

#TECH FOR COMMUNITY ENGAGEMENT

BUILDING A SUSTAINABLE FUTURE: STRATEGIES FOR A SUCCESSFUL COMMUNITY

NOVEMBER 11, 2017

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WHY SOCIAL MEDIA?



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SOURCE FOR INFO

- ▶ TV is now the #1 source for news and information
- ▶ Print Newspaper Readership is in decline
- ▶ Online services and social media is the now

NEWSPAPERS

Age 18-24: 16%

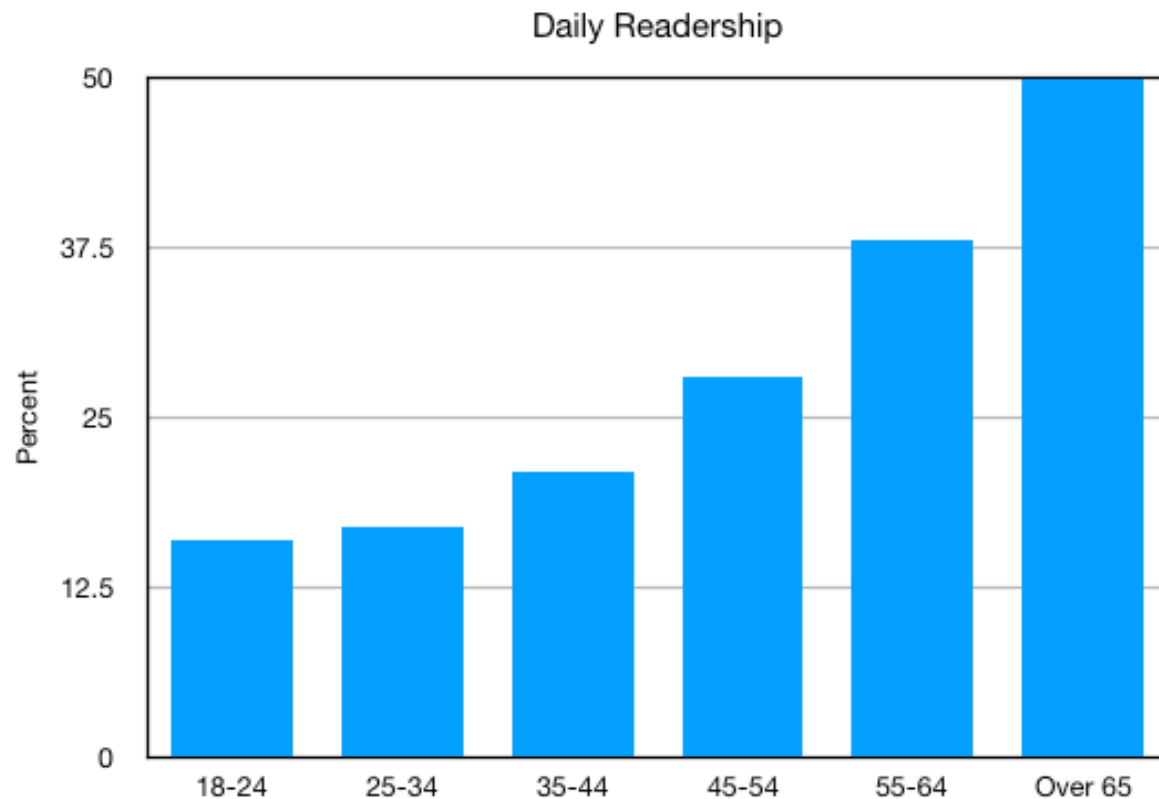
Age 25-34: 17%

Age 35-44: 21%

Age 45-54: 28%

Age 55-64: 38%

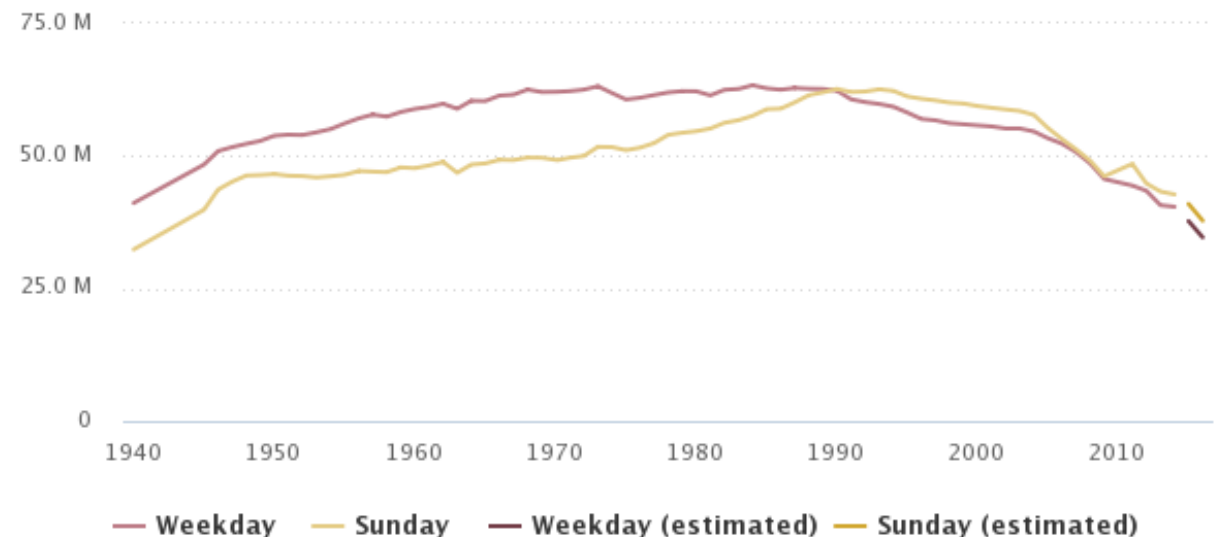
Age 65+: 50%



Newspaper readership has declined from 65M in 1990 to less than 35M in 2015

Total estimated circulation for U.S. daily newspapers

Total circulation for U.S. daily newspapers



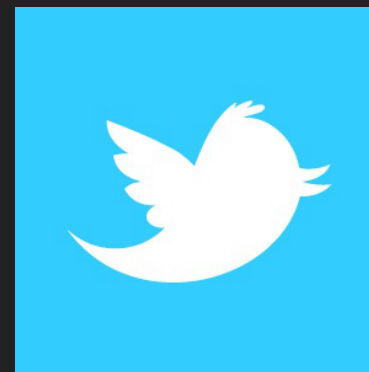
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SOCIAL MEDIA

- ▶ In 2017 about 66% of adults get “at least some of their news on Social Media”
- ▶ 55% over age 50 are using social media
- ▶ Facebook Top Site and best for Millennials and Gen-X

SOCIAL MEDIA

- ▶ Facebook
- ▶ Twitter
- ▶ Instagram
- ▶ YouTube
- ▶ MailChimp
- ▶ Wordpress



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#HASHTAGS

- ▶ Enables you to identify other posts/tweets using the same #hashtag
- ▶ Trending - many using the same #hashtag
- ▶ Builds/expands your audience to others also interested in the same topics
- ▶ Make sure to include #TechforCommunityEngagement to your posts and tweets about today's events

FACEBOOK



- ▶ 1.9 Billion Users
- ▶ Platform to share photos, weblinks, videos, and events
- ▶ Facebook controls who sees your post
- ▶ Engagement is key - Likes, shares and Comments
- ▶ Followers will “unlike” your page if you post too much

FACEBOOK



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

- ▶ Create a page for your green team
- ▶ Include your logo as your profile picture
- ▶ Cover photo can change often
- ▶ Opt in to have your page recommended
- ▶ Have multiple admins

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FACEBOOK



- ▶ Keep content brief and include photos, links and video to catch the reader's attention
- ▶ Remember everyone loves cute animals
- ▶ Use "Wow" photos
- ▶ Include your logo



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FACEBOOK



- ▶ Invite friends to like and follow your page
- ▶ Monitor insights
- ▶ Use #Hashtags
- ▶ Use @pagename to mention other pages
- ▶ Facebook will let you “Boost” your post for \$\$

