



SUSTAINABLE
SILICON VALLEY

Social Media - a tool for community participation

Presented by Marianna Grossman

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Sustainable Water Resources Roundtable Meeting



Social Media - Agenda

- Introduction
- Social Media Channels
- Specifics of each Social Network
- Measuring Social Media
- EcoCloud – An Example and Resource

Social Media Basics

- What is Social Media?

Social Media allows you, as an organization,

to have a two way conversation with your customers, vendors, competitors and peers, using web-based technologies.



- How can Social Media help your organization?

It helps you spread the word about your company to those you do not know or cannot reach, through those you do know and can reach.

Social Media Channels

- SSV currently engages on the following five Social Media Channels:

1. Facebook
2. Twitter
3. LinkedIn
4. EcoCloud™
5. SSV site



How can Facebook help your enterprise/agency?



Facebook can help you:

1. Directly reach your customers
2. Learn your customer's preferences through 'Likes' and 'Comments'
3. Ask your market audience a question or conduct a poll to understand their needs better
4. Answer specific questions or concerns directly using direct messages and groups
5. Use existing loyal customers as brand ambassadors as they spread information about your company for you



How can Twitter help your Enterprise?

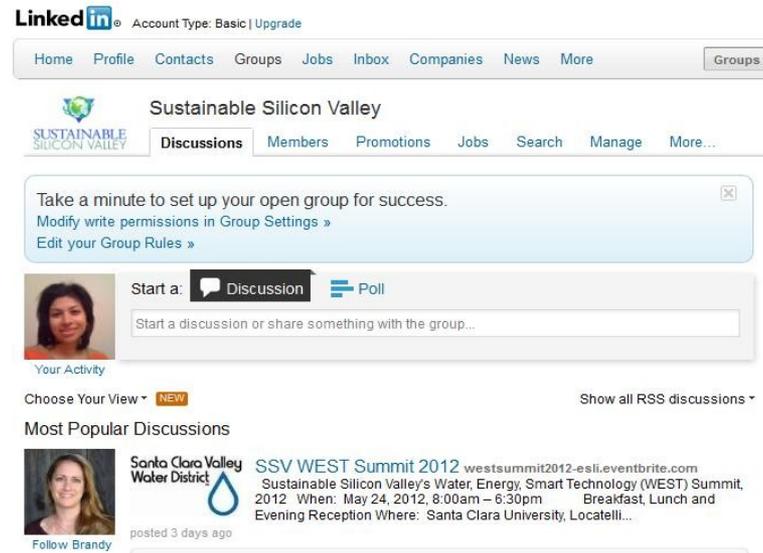


Twitter can help you:



1. Share and receive short quick messages with your market audience frequently
2. Stay updated on latest news and information associated with your business
3. Follow peers to see what your competitors are tweeting about and vice versa
4. Promote events to peers and target market to encourage attendance
5. Search for content related to your business using a “hashtag” #name

SSV's LinkedIn Groups



LinkedIn Groups can help:

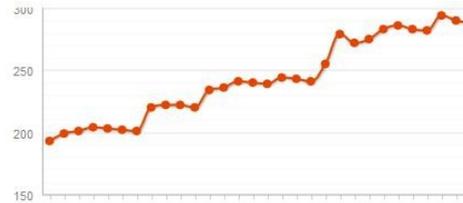
1. Interact with individuals/ companies sharing a common interest through discussions or for crowd-sourcing purposes.
2. Others learn about your employees and the organization while also getting to know about others within the group, who may be your competitors/peers
3. To view an individual's educational background, professional experience, for recruiting and networking opportunities for your organization

Social Media Measuring



- We use Klout, a social media measuring tool, which analyzes our social media efforts and evaluates effectiveness
- Access Klout at www.klout.com
- The Klout score increases as more individuals engage on SSV's Facebook and Twitter pages

Klout



Your True Reach:

288

[Tweet](#) [Share](#)

True Reach is the number of people you influence, both with your immediate network and across their extended network.

In the past month, your **Amplification** increased by 5 points
You increased your influence on Facebook recently
: tweet • f share



Your Amplification:

17

[Tweet](#) [Share](#)

Amplification indicates how much you influence people.

- The ultimate desired action is to have individuals 'Like' our Facebook page and 'Follow' our Twitter page. This means they are interested in our information and want to subscribe to receive it everyday.
- Engagement also involves going a step further, through 'Likes', 'Comments' and 'Shares' on our posts on Facebook and 'Retweets' and 'Mentions' on our tweets on Twitter

Klout



The screenshot shows the Klout website interface. At the top, there is a navigation bar with the Klout logo, a search bar, and links for HOME and FRIENDS. The main content area features a large orange speech bubble with the number 43, indicating the user's Klout score. To the right of the score is the profile for Sustainable Silicon Valley, including their logo, social media icons for Twitter, Facebook, and Klout, and a brief description of their mission. Below the profile, it states 'Influences 288 others' and 'Influential about 20 topics'.

