12-31-2012

SNDO Hector's Helpers Youth Engaging the Community through Social Media: Annual Progress Report, Period Covering June 1, 2012 - December 31, 2012

Margaret N. Rees

University of Nevada, Las Vegas, peg.rees@unlv.edu

Follow this and additional works at: http://digitalscholarship.unlv.edu/pli_litter

Part of the Civic and Community Engagement Commons, Education Commons, Environmental Health and Protection Commons, Natural Resources and Conservation Commons, and the Sustainability Commons

Repository Citation


Available at: http://digitalscholarship.unlv.edu/pli_litter/4

This Annual Report is brought to you for free and open access by the Public Lands Institute at Digital Scholarship@UNLV. It has been accepted for inclusion in Anti-littering Programs by an authorized administrator of Digital Scholarship@UNLV. For more information, please contact digitalscholarship@unlv.edu.
SNDO Hector's Helpers Youth Engaging the Community through Social Media

Executive Summary
- Two dedicated youth managed the Don’t Trash Nevada social media for the summer
- Sixty-three youth applied to be part of the Social Media Squad.
- Training was conducted with 17 youth.
- Twelve youth have been active members of the Social Media Squad.

Summary of Attachment
- Social Media Squad Training materials

Narrative Summary of Completed Activities
The Hector’s Helpers Youth Engaging the Community through Social Media project was designed to develop civic and environmental stewardship skills as students receive training in administering social media accounts (e.g., Facebook, twitter, Youtube). The project is an extension of the Hector’s Helpers program developed through a cooperative agreement and run under the branding of Don’t Trash Nevada. Participants in the project are known as the Social Media Squad (SMS). The following activities were completed:
- Supervision of youth completing the pilot program initiated in an earlier cooperative agreement
- Recruitment of youth to apply for the Social Media Squad
- Training of Social Media Squad members

The current project was an extension of the afterschool Hector’s Helpers program. Overlap between the two programs occurred when two youth agreed to manage the social media campaign for the Don’t Trash Nevada brand over the summer months.

Social Media platforms, such as Facebook and Twitter, help a brand build relationships with its customers, cultivating “tribes” and brand proponents who can be far more valuable to growing support than traditional advertising campaigns. Relevant key performance indicators (KPI) have been identified to analyze the performance of Don’t Trash Nevada’s social media platforms and website and success in building a supportive, engaged community. These indicators offer insight as to the general health of the brand community. General terms in social media analysis are defined below followed by definitions of the KPI selected for the Don’t Trash Nevada campaign.

General Terms
- **Impressions**: The number of times content was seen by users.
- **Engagement**: Any time a user clicks on any part of the Page or content. May include liking the page itself, clicking “About Us,” liking content, sharing, commenting, clicking “See More,” clicking to see a picture, as well as Hiding posts and Unliking the page.
• **Page Reach, Post Reach**: How many unique users saw any content relating to the page or post. May be fans of the page itself or people who are friends with fans.
• **Stories**: Entries on News Feeds, including “Don’t Trash Nevada posted a picture” from the page itself, as well as stories generated by fans, such as “Trish commented on Don’t Trash Nevada’s picture.”

**Key Performance Indicator (KPI) Terms**

**KPI: Impressions Per User**
- Number of times a unique user sees any type of content related to the page (including About the Page, Page Timeline, etc.).
- Indicative of the overall health and pervasiveness of the Page content.
- Impressions / Total Reach

**KPI: Overall Page Engagement**
- Evaluates the number of engagements from users seeing any content related to the page, including visiting the Page itself, seeing content on their News Feed, etc.
- Evaluates the relevancy of the content to the users seeing it.
- Page Engagement / Page Reach

**KPI: Users Reached Per Engagement**
- Calculates the number of users reached per each engagement.
- Higher users reached may mean more “lurkers” than “loyalists” in the audience. Lower users reached per engagement indicates the audience is more engaged by the content.
- Page Reach / Page Engagement

**KPI: Percent Post Engagement**
- Percent of visitors who saw a Post and ultimately interacted with it in some manner (Likes, Viewing Photos, Sharing, “See More” clicks, link clicks, etc.)
- This KPI indicates how interesting the audience finds the content.
- Post Reach / Post Consumers

**KPI: Consumptions Per Consumer**
- Calculates how many times a consumer actually engaged with a post (including Liking, Sharing, Commenting, clicking to See More, etc.)
- Higher Consumptions per Consumer indicates the audience finds the content interesting.

