Water 101 Workshop
Communicating Water Issues in a Multimedia World
Friday, February 3, 2017
9:00 a.m.

Jennifer Persike, ACWA, Deputy Executive Director of External Affairs & Member Services
TODAY’S MEDIA: TRANSFORMED & REDEFINED
MORE AVENUES TO COMMUNICATE THAN EVER
TODAY’S MEDIA: TRANSFORMED & REDEFINED

TODAY WE WILL COVER:

• Traditional Media
• Social Media & Web-Based Digital Communication
TODAY’S MEDIA: TRANSFORMED & REDEFINED
REPORTERS PLAYING MULTIPLE ROLES
TODAY’S MEDIA: TRANSFORMED & REDEFINED

• Beat reporters non-existent...little understanding of water

• Everyone with a smart phone can tell the story

• Fact checking rare – Being first & proactive most important
WHAT THE MEDIA WANTS FROM YOU
CALIFORNIA WATER IS A TOP NEWS STORY

• Drought has elevated public awareness of water to new levels
• Media needs you to tell a compelling story
• Appeal to and understand their audience
• Be interesting, entertaining, understandable, relatable
• Provide accurate information
• Be a resource
• Meet deadlines
WHAT THE MEDIA WANTS FROM YOU

BE CLEAR ON WHAT STORY IS ABOUT, ANGLE AND DEADLINE

• Understand what media needs
• Print: Good quotes, detail
• Radio: Short soundbites
• TV: Short soundbite with visuals
• Give yourself time to prepare – Call them back
PUTTING YOUR BEST FOOT FORWARD

THE INTERVIEW

• Assemble Your Facts, Understand Your Topic
• Research reporter and their stories if you don’t know them
• Develop Your Key Messages with Supporting Anecdotes – PRACTICE
• Avoid Jargon and Acronyms!

POTW  SDWA  TMDL  NPDES
IPR  BDCP  IRWMP
DSC  BMP  ESA

ACWA
PUTTING YOUR BEST FOOT FORWARD

THE INTERVIEW

Tell Your Story and Anticipate Questions – You are the Expert

• Be First With Your Own Bad News – Full Disclosure
• Be Concise
• Stop Talking When You Have Made Your Point!
• Don’t Repeat Negative
• Bridge Back to Your Key Messages...
• Watch Your Non-Verbal Communication
SOCIAL MEDIA IS NOT JUST FOR KIDS!
TRANSFORMED & REDEFINED-SOCIAL MEDIA: THE NEW FRONTIER

**Facebook**: widely used, low engagement, create events, share photos, advertising

**Snapchat**: popular with younger audience. Difficult to get followers

**YouTube**: subscribers, repurposing media, demonstrations/how-to

**Twitter**: used by media, alerts/breaking news, sharing news/tips

**Nextdoor**: anyone signed up in service area, alerts, updates, events, engagement

**Instagram**: hard to get followers, difficult to link customers to resources

**LinkedIn**: may be good for agencies with large recruitment efforts
GLOBAL FACEBOOK STATISTICS

- Worldwide, there are over 1.71 billion monthly active Facebook users (Facebook MAUs) 15 percent increase

- Age 25 to 34, at 29.7% of users, is the most common age demographic; 30 to 39 next tier

- Average time spent per Facebook visit is 20 minutes
GLOBAL TWITTER STATISTICS

Distribution of Twitter users in the United States as of February 2016, by age group – 25-35 top

70+ million monthly active users
SOCIAL MEDIA & THE 2016 ELECTION

Facebook = 115.3 million people generated 716.3 million likes, posts, comments related to election

- As of 3:00 a.m. on November 9, 2016 - 75 million – election day tweets thru twitter
- Election day 2012 = 31 million tweets
FIND THE RIGHT CHANNEL

Roosevelt turned to radio

Television turned on Nixon

Obama turned to mainstream entertainment
PRESIDENT DONALD TRUMP & TWITTER

Donald Trump’s personal account
21.4 million followers

The President’s official account
14.2 million followers
SOCIAL MEDIA – THE NEW FRONTIER

Women's March on Washington started with a Facebook invite.

Teresa Shook invited 40 of her friends to a March on Washington - next morning 10,000 additional names had joined the group.