TWITTER



- ▶ Great for breaking news
- ▶ 317 Million users although most never tweet
- ▶ Tweets limited to 140 characters but shorter is better
- ▶ The lifespan of a Tweet is 90 minutes so you need to tweet 4-6 times a day
- ▶ Retweeting - #Hashtags and photos help

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TWITTER

- ▶ Today's Perfect Tweet;
Great day networking
with other Green
Teams and
[@SustainableJersey](#)
[@RowanBurlington](#)
[#Techforcommunityen](#)
[gagement](#)



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INSTAGRAM



- ▶ Picture focus
- ▶ 700 million users predominately female
- ▶ 90% of Instagram users are under 35
- ▶ Fastest growing
- ▶ Uses #Hashtags

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INSTAGRAM

- ▶ Choose a Business account to enable analytics!
- ▶ Tag related organizations!



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YOUTUBE



- ▶ Platform to share videos -create YouTube channel
- ▶ 1 Billion users (mostly male)
- ▶ 2 million video views per minute
- ▶ YouTube reaches more 18-49 than any cable network

MAILCHIMP

- ▶ Free mailing list application
- ▶ Email newsletters and events
- ▶ Create mailing lists and sublists
- ▶ Provides Analytics
- ▶ Integrates with social media



MAILCHIMP



TriCSA Update

[Edit name](#)



To

Send to all subscribed contacts in the list TriCounty Sustainability Alliance - Full list. [526 recipients](#)

[Edit Recipients](#)



From

The TriCounty Sustainability Alliance • TheTCSA@gmail.com

[Edit From](#)



Subject

What's the subject line for this campaign?

[Add Subject](#)



Content

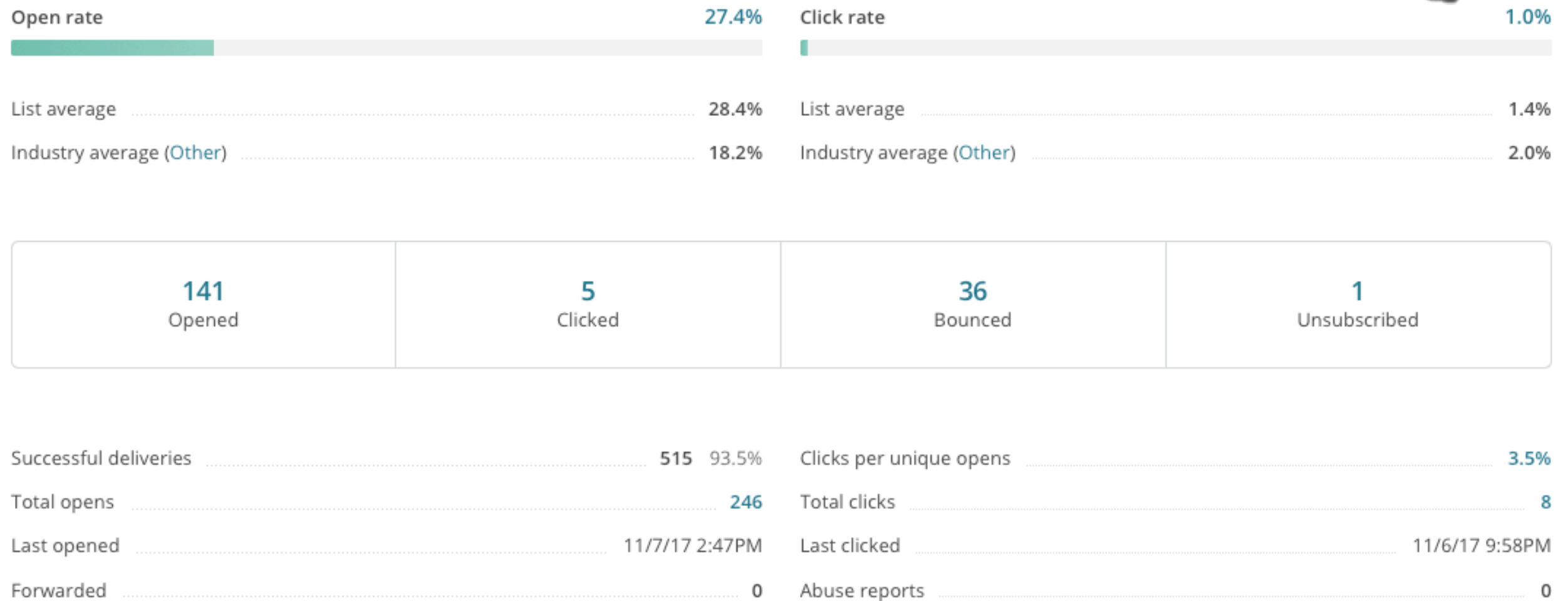
Design the content for your email.

