

Social Media Strategy

Are You Following Us On Social?

The SFPUC is currently active on:



With a total following of 38,121 (*as of December 1, 2022*)

Let's Get Social!

- How do we want to present ourselves on our social media platforms?
 - Customer Focused
 - Engaging
 - Informative
 - Relevant
 - Creative
 - Innovative
 - Industry Leader

Content Categories

- **Thought Leadership**

- Informative and positions SFPUC as a leader on key issues on a local, state, national or worldwide level.
- Examples: workforce development, climate action, conservation.

- **Promotional**

- Highlights our various programs, partnerships, enrollment efforts, events, and initiatives.
- Call to action.

Content Categories

- **Customer Service**
 - Customers reach out to agency on social.
 - Another extension of phone/email/in-person.
 - Need adequate staffing.

- **Brand Identity**
 - Helps drive our brand awareness.
 - Speaks to who we are, what we stand for, what we value.

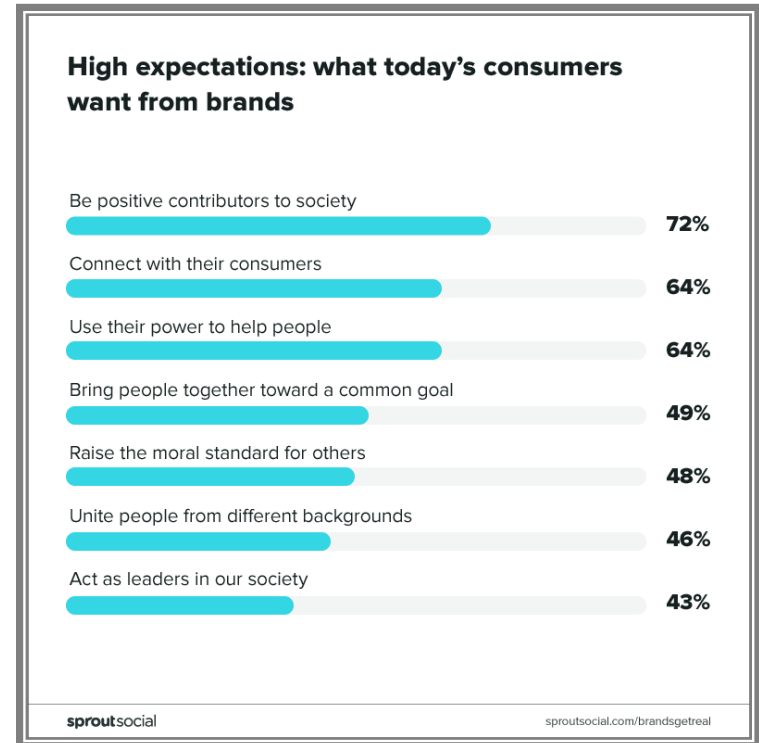


Employees & Brand Ambassadors

- Employees are best brand ambassadors & can help share messaging.
 - Employees have 10x more social connections than the brand has social followers.
 - People are 2x more likely to click on branded posts when shared by an employee.
 - Army of ambassadors creates credibility for an organization.
- Featuring employee focused content can:
 - Build brand awareness.
 - Position agency as a desired place of employment.

Writing for Social


- Consistent voice and tone is key.
- Keep the language easy to understand and relevant.
- Collaboration:
 - Topic – Is it timely or evergreen?
 - Link to Article
 - Key Messaging
 - Photos or Videos



Examples of Good Content

San Francisco Public Utilities Commission
7,935 followers
1mo · 🌐

Please join us in congratulating our very own **Nancy L. Hom, CIA, CRMA**, as she has been appointed to serve as the SFPUC's new Chief Financial Officer & Assistant General Manager of Business Services! ...see more



SFPUC General Manager Dennis Herrera Taps Nancy Hom as CFO & Assistant General Manager of Business Services
sfpu.org · 3 min read

👍❤️ You and 302 others 59 comments · 1 share

👍 Like 💬 Comment

SF Water Power Sewer ✓
@MySFPUC

they're a 10, but they flush "flushable" wipes.



👤 NE Ohio Regional Sewer District and 9 others

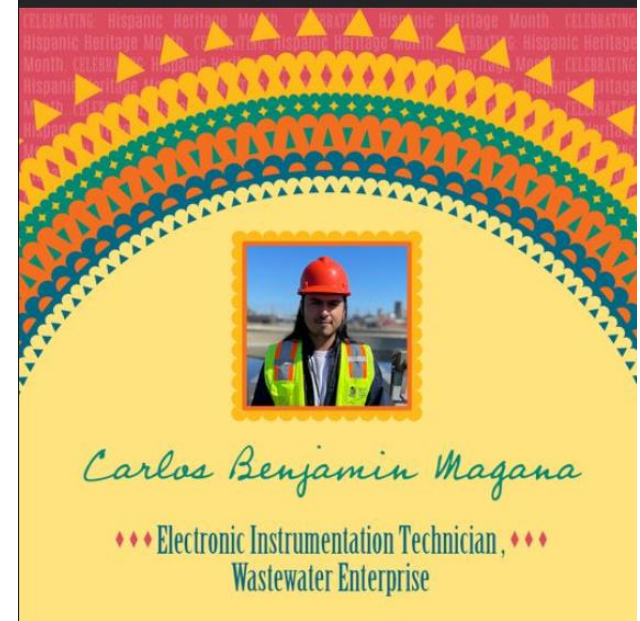
10:06 AM · Jul 6, 2022 · Twitter Web App

📊 View Tweet analytics **Promote**

6 Retweets 5 Quote Tweets 56 Likes

SF Water, Power, Sewer (SFPUC) ✓
Published by Hootsuite · October 13 · 🌐

At a young age, Carlos Benjamin Magana moved to the United States from his hometown Oaxtutzcab in Mexico in order to pursue a better life for his family. Fast forward to the present, and he never imagined he would be where he is at today. #HispanicHeritageMonth #WeAreSFPUC
This is his story. <https://www.sfpuc.org/.../hispanic-heritage-month...>












Carlos Benjamin Magana
♦♦♦ Electronic Instrumentation Technician, ♦♦♦
Wastewater Enterprise

Social Media Management

- Content calendar – centralized location of content across all channels.
- Cadence of posting:
 - Consistent content to grow audience and increase engagement.
- Staffing:
 - Dedicated staff to manage social media during work hours.
 - On-call staff to cover after hours.
- Engaging with other City departments and utility agencies is key to increase engagement.
- Track Metrics.

Measuring Success

Social Media Metrics Dashboard									
October 2022									
	Twitter	Twitter: CleanPowerSF	Twitter: OCOP	Facebook	Facebook: OCOP	LinkedIn	Instagram	Nextdoor	YouTube
Followers:	17,231	1,835	220	6,945	56	8,034	2,713		1,087
Rate of Growth	0.17%	0.32%	2.80%	0.63%	3.70%	0.94%	2.07%		1.78%
Post:	109	8	12	67	10	19	8	36	5
Engagement:	688	40	103	1,681	24	363	328	142	7
Engagement Rate:	0.03%	0.27%	3.90%	0.36%	4.28%	0.26%	1.51%	0.01%	0.12%
Impressions/Reach:	105.3K	3.0K	6.5K	22.6K	788	15.3K	23.4K	66.3K	56.2K



Tips & Tricks for Photos/Videos

- Use Portrait or Cinematic mode for sharp and clear images.
- Make sure you have plenty of light, so your face is lit evenly.
- Try not to have too many objects in the background that are visually distracting.
- Center your head in the top middle of the frame, giving room to show the shoulders as well.
- Get captions.
- Keep them short and engaging.