

- Social Media - Chris

Content:

- First: Who is your audience?
 - Children
 - Google Water Ed Resources and link to
 - USGS
 - EPA
 - UWEX
 - Project WET
 - www.discoverwater.org
 - Adults
 - Create in-house PSA's/website/FB fan page
 - Post on You Tube
 - Comment/post on other FB pages
 - Create a work plan, publishing schedule
 - Google Sites
 - Free
 - Easy to use

What to talk about: Tell your story

- What is your point?
 - What do you want to say?
 - What are your goals?
 - Give valuable info, both sides of story, get viewed as expert, someone to turn to for answers
 - Share your knowledge and experience. Don't just tell everyone how great you are. Give examples, talk about your successes and how you overcame a challenge.
 - Use your own voice/Show your personality/one person to another

- Tailor to fit your audience
 - dog poop song
 - <http://www.youtube.com/watch?v=jDh12w-jcfs>
- Use humor
 - London Sewer Song
 - <http://www.youtube.com/watch?v=w1rItAH60MU>
- Do the unexpected
 - CDC - Zombie Apocalypse
 - <http://www.cdc.gov/phpr/zombies/#/page/1>

- <http://blogs.cdc.gov/publichealthmatters/2011/05/preparedness-101-zombie-apocalypse/>
- Use anecdotes and stories
 - <http://www.ted.com/talks>
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What else can you talk about?

- Conduct a survey - ask what your customers want to know
- Interview an old timer - tell your history
- Share lots of photos
- Give a virtual behind the scenes tour
- How-to content
- Feature a customer