[Design Email](#)



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MAILCHIMP



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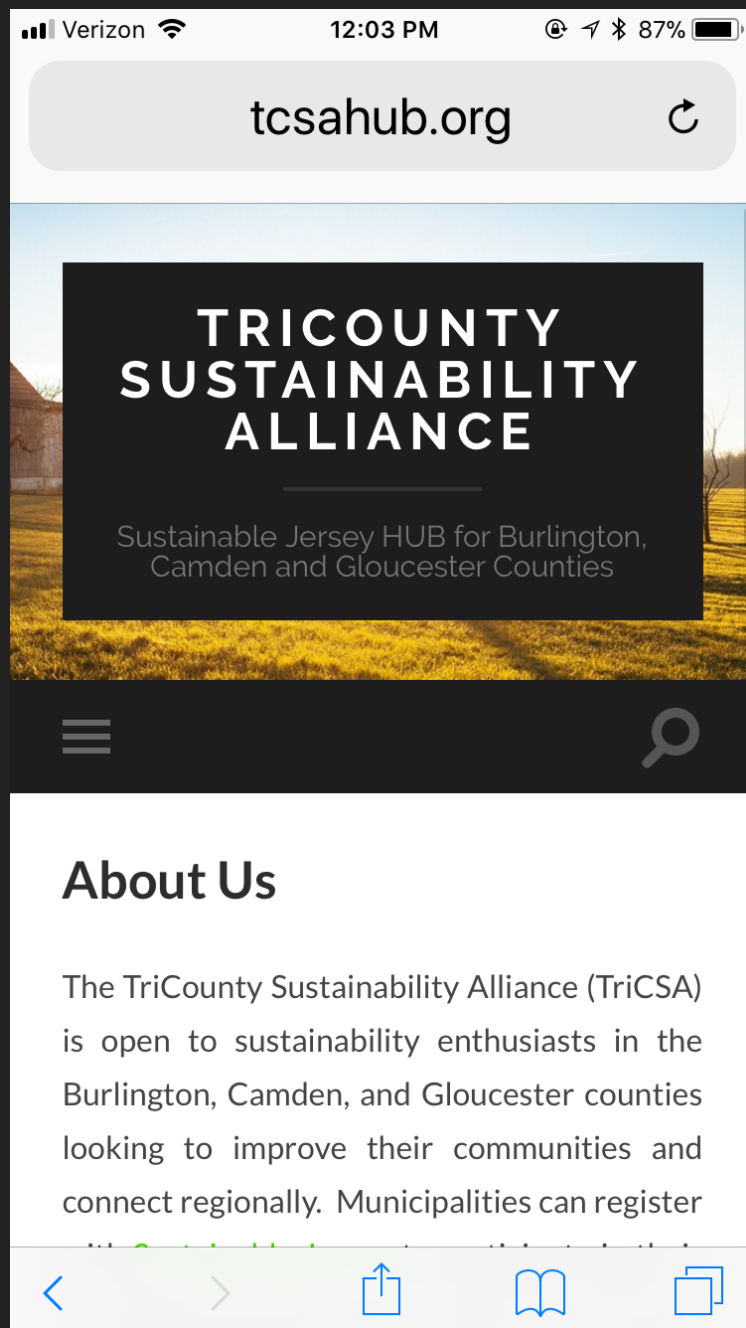
WORDPRESS