Table 1 illustrates the KPI for the lifetime of the Don’t Trash Nevada social media campaign. Total likes increased along with the consistent gain in overall page engagement. Of the five KPI, three saw a negative percent change during the first quarter of the campaign. It is encouraging to note that the overall page engagement saw continual increases. This indicates that while there is room for expanding the reach of the social media campaign, those whom it does reach are engaged with the content.
<table>
<thead>
<tr>
<th></th>
<th>April 24 - July 24</th>
<th>July 25 – October 24</th>
<th>Percent Change</th>
<th>October 25- December 31</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Likes</td>
<td>72</td>
<td>112</td>
<td>55.56%</td>
<td>135</td>
<td>20.54%</td>
</tr>
<tr>
<td>Average Impressions (Total Count)</td>
<td>9692</td>
<td>7448</td>
<td>-23.15%</td>
<td>5965</td>
<td>-19.91%</td>
</tr>
<tr>
<td>Overall Page Engagement</td>
<td>3.70%</td>
<td>12.04%</td>
<td>12.04%</td>
<td>12.24%</td>
<td>1.66%</td>
</tr>
<tr>
<td>Users Reached Per Engagement</td>
<td>27</td>
<td>8</td>
<td>-69%</td>
<td>8</td>
<td>0%</td>
</tr>
<tr>
<td>Post Engagement</td>
<td>9.78%</td>
<td>22.22%</td>
<td>127%</td>
<td>20.83%</td>
<td>-6.26%</td>
</tr>
<tr>
<td>Consumptions Per Consumers</td>
<td>6.32</td>
<td>6.25</td>
<td>-1.15%</td>
<td>4.47</td>
<td>-28.48%</td>
</tr>
</tbody>
</table>

Table 1. Don’t Trash Nevada Social Media Campaign Key Performance Indicators

During the fall the focus of activities in the project was on recruiting new social media squad members and providing them with training. To recruit new members, the following actions were taken:

- Publicized position through UNLV “Today” news, the UNLV RAVE bulletin board, at the CHOLLA (a consortium of community agencies and Clark County School District that collaborate to provide opportunities for connection and extending classroom learning) educational partnership monthly meeting, at the Keep Las Vegas Beautiful meetings, and through networking/word of mouth.
- Contacted two Clark County School District high schools (West Career and Technical Academy (WCTA) and Liberty) Spoke to approximately 45 students at WCTA and 9 students at Liberty regarding the mission of Don’t Trash Nevada and objectives of the Social Media Squad.
  - Seven students from WCTA applied, from which three have followed through and completed orientation. No students from Liberty HS responded.

Overall, 63 people made inquiries for more information. From these, 34 completed applications. Nineteen students were qualified and invited to join. Most students that were not invited to join were either ineligible to complete a W9 form or not between the ages of 15 and 24 years old. Eighteen accepted the invitation to join the social media squad. Ten remain active. Seven additional applicants applied after the initial invitation and orientation. These students may be hired on later in the program.

Fifteen students completed the Don’t Trash Nevada orientation provided as part of this project. The training reviews the objectives of the Don’t Trash Nevada program and missions of the four SNAP federal agencies.(see the Attachments for training materials).

At the end of the year there were ten active students that will work together to create content, manage community needs, generate reports, and write blog posts for the Don’t Trash Nevada website.
### Calculation of percent of completed work

<table>
<thead>
<tr>
<th>Task</th>
<th>Percent Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop an understanding of conservation jobs and current environmental issues</td>
<td>50</td>
</tr>
<tr>
<td>Communicate and provide presentations to the public through social media and podcasts</td>
<td>15</td>
</tr>
<tr>
<td>Learn about various career pathways</td>
<td>50</td>
</tr>
<tr>
<td>Obtain skills in social media administration, communications, and marketing</td>
<td>15</td>
</tr>
<tr>
<td>Better understand human impacts on public lands</td>
<td>50</td>
</tr>
<tr>
<td>Learn the importance of public land stewardship and the protection of natural resources</td>
<td>50</td>
</tr>
<tr>
<td>Develop marketing messaging and evaluation strategies that will be evaluated for creativity and content</td>
<td>15</td>
</tr>
<tr>
<td>Monitor social media content, get feedback, evaluate, and make necessary revisions to better communicate the messaging focused on litter and desert dumping.</td>
<td>15</td>
</tr>
<tr>
<td>Emergency Response Plan, Detailed Safety Plan and Safety Equipment</td>
<td>0</td>
</tr>
</tbody>
</table>

