carts to Sunnyvale residents of single-family homes and mobile home parks during an eight-week citywide roll-out between Sept. 11 and Nov. 3.

During this rollout period, simply continue to place your garbage cart at the curb on your regular collection day until it is replaced with the new split cart. Residents will also receive a countertop pail, a roll of plast... See More



31,981 people reached

Boost Post

Like Comment Share

██████████, ██████████ and 36 others

Chronological

26 Shares

██████████ What is the difference between food scraps and garbage?

Like · Reply · Message · September 7 at 5:17pm

City of Sunnyvale, California (Government) Complete list of food vs. garbage is here: <https://sunnyvale.ca.gov/property/recycling/scrap.htm>

Sunnyvale, CA - Food Scrap Recycling

A new Food Scraps Collection Program has been implemented for residents in single-family homes in Sunnyvale. The program was expanded citywide after a successful pilot in 2015 in which residents received a split cart (a cart with two compartments) for separating food scraps from garbage.

SUNNYVALE.CA.GOV

Like · Reply · Message · Remove Preview · 1 · September 8 at 12:56pm

Write a reply...

██████████, the idea is no glass?

Like · Reply · Message · September 8 at 5:19am

City of Sunnyvale, California (Government) Only food in the yellow side of the cart. Glass still goes in the recycling cart on the side for containers.

Like · Reply · Message · September 8 at 12:55pm

Write a reply...

Sunnyvale Silicon Valley Chamber of Commerce Hi, The Sunnyvale Public Library is having a community meeting on Sept 13 that might interest folks. Here is also a link on their site that provides good information on the program: <https://sunnyvale.ca.gov/property/recycling/scrap.htm>

Like · Reply · Message · 1 · September 8 at 9:54am

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Best Practices

- Know your audience
- Keep it short
- Post consistently, but moderately
- Schedule posts
- Personality is important
- Sound like one person
- Use eye catching photos & videos
- Use of humor/relevant material/current events
- Make lists – people like lists (17 ways to live & save green this holiday season)
- Promote single, simple, doable behaviors (tip of the week)

Tools

- **Socialmediaexaminer.com**
 - Up-to-date research and articles on how to best use social media for marketing
- **Hootsuite**
 - Manage all of your social media in one place
 - Educational courses on social media trends, strategies to grow your audience, etc.
- **Bit.ly**
 - Tool to shorten links
- **Canva**
 - Graphics
- **Phonto**
 - Text on photos
- **Adobe Spark**
 - Graphics, videos

Thank You!

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