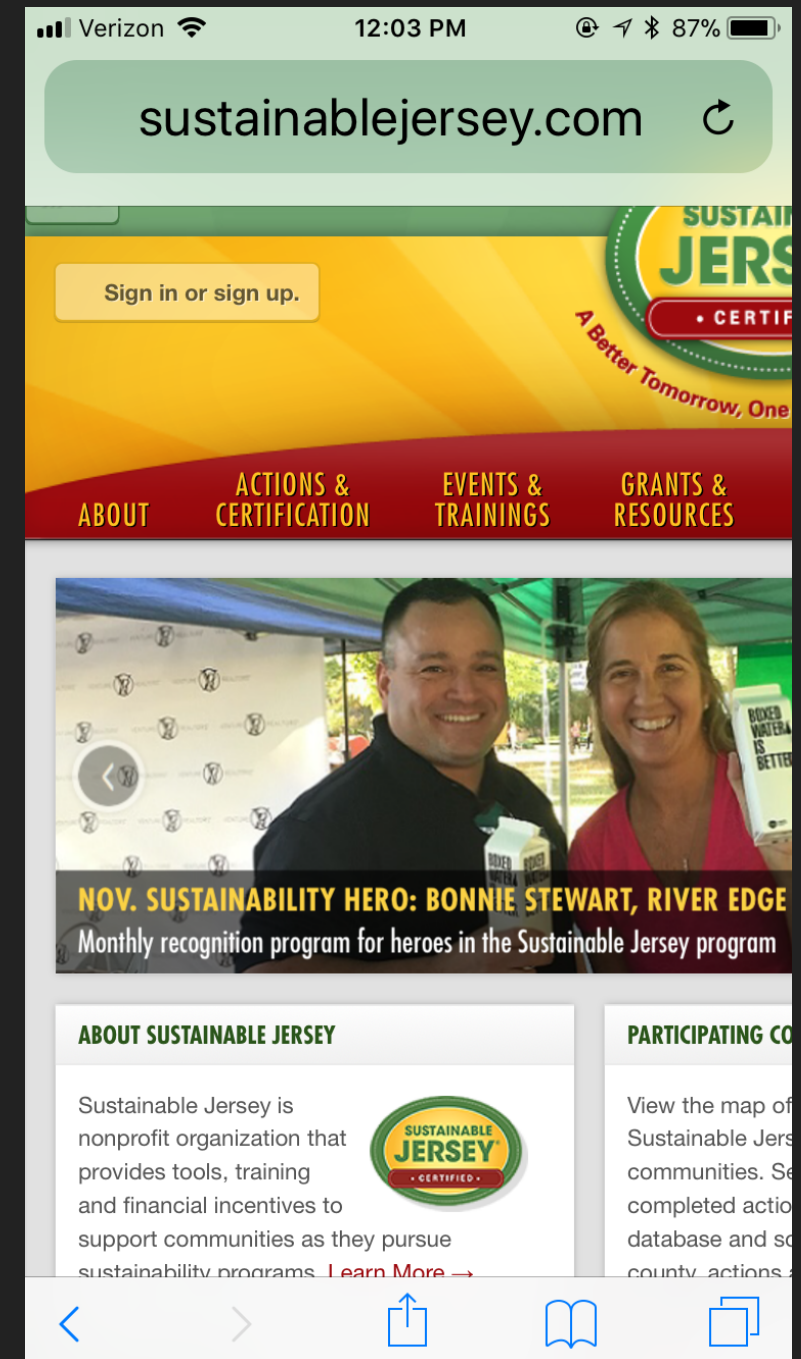
- ▶ Searchable
- ▶ wordpress.com provides free version to create your own website
- ▶ You maintain content
- ▶ Place to store media
- ▶ Easy to "Blog" or post
- ▶ Integrates with social media

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WORDPRESS



- ▶ 30% use a mobile device to access our website.
- ▶ Desktop computers are still the top viewer with 66%
- ▶ Make sure your website has "responsive layout"



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WEBSITES



- ▶ Live Demo
- ▶ Create a post on our website www.tcsahub.org include a photo of today's event using our #hashtag
- ▶ It will post directly to our facebook page and we'll edit the post to add @pagenames