### Project Management Plan

During the next calendar year the following activities will be accomplished:
- The current SMS members will rotate through three teams (content writing, community management and analysis) to manage the Don’t Trash Nevada social media campaign
- Ten more youth will be recruited, trained and rotate through the three teams to manage the Don’t Trash Nevada social media campaign
- An emergency response plan, detailed safety plan and safety equipment needs will be documented

**Reason for slippage if objectives or milestones are not met**

Because the SMS members have not been in the field, an emergency response plan, safety plan and safety equipment has not been necessary. Before the members participate in any field trips or clean ups, these plans and the equipment will be in place.

**Prediction of future activities and how they will be accomplished**

The project management plan (above) outlines the future activities. These activities will be accomplished by following the same procedures that were established in the pilot program and during the recruiting process for the current SMS members as detailed earlier in this report.

**Discussion of issues and problems which may impact the ability to complete the work on time**

No issues or problems are known at this time.

**Youth employment information**

*Project Name or Position Title* – Social Media Squad member
Position Description
Students will prepare and submit the following deliverables and maintain the following objectives throughout their term with the DTN Social Media Team:

Content Creator Rotation:
Content creators are responsible for following the editorial style guide and working collaboratively with the Content Team to create content for the Don’t Trash Nevada Facebook and Twitter accounts. Content writers will meet weekly with the Squad to discuss weekly and upcoming messages and receive feedback from the community managers and analytics teams.

Community Manager Rotation
Community managers are responsible for scheduling posts in HootSuite/TweetDeck and actively responding to comments and other needs to foster a healthy Don’t Trash Nevada community. Managers will meet weekly with the Social Media Squad and Analytics team to receive feedback and weekly assignments.

Analytics/Reports Rotation
Reviewing successes and failures are vitally important. Analyzers will follow posts and, using data analysis and subjective assessment of the communities responses, report to the rest of the team which posts are successful and which are neutral or even negatively affected the community. Analyzers will meet weekly with the team to share updates on previous week’s activities. One team member should analyze Twitter data, and the remaining two will evaluate Facebook performance.

Rules all teams MUST follow:

1. All content and scheduling must be approved by a supervisor before posting/tweeting.
2. Event photos must be posted on Facebook within a timely manner (5 days after event).
3. Must respond to comments within 24-48 hours after a fan/follower has posted or engaged with your channel.
4. At a minimum, one post/tweet must be scheduled a day (Mon-Fri)
5. MOST IMPORTANTLY – HAVE FUN!

Name of Partner Organization – University of Nevada Las Vegas Public Lands Institute

Number of Youth Employed – 12

Hours Worked – 200

Beginning Date and Ending Date – Beginning date for 2 youth who continued work after the pilot project was completed: 3/15/2012; Beginning date for current SMS members: 12/18/2012

Ages of Participants – 16-24

Demographic Characteristics of the Youth (M/F %) – 60% female, 40% male

Demographic Characteristics of the Youth (Race %) – Not provided by youth

Submitted by:
Margaret N. Rees, Principal Investigator

Date

December 31, 2012
ATTACHMENTS
Don’t Trash Nevada
Social Media Team Orientation

Trish Harrison
Social Media Team Coordinator
Before we get started...
Welcome!

About me...
Objectives & Handouts
Don’t Trash Nevada Objectives

- Raise awareness & reduce desert dumping and shooting range issues throughout Nevada’s public lands.
Don’t Trash Nevada

- Part of UNLV’s Public Lands Institute manages projects between members of Southern Nevada Agency Partnership (SNAP) – BLM, USFS, USFWS, NPS
  - SNAP agencies: Promote conservation of public lands and their resources.
DTN

- Project Support & Clean Up Trailer
- Littering Site Monitoring
- Adopt A Block manual
Don’t Trash Nevada Campaign

DontTrashNevada.org
Campaigns
Accomplishments

- Since January 2006
  - 118 volunteer events
  - 10,335 volunteers
  - 46,005 hours – over 5.25 years of time!
  - 14,950 cubic yards of trash
  - 39 times taller than the Stratosphere
  - Enough to fill 421 school buses!
Two truths... and a lie!