By Saturday, 500,000 + showed up in D.C.
SOCIAL MEDIA – THE NEW FRONTIER

- Social media has changed the way we engage and communicate with the public
  - It is immediate communication
  - Controlled, targeted message
  - It is two-way or even multi-way communication
  - Transparent, triggers engagement
WHY / HOW TO USE SOCIAL MEDIA

• Your customers are on social media
• Your media, local legislators and other influences are on social media
• Excellent way to tell your story and to monitor what is being said about you
• Information via social media can become a movement...Good or Bad
• Helps you control, target information
• Helps increase traffic to your website
• Inexpensive way to “advertise”
HOW TO BE SUCCESSFUL WITH SOCIAL MEDIA: PLANNING FIRST

• Position your organization on Facebook, Twitter, Instagram and Snapchat
• Understand your audience
• Plan your content – Monthly calendar
• Use analytics to adjust
• FB – Think headline, action, not daily, boost
• Twitter – think frequency, brevity (140 words)
• Instagram – Organic, growth, visual focus
EXAMPLES: SOCIAL MEDIA
INFORMATION SHARING / EVENTS

ACWA
January 23 at 2:06pm

Just added! Senator Robert Hertzberg, Chair of Senate Natural Resources and Water Committee, will be the Luncheon keynote speaker. Senator Hertzberg will give his vision for the future of California water recycling, water conservation, Proposition 218, and enterprise system catalogs. http://bit.ly/2N1eOg

CALIFORNIA
Water Boards
STATE WATER RESOURCES CONTROL BOARD
REGIONAL WATER QUALITY CONTROL BOARDS

Data, data everywhere but how to make it more usable for #cawater? Learn more at our March 23 Executive Briefing

2017 Executive Briefing - Water Education Foundation
March 23 in Sacramento – Registration now open!
watereducation.org
EXAMPLES: SOCIAL MEDIA

ONGOING EDUCATION
EXAMPLES: SOCIAL MEDIA

EMERGENCY RESPONSE/PUBLIC NOTIFICATION

Water Quality Report available
Outreach & Conservation Manager Ashley Metzger from Desert Water Agency · 1 Jul

Learn more about your water and our operation in DWA’s most recent water quality report. There are helpful videos that answer some of our most common water quality questions, updates on key issues - plus a letter from our General Manager.

www.dwa.org/2015wqr

Shared with Desert Water Agency in General

Sacramento State shuts off water fountains, sinks after high lead levels found
Sacramento State officials have shut off water to sinks and water faucets in six buildings at the school and two dormitories after elevated levels of lead were found.

LADWP @LADWP · Jan 23
STORM OUTAGE UPDATE: As of 12:30 p.m., 9,000 customers are w/o power due to storm conditions. More: p.ctx.ly/r3et9
EXAMPLES: SOCIAL MEDIA

RECRUITMENT

San Diego County Water Authority

20 hrs ·

Job Opportunities: The Water Authority is currently searching for Maintenance Workers (5 positions), Senior Office Assistants (2 positions) and a Water Resources Specialist. Further details: http://bit.ly/K1rw9t

Los Angeles Department of Water & Power

January 2 at 7:15pm ·

LADWP is currently accepting applications for its Summer 2017 Student Engineer Program. Student engineers will be paired with LADWP engineers and work in technical teams within LADWP on water and power operations. The deadline to submit a completed application is January 20, 2017. Successful applicants will be notified of their selection by March 2017. Please post & share! http://p.clx.ly/r/39I8
EXAMPLES: SOCIAL MEDIA
ENGAGE CUSTOMERS FOR ACTION

Los Angeles

Westlake Village
EXAMPLES: SOCIAL MEDIA

WEBSITES

CNN has a nice short left navigation bar and picks the top headlines for each section displayed down the page. It also does a good job of showing you what's "inside."
EXAMPLES: WEB MEDIA

BLOGS & VIDEO
SOCIAL MEDIA & OTHER INFO CHANNELS

BE PROACTIVE

• Part of ongoing communications program

• Be transparent with information: web site, newsletters, outreach, social media

• Use all channels
TODAY...MULTIPLE CHANNELS = GREATER REACH THAN EVER BEFORE

✓ Use: Traditional
✓ Use: Social, web and digital

- Seize opportunity
- Know audience
- Research
- Create message
- Use all channels
- Track your traction
- Adjust as needed
CONTACT INFORMATION

Feel free to connect with us

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