

Show Off Your Program: Ways to Use the Web and Social Media

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CVWMA and Social Media

The screenshot shows the CVWMA website in a Windows Internet Explorer browser window. The browser's address bar displays <http://www.cvwma.com/>. The website features a green navigation sidebar on the left with links to Home, Recycling Programs, Trash Programs, Education and Outreach, Why Recycle?, Local Info, About CVWMA, Contact Us, and General Information. The main content area includes the CVWMA logo, a list of service areas (Ashland, Charles City, Chesterfield, Colonial Heights, Goochland, Hanover, Henrico, Hopewell, New Kent, Petersburg, Powhatan, Prince George, Richmond), and a search bar. A central article titled "What Happens to Recyclables? Are they really recycled?" is highlighted in yellow, with a sub-heading "Did you know? Recycling Trivia" and a bulleted list of facts. On the right, there is a "Recycling Wizard" form with dropdown menus for "Type of Material", "Item", and "Locality", and a "Search" button. Below the form are social media links for Facebook and R3 on Facebook. The browser's taskbar at the bottom shows the Start button, several open applications (Inbox - Microsoft Outlook, Microsoft PowerPoint), and the system clock displaying 3:46 PM.

Getting started

- **Have a strategy**

Goals, target, #1 piece of information you want to share with viewers

- **Develop a communication plan-**

What do viewers need to know in a timely manner?

How do you develop and maintain an online presence?

How do messages and information spread?

How do we tell people directly what is going on at the local level?

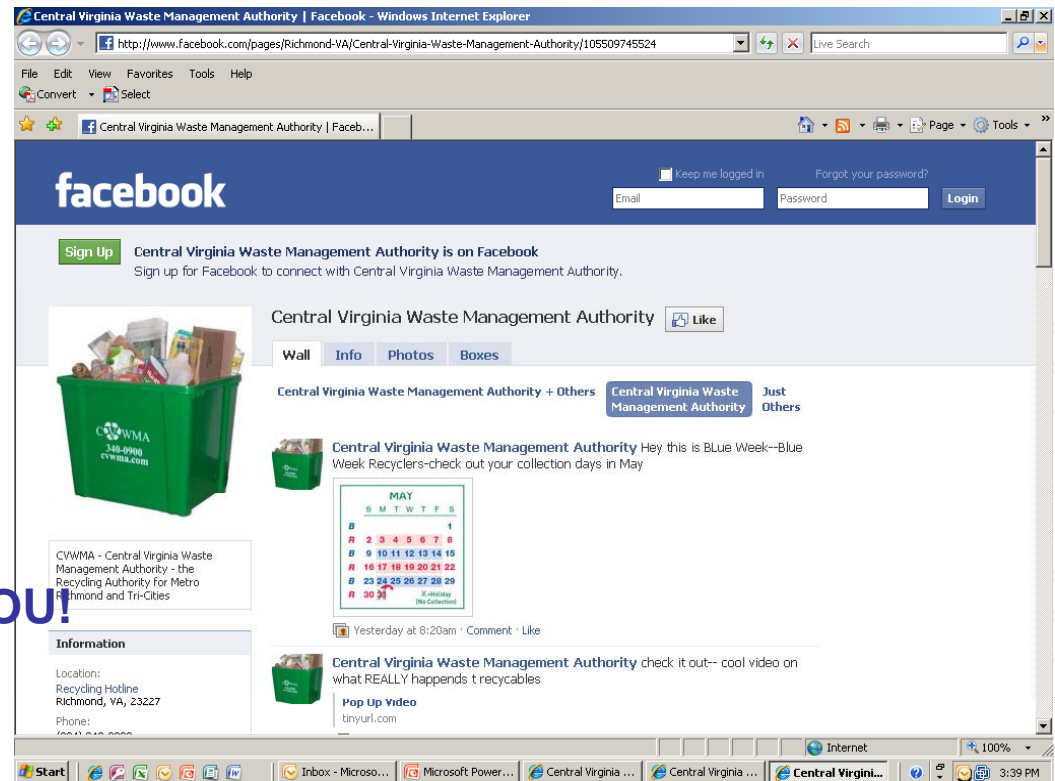
- **Share your stories.**

You want to have conversations with your clients/residents/general public (word- of- mouth promotion via the Internet). Help others to become our information ambassadors.