- Write three statements on the notecards: Two Truths ... and one lie.

- We’ll go around the room, read our statements, and try to figure out which one is the lie.
Objectives

- Explain why social media is a valuable tool.
- Identify which social media platforms are appropriate and why.
- Describe the characteristics of each social network and its users.
- Differentiate between content that is or is not relevant and appropriate.
- Identify resources and practices that are appropriate and inappropriate for content.
- Explain why inappropriate content is a risk to the organization and to the employee.
Objectives

- Explain the functions and responsibilities of the content writing, community management, and reporting teams.
- Locate Social Media Squad resources and position descriptions on the GDrive shared folder.
Social Media Internship

- What do you already use?
  - Twitter?
  - Facebook?
  - Instagram?
  - Pinterest?
  - Google Drive/Docs?
  - Google Chat?
  - Dropbox?
- What would you like to learn?
Why Social Media?

http://youtu.be/0eUeL3n7fDs
Your Roles

- Content Writers
- Community Managers
- Analyzers
Content Writers

- **Create content!**
  - Facebook and Twitter are primary platforms
  - Text, pictures, videos, etc.
- Work with Community Managers and Analysts
- Follow Editorial Style Guide for cohesive voice
- **Submit drafts** to Content Coordinator/Program Manager (Trish or Beth)
Community Managers

- Figure out when to post content and update **Content Calendar**
- **Post content** through TweetDeck, Facebook
- **Reply to community** questions, comments, etc.
Analyzers

- Analyze Facebook Insights and other data & review previous week’s posts
- Figure out what’s working best and what isn’t
- Update Content Forms with results
- Compile community reports
What to Expect

- Working with your mini-teams throughout the week to discuss assignments, ideas, etc.
- Weekly meeting to share team-wide results, provide feedback, determine assignments for the week.
- Weekly newsletter, To Do lists, etc.
Resources We’ll Use:

- **Google Docs** – Document Management
- **Asana** – Task Management, Discussion
- **DropBox** – File & Document Sharing
- **DTN Delicious** – Ideas and other resources
- **Google URL Builder** – Campaign tracker *
- **Bit.ly** – Link shortener & tracker *
- **HootSuite & TweetDeck** - Schedulers
Social Media 101

- Twitter
  - What is it?
  - How is it used? (What the heck is a hashtag?)
- Facebook
  - How is a Page different than a Profile?
Social Media 101

- Facebook
  - Best Practices
    - Embrace your fans/customers
    - Use images
    - Encourage interaction.
  - Don’t forget to Tag/Mention
Descriptions & Instructions

- GDrive > Social Media Team Docs > Social Media Team Position Descriptions and Instructions
  - Step by step guide for each position.
Content

- Purposes:
  - To inform...
  - To teach...
  - To inspire...
  - To entertain...
  - To persuade...
  - To start a conversation or controversy
  - To express an onion
  - To share industry knowledge or resources.
Content Mix

Example:

Our Reporting team will tell us if we need to adjust!
Content Mix

- A good rule of thumb... (But not a strict one!)
  - 70% “On Message” – Brand related topics, information, etc.
  - 20% Networking – Resharing relevant content, Retweeting, Referring to 3rd parties (always tag or mention!)
  - 10% Self-promoting – Refer back to website, announce events, etc.

Our Reporting team will tell us if we need to adjust!
Content Writers

- Posts should read just like a natural conversation you’re having with someone, not a Public Service Announcement. (We’ll talk about brand voice in a moment here!)
- Remember to leave your initials at the end of a post (so you can get credit, and our audience knows we are a team!)
Don’t be afraid to try new things.