- This tool analyzes all our social activity on Facebook and Twitter and generates a score, out of 100
- Based on several factors, Klout assesses our success in reaching our audience, amplifying our message and the influence level of our current network

EcoCloud™ Innovation Web Platform

- Major Focus Areas



- Information – articles, case studies, resources
- Tools - New Tools Reviews
- Social Media – Blogs, **Working Groups**, Forums

EcoCloud™ : Social Media - Groups

The screenshot shows the EcoCloud website interface. At the top is a navigation bar with tabs: HOME, ABOUT, PARTICIPANTS, FOCUS AREAS, CONTRIBUTE CONTENT, TAKE ACTION, and MA. Below the navigation bar, there are links for "All Groups" and "My Groups". The main content area is titled "All Groups (16)" and features a search bar and a "Sort by:" dropdown menu. A dropdown menu is open from the "TAKE ACTION" tab, listing options: JOIN ECOCLOUD, DONATE, GROUPS (highlighted with a mouse cursor), EVENTS, JOBS, MARKETPLACE, PROJECT WORKSHOPS, and FIND SOLUTIONS. Below the search bar, two group cards are visible. The first card is for "Silicon Valley Water Conservation Awards Coalition", showing a photo of a waterfall, 17 members, and latest activity from 17 seconds ago. The second card is for "The Unstuff Group", showing a photo of a magazine rack, 5 members, latest activity from Apr 10, and a description: "Let's face it--we have too much stuff! Let's unstuff together, one pile of old magazines at a time."

- Collaborate - Multi-Stakeholder Projects

EcoCloud™ : Social Media - Groups

- Benefits of Use:

- Store files - 7 MB files
- Members join over time
- Ideal >3 month projects
- Historical records (not just email)
- Relieves you of IT support for maintaining groups
- Can be Public or Private

- EcoCloud Examples:

- Silicon Valley Water Awards - 8 months; 15 Agencies/30 people
- CII High Tech Water Task Force - 4 months; 8 Agencies/8 people



EcoCloud™ : Social Media

EcoCloud – Building Critical Mass

Other Areas of EcoCloud

Forums – in depth discussions of topics

Blogs

Web Pages



North Bayshore Project

- Facilitate alignment of needs between growing businesses and City of Mountain View
- Encourage extension and adoption of recycled water system
- Smart microgrid for renewable energy
- Transportation planning and coordination

- In –person meetings and dialogue
- Supported by on-line resources/collaboration

Showcase of Solutions for Planetary Sustainability – NASA + SSV

- Launch event August 23, 2012 @ NASA Sustainability Base in Mountain View, CA
- Call for Solutions (Sept.-Dec. 2012)
- Expert panels to review solutions by category:
 - Water Systems (ag., healthcare, etc.)
 - Energy Communications
 - Materials Measurement, Policy, etc.
- Crowd-sourcing on EcoCloud™ to vet solutions
- Showcase of Solutions May 23, 2013 @ NASA

EcoCloud™ : Provide Us Content

Public Outreach & Support your Projects

- Start a Group
- Provide Content to EcoCloud for Web Pages



HOME ABOUT PARTICIPANTS FOCUS AREAS CONTRIBUTE CONTENT TAKE ACTION

metrics-reporting

↑ Up to Water

Overview Water Metrics and Tools Sustainability reporting tools Climate change tools Policy related/vision Grass Roots/NGOs

Water Management Software/IT Case Studies

Water Tools, Metrics, and Frameworks

by Mary Kean, P.E.
March 22, 2012

This section summarizes the evaluation of water management tools, metrics and frameworks to help businesses and organizations measure and improve water cost, environmental impacts and implement best management practices. This includes detailed reviews of online and downloadable tools, standards, guidance, software, certification schemes, and case studies of organizations who have used them. Our methodology is organized into 3 categories by project type, purpose, and audience.

See our [Water Metrics Report\(March 2012\).pdf](#) for a more detailed review of these resources.

Table 1: Summary of All Water Metrics
Table 2: Summary of CII Water Metrics
Table 3: Summary of Residential and Building Owner Water Metrics
Table 4: Summary of Water Metrics for Utilities

Tools & Frameworks –By Type

Commercial/Inst/ Ind(CII)	Utility	Residential
Water/Energy Water Conservation & Reuse Water Management Water Quality Life Cycle Assessment	Water/Energy Water Conservation & Reuse Water Management Water Quality Life Cycle Assessment	Water/Energy Water Conservation & Reuse

Summary

- Social Media marketing can help your organization make a bigger impact than traditional marketing
- More engagement allows you to understand what your customers, their needs, your competitors and your overall market presence
- Measuring Social Media efforts helps evaluate your engagement and fine tune your methods for better results
- EcoCloud can help share your message multi-stakeholder group

Join EcoCloud™!

<http://ecocloud-sv.com>

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Use EcoCloud Groups for Your Projects

Provide Us Your Case Studies - Articles – Innovative Ideas

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