CVWMA and Facebook



- 1 billion pieces of content are “shared’ EVERY WEEK
- Users age 35 & over becoming the fastest demographic
- Designed to connect users
- Easy way to expand your reach
- Encourage the media to follow YOU!
- CVWMA has 149 Friends/Fans
- CVWMA Fan Demographics



R3 and Facebook



www.facebook.com/pages/Richmond-VA/R3-CVWMA's-Recycling-Mascot/113798821965826



CVWMA and Twitter



- Twitter has estimated 5 million active users
- Like a real time newspaper
- Blog up to 140 characters
- Messages are public
- Features include emails, instant messaging, texting, blogging, RSS feeds
- Aim to follow 40-100 people
- CVWMA is following 36 and has 32 followers



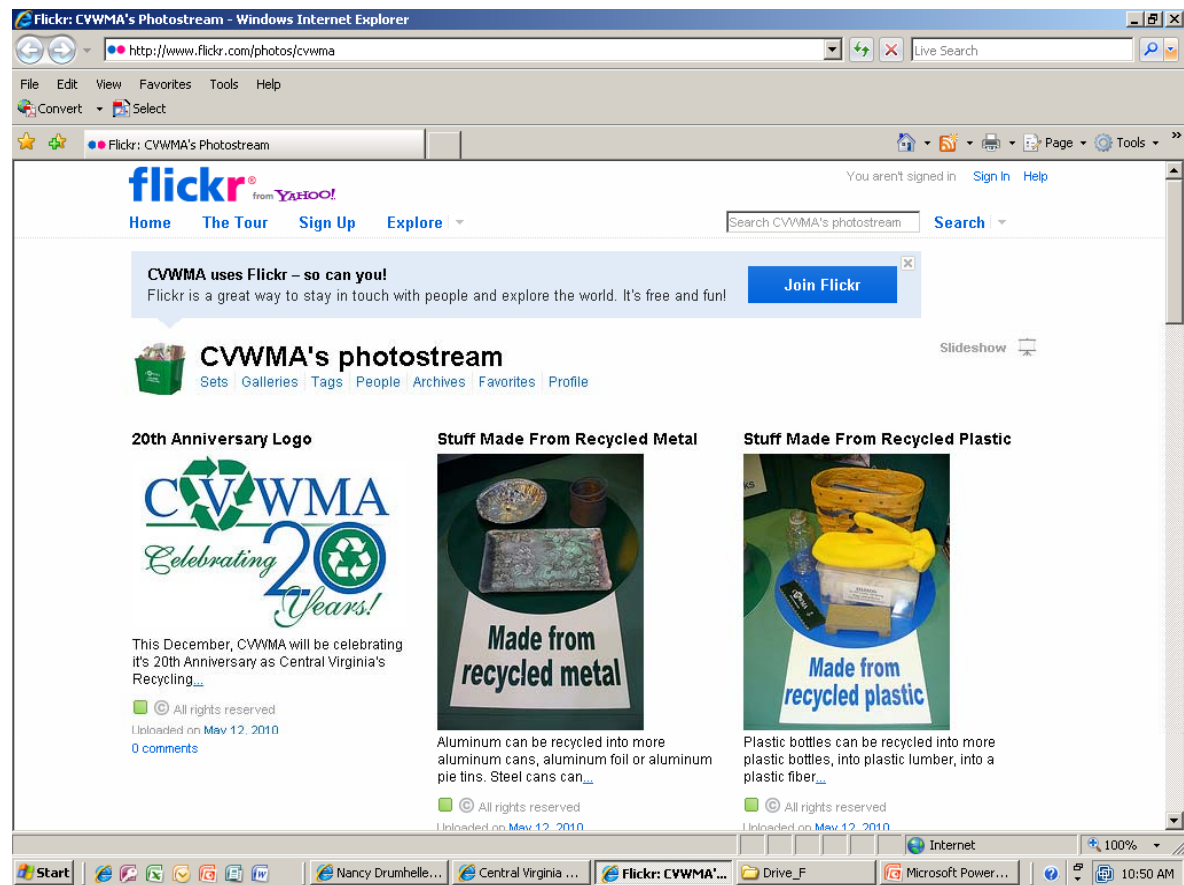
www.twitter.com/CVWMA2



CVWMA on Flickr



- Part of Yahoo
- Upload photos & videos to share with the public



www.flickr.com/photos/cvwma



CVWMA and YouTube



- Commercials/Spots
- Educational videos
- Easy to post/load

YouTube - cvwma - Windows Internet Explorer

http://www.youtube.com/results?search_query=cvwma&aq=f

File Edit View Favorites Tools Help

Convert Select

YouTube - cvwma

YouTube cvwma Search Browse Upload Create Account Sign In

Search options "cvwma" results 1 - 12 of about 12

- RECYCLING: EASY AS 1...2...** 3:03
Get Started Curbside Recycling with **CVWMA**
New 3 minute video - "Getting Started with Curbside Recycling in Central Virginia is as Easy as 1, 2, 3"... Call the Hotline, Collect Recyclables ...
by ndruncheller | 2 months ago | 2 views
- CVWMA Trash Talkers 30**
Recycling Commercial
by kwc987 | 1 year ago | 278 views
- CVWMA TV Campaign**
Central Virginia Waste Management Authority's (**CVWMA**) TV campaign featuring the catchy jingle "It Feels Good to Do Good" airing in the Richmond ...
by theagency | 2 years ago | 641 views
- CVWMA Trash Talkers Can15**
Aluminum Recycling Information
by kwc987 | 1 year ago | 16 views
- CVWMA Trash Talkers Plastic15**
Plastic Recycling Information
by kwc987 | 1 year ago | 7 views

Done

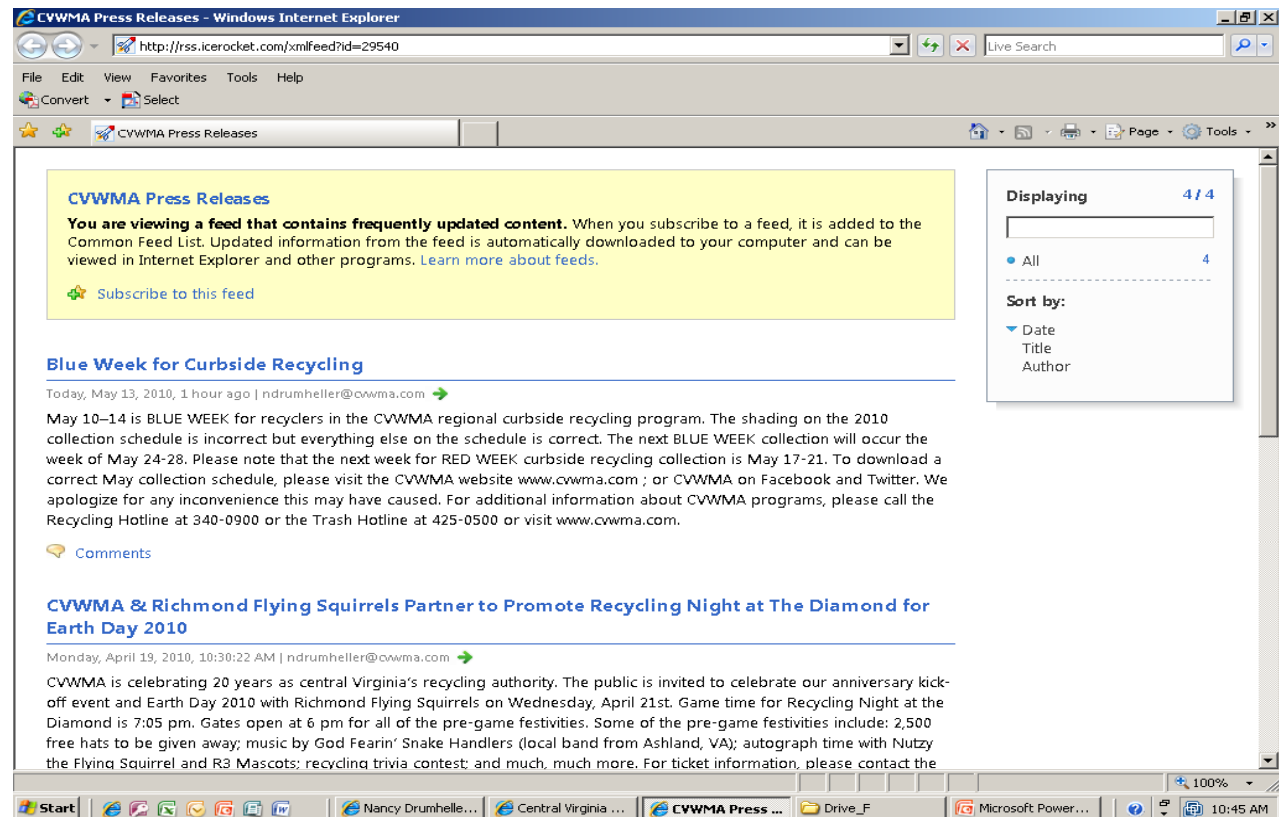
Start Nancy Drum... Central Virgl... Central Virgl... YouTube - ... Drive_F Microsoft Po... 11:43 AM



CVWMA and RSS Feeds



- Really Simple Syndication
- Lets web publishers distribute informational “feeds” that include headlines, summaries, links to full web pages and even music & video
- Formats Press Releases into paragraphs



<http://rss.icerocket.com/xmlfeed?id=29540>



Simple tips/tools

- **Plan 6- 8 months to develop a strong presence & use of site**
- **Content sources**
- **Post information 1st thing at desk/last thing before leaving for the day (Normal business hours)**