- That’s why we have a reporting team... to tell us if something works, or doesn’t.
- Keep in mind/record what themes, topics, and ideas you’re trying, so we can see what’s working.
### Content Writers - Submission Form

<table>
<thead>
<tr>
<th>Week Of:</th>
<th>Content</th>
<th>Type (Post, Reply to a post, Share, Photo, etc.)</th>
<th>Topic Tags?</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>With this past weekend, summer break is now over. What new memories did you make this season?</td>
<td>Comment</td>
<td>Discussion, Local Topics</td>
<td>Unedited.</td>
</tr>
<tr>
<td></td>
<td>This is just an example post.</td>
<td>Comment</td>
<td>Native Animals</td>
<td>Edited for grammar.</td>
</tr>
</tbody>
</table>

*Complete & Email SMS Coordinator to review*
Community Managers

- Actually post the content that the writers generated.
- Manage the community – respond to comments, find new users to follow, etc.
### Documents & Work Flow

- **Community Managers – Approved Content Doc**

<table>
<thead>
<tr>
<th>Approved Content</th>
<th>If content has a corresponding entry on another SM, indicate with (corresponding)</th>
<th>Content Writing Team</th>
<th>Notes: (File locations, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook (Week Of: 11/12/2012)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Example Post Content about bugs</td>
<td>(corresponding)</td>
<td>Picture</td>
<td>Dropbox &gt; SM Content &gt; Media &gt; Baily05.jpg</td>
</tr>
<tr>
<td>(corresponding)</td>
<td></td>
<td>Picture</td>
<td>Dropbox &gt; SM Content &gt; Media &gt; Baily05.jpg</td>
</tr>
<tr>
<td>Example post content lorem ipsum about</td>
<td></td>
<td>Text</td>
<td>Trish</td>
</tr>
<tr>
<td>archeology bit.ly/LoreM @Loremlpsum</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Example post content lorem ipsum about</td>
<td></td>
<td>Text</td>
<td>Trish</td>
</tr>
<tr>
<td>turtles bit.ly/LoreM @Loremlpsum</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Documents & Work Flow

- Community Managers – Content Calendar

<table>
<thead>
<tr>
<th>Week Of: 10/28/2012</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11/1/2012</td>
<td>11/2/2012</td>
<td>11/3/2012</td>
</tr>
<tr>
<td>Facebook #1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook #2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook #3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assigned to:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CM #1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scheduled:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter #1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter #2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter #3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter #4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assigned to:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CM #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scheduled:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How to use this Calendar: Insert the time of the post in the top cell and post content in the cell beneath that. Change the background of the cell to the color assigned to the post’s original author.
Documents & Work Flow

- Community Managers – Content Calendar

<table>
<thead>
<tr>
<th>Saturday</th>
<th>11/3/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10:30 AM</td>
</tr>
<tr>
<td>Example Post 1</td>
<td>Trish</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Beth</td>
</tr>
<tr>
<td>Example Post 2</td>
<td>Mr. Bhakta</td>
</tr>
<tr>
<td>CM #1</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>10:30 AM</td>
<td></td>
</tr>
<tr>
<td>Example Post 1</td>
<td></td>
</tr>
<tr>
<td>4:00 PM</td>
<td></td>
</tr>
<tr>
<td>Example Post 2</td>
<td></td>
</tr>
<tr>
<td>CM #2</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
</tbody>
</table>
Documents & Work Flow

- HootSuite, TweetDeck, and Facebook
Analyzers

- Work is meaningless if we don’t know if it’s working!
- Analyzers look at the data and tell us what’s working, what isn’t, how to improve.
Documents & Work Flow

- Analyzers

<table>
<thead>
<tr>
<th>Bad Timing</th>
<th>Good Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad Content</td>
<td>Good Content</td>
</tr>
</tbody>
</table>

- Don't Trash Nevada
# Documents & Work Flow

- Analyzers
- Weekly Updates

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>3</td>
<td></td>
<td>Positive</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>1</td>
<td></td>
<td>Neutral</td>
</tr>
</tbody>
</table>
Analyzers – FB Insights

