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.

% of U.S. adults who use ...
Monthly Users (Sept. 2017)

- Facebook: 2 billion
- YouTube: 1.5 billion
- Instagram: 700 million
- Twitter: 328 million
- Snapchat: 200 million
# Social Media Strategy

<table>
<thead>
<tr>
<th>No.</th>
<th>Tactic</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Week 1</td>
<td>Week 2</td>
<td>Week 3</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>1/1-1/7</td>
<td>1/8-1/14</td>
<td>1/15-1/21</td>
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<td>2</td>
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<tr>
<td>7</td>
<td>Create business cards with link to Facebook</td>
<td>X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>8</td>
<td>Have ESD staff include link in email signature</td>
<td>X</td>
<td></td>
<td>Send draft email to Elaine</td>
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<tr>
<td>9</td>
<td>Send email to neighborhood associations</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Discuss forums to promote contest</td>
</tr>
<tr>
<td>11</td>
<td>Holiday Posts</td>
<td>1/1 New Years Post</td>
<td>2/14 Valentine's Day Post</td>
<td>3/15 Earth Day Poster Contest</td>
<td>For each event, 2-3 posts (one the week before and one the day of)</td>
</tr>
<tr>
<td>12</td>
<td>Post to promote events</td>
<td>2/14 Farmers Market</td>
<td>3/15 Water Monitoring Challenge</td>
<td>3/23 World Water Day Poster Contest</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Facebook Live &amp; post pictures during events</td>
<td>Pic of booth @ farmers market</td>
<td>3/23 World Water Monitoring Challenge</td>
<td>3/23 World Water Monitoring Challenge</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Increase Sharing/Reach</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>15</td>
<td>Share City/local events &amp; tie in environmental message</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>16</td>
<td>Reach out to staff for photos from the field</td>
<td>Email Cameron for picture of plants</td>
<td>Email Lisa for picture of schools program</td>
<td>Ask Sandy for pic of worms bin?</td>
<td>Email someone for pic from SMART</td>
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<tr>
<td>17</td>
<td>Photo contest (April - tie in with Earth Day)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>18</td>
<td>Share relevant articles</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

**Jan - March**
Insights

When Your Fans Are Online

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

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

People

Messages
Boosts
WHAT WE’VE DONE
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!

Help us get to 700 Likes!

572 people reached
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.
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.
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
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!

Contact:

Sara Cefalu
scefulu@Sunnyvale.ca.gov
408-730-7763

Jackie Davison
jdavison@Sunnyvale.ca.gov
408-730-7738