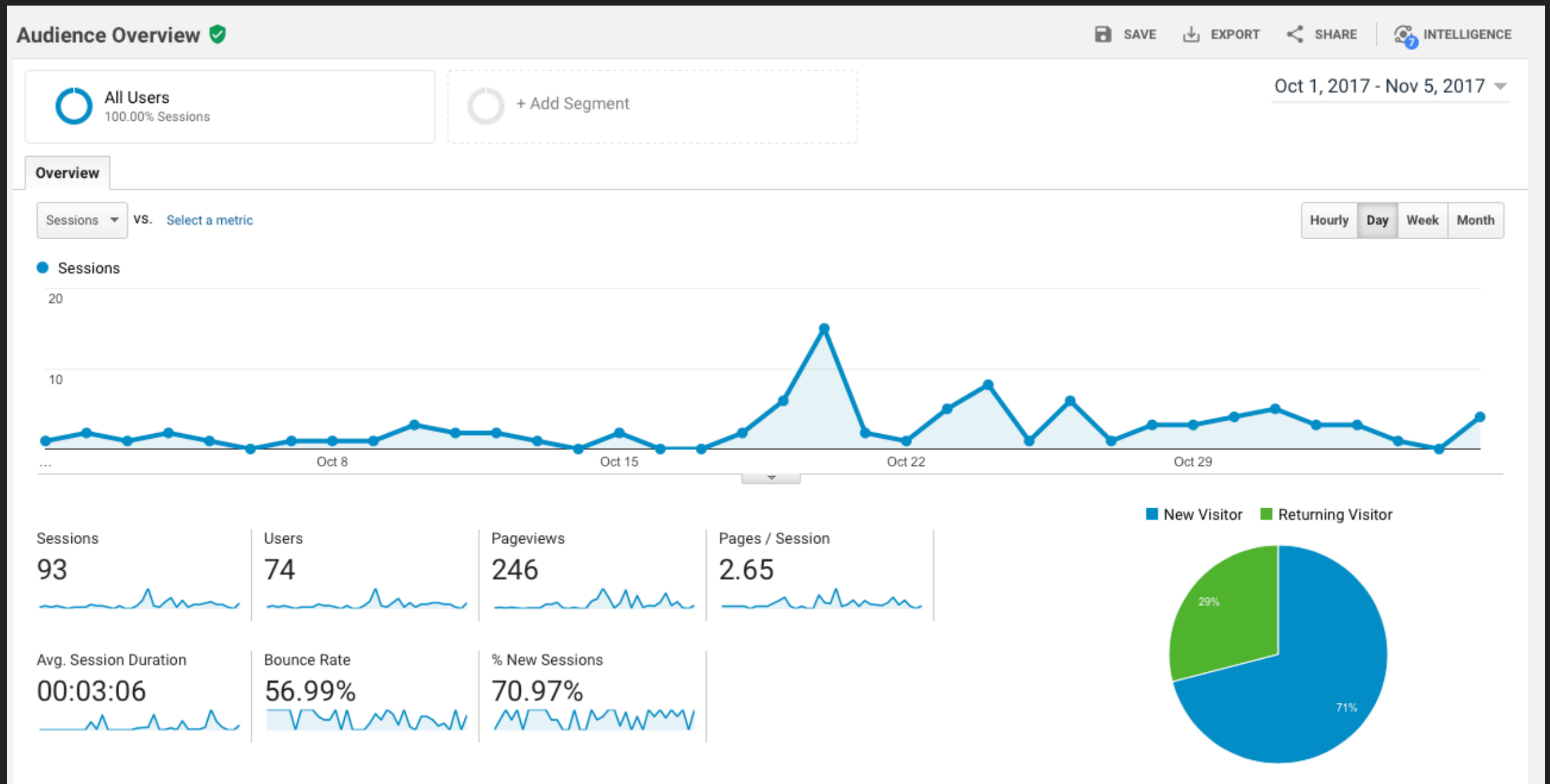
GOOGLE ANALYTICS

- ▶ Free service
- ▶ Provides insight on:
 - Audience
 - Traffic
 - Behavior
 - and more



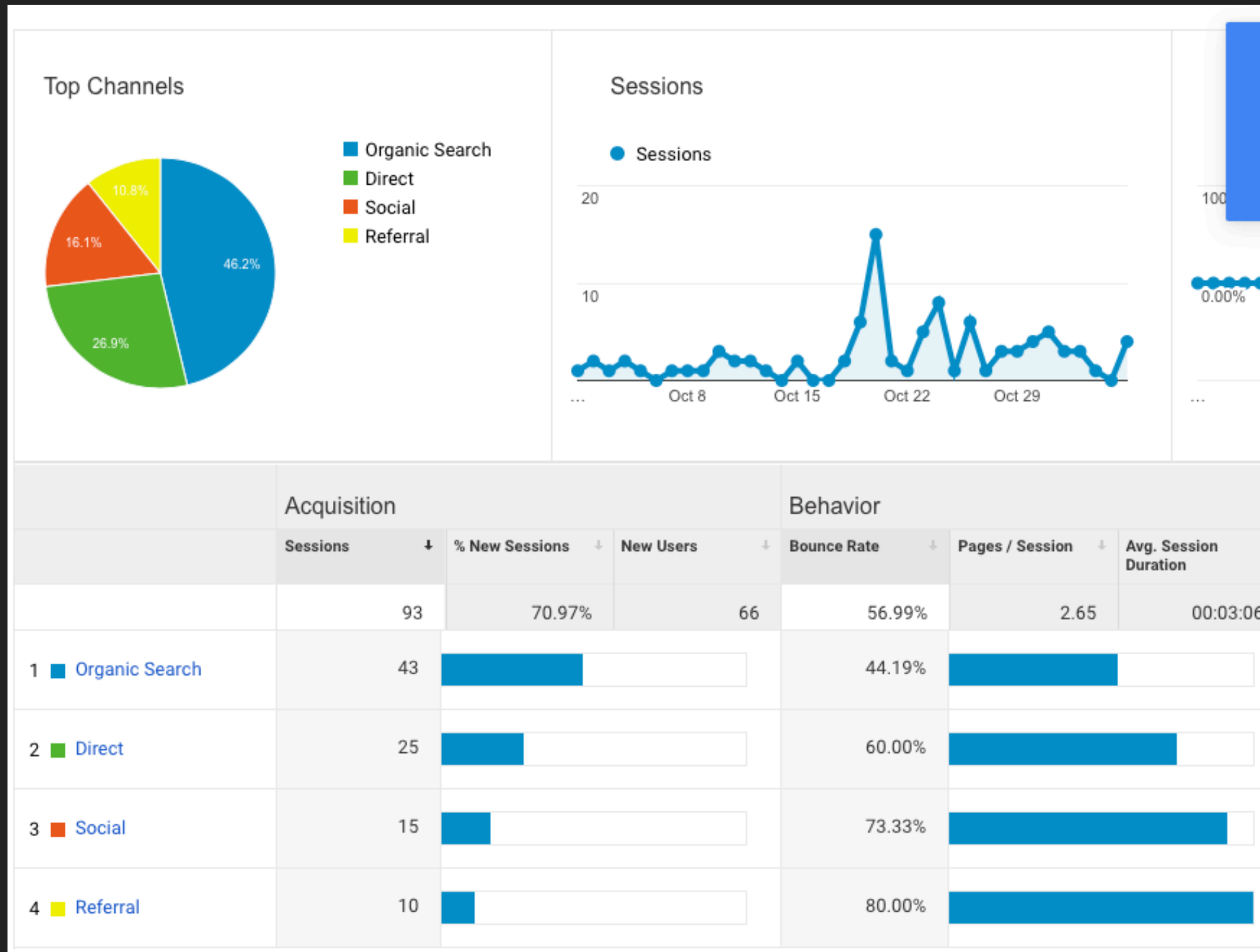
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GOOGLE ANALYTICS



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RESOURCES

- ▶ Nonprofit Tech for Good www.nptechforgood.com
- ▶ Sustainable Camden County www.sustainable.CamdenCounty.com
- ▶ Sustainable Jersey www.sustainablejersey.com
- ▶ TriCounty Sustainability Alliance www.tcsahub.org

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