<table>
<thead>
<tr>
<th>Post ID</th>
<th>Post Message</th>
<th>Type</th>
<th>Countries</th>
<th>Languages</th>
<th>Posted</th>
<th>Lifetime Post Total Reach</th>
<th>Lifetime Post Organic Rea</th>
</tr>
</thead>
<tbody>
<tr>
<td>2B1372146502715_4398462</td>
<td>Used computer equipment of Share</td>
<td></td>
<td></td>
<td></td>
<td>11/1/12</td>
<td>31</td>
<td>30</td>
</tr>
<tr>
<td>2B1372146502715_1340789</td>
<td>Looking at a pile of candy wr Lnk</td>
<td></td>
<td></td>
<td></td>
<td>11/1/12</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>2B1372146502715_3972697</td>
<td>It's Nevada AND Halloween!</td>
<td>Status Update</td>
<td></td>
<td></td>
<td>10/31/12</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>2B1372146502715_2894255</td>
<td>Nevada's tough conditions m Share</td>
<td></td>
<td></td>
<td></td>
<td>10/31/12</td>
<td>34</td>
<td>33</td>
</tr>
<tr>
<td>2B1372146502715_3972371</td>
<td>Happy Nevada Day! 1-4 year Status Update</td>
<td></td>
<td></td>
<td></td>
<td>10/31/12</td>
<td>56</td>
<td>54</td>
</tr>
<tr>
<td>2B1372146502715_5260668</td>
<td>Have you entered our Make 2 Share</td>
<td></td>
<td></td>
<td></td>
<td>10/30/12</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>2B1372146502715_3342348</td>
<td>&quot;Our job as adults is to fail it Lnk&quot;</td>
<td></td>
<td></td>
<td></td>
<td>10/30/12</td>
<td>44</td>
<td>44</td>
</tr>
<tr>
<td>2B1372146502715_1961152</td>
<td>There's no excuse for dumb Lnk</td>
<td></td>
<td></td>
<td></td>
<td>10/30/12</td>
<td>42</td>
<td>40</td>
</tr>
<tr>
<td>2B1372146502715_4199233</td>
<td>Brink to Clark County School Lnk</td>
<td></td>
<td></td>
<td></td>
<td>10/30/12</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>2B1372146502715_2567423</td>
<td>We have to have to jump on</td>
<td>Lnk</td>
<td></td>
<td></td>
<td>10/30/12</td>
<td>46</td>
<td>46</td>
</tr>
<tr>
<td>2B1372146502715_3700142</td>
<td>Did you know Nevada has an Lnk</td>
<td></td>
<td></td>
<td></td>
<td>10/29/12</td>
<td>41</td>
<td>40</td>
</tr>
<tr>
<td>2B1372146502715_2087863</td>
<td>Here's a tough question. Wh Lnk</td>
<td></td>
<td></td>
<td></td>
<td>10/25/12</td>
<td>39</td>
<td>39</td>
</tr>
<tr>
<td>2B1372146502715_6832745</td>
<td>&quot;The Southern Nevada desert&quot; Lnk</td>
<td></td>
<td></td>
<td></td>
<td>10/25/12</td>
<td>46</td>
<td>45</td>
</tr>
<tr>
<td>2B1372146502715_3048108</td>
<td>Almost 100 volunteers from Lnk</td>
<td></td>
<td></td>
<td></td>
<td>10/24/12</td>
<td>55</td>
<td>50</td>
</tr>
<tr>
<td>2B1372146502715_3828831</td>
<td>BoyScouts Troop 482</td>
<td>Solar Lnk</td>
<td></td>
<td></td>
<td>10/24/12</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>2B1372146502715_2911762</td>
<td>How that's a good looking bg Photo</td>
<td></td>
<td></td>
<td></td>
<td>10/23/12</td>
<td>64</td>
<td>62</td>
</tr>
<tr>
<td>2B1372146502715_2818739</td>
<td>News for our UNLV Rebel fan Photo</td>
<td></td>
<td></td>
<td></td>
<td>10/23/12</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>2B1372146502715_3598336</td>
<td>Happy Monday! Did you see</td>
<td>Lnk</td>
<td></td>
<td></td>
<td>10/22/12</td>
<td>39</td>
<td>39</td>
</tr>
<tr>
<td>2B1372146502715_5022143</td>
<td>Happy Make a Difference Day Share</td>
<td></td>
<td></td>
<td></td>
<td>10/20/12</td>
<td>49</td>
<td>49</td>
</tr>
</tbody>
</table>

Meaningless data...
Analyzers – FB Insights

<table>
<thead>
<tr>
<th>Post ID</th>
<th>Post Message</th>
<th>Type</th>
<th>Country Posted</th>
<th>Country: Posted</th>
<th>Lifetime Post: Total Reach</th>
<th>Lifetime Post: Organic Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>201372148602715_4390462</td>
<td>Used computer equipment often makes up some of the junk found at your home. Share</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_1340789</td>
<td>Looking at a pile of candy wrappers after last night's candy haul? Try your Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_13972697</td>
<td>It's Nevada AND Halloween! Which means... we're going busy! Nevada Status Update</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_1294257</td>
<td>Nevada's tough conditions make us one of the most biodiverse states! Share</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_3972531</td>
<td>Happy Nevada Day! 148 years ago Nevada became an official member. Status Update</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_5260968</td>
<td>Have you entered our Make a Difference Day giveaway yet? Get your share</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_3634246</td>
<td><em>Our job as adults is to facilitate that connection (to nature) for everyone.</em> Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_1961582</td>
<td>There's no excuse for dumping trash in the desert! Responsible disposal Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_1499223</td>
<td>Bravo to Clark County School District, Liberty High School, and Liberty Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_296713</td>
<td>We hate to have to jump on this bandwagon, but Facebook's changes to Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_3700943</td>
<td>Did you know Nevada has amazing archaeological sites throughout the state? Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_2687888</td>
<td>Here's a tough question: What should be done with obsolete electronics Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_4832745</td>
<td>&quot;The Southern Nevada desert is our home, and its incumbent on all of us.&quot; Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_3945868</td>
<td>Almost 100 volunteers from 8 organizations helped clean up Doug Seib Photo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_3828831</td>
<td>Boy Scouts Troop 482, Solar Reserve, and BLW volunteers helped clean a Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_3941763</td>
<td>Now that's a good looking bag of swag! Win it by liking our page! (If you Photo)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_2086737</td>
<td>News for our UNLV Rebel fans - Tomorrow is Campus Sustainability Day Photo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_3990836</td>
<td>Happy Monday! Did you see we've got a bunch of Don't Trash Nevada a Share</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201372148602715_5022143</td>
<td>Happy Make a Difference Day! In celebration of the great things our mi Share</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

... to useful information.

Top Posts, Lowest Posts, Most Engaging, Least Engaging, etc.
Your Roles

Content Writers

Community Managers

Analyzers
My role!

- Make sure the work is getting done.
- Help you develop skills, achieve your goals! (Coaching!)
- Open & Honest communication
The Don’t Trash Nevada Brand

- Social Media Policy
  - As a social media team member, you are a representative of Don’t Trash Nevada
  - The internet is ALWAYS a public space.
  - The internet still has rules and there are consequences of breaking them.
Clean Hands

- Use content you KNOW is okay to use. Comply to any licensing or copyrights, verify the source, verify image releases, etc.
- If it has a watermark, you can’t use it!
Learning from the past..

- What can go wrong with social media?
Social Media Fails

During the riots in Egypt...

@KennethCole
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at http://bit.ly/KCairo -KC

4 hours ago via Twitter for BlackBerry®

Retweeted by stevenhoarm and 98 others
Social Media Fails

What went wrong here?

KitchenAid
@KitchenAidUSA

Obamas gma even knew it was going 2 b bad! 'She died 3 days b4 he became president'. #nbcpolitics
Social Media Fails

Burger King... [http://www.youtube.com/watch?v=P__Yr7Caajc](http://www.youtube.com/watch?v=P__Yr7Caajc)

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

3:17 AM Mar 18th from web
Moral of the story…

- **BE CAREFUL WHAT YOU POST ON THE INTERNET.**
- If you wouldn’t want your mom, your boss, the President, or anyone else seeing it, Don’t Post It.
So...

- Now that we know how to say something, who are we trying to talk to?
Tribes

http://youtu.be/uQGYr9bnktw
What do we want to say?

- What is our story?
- Who is our tribe?
- What things interest them?
  - What things don’t they want to hear about from us?
- What are the best outlets?
How do we want to say it?

- Editorial Style Guide
  - Establishes the “voice” of the brand.
  - Also clarifies what type of grammar is acceptable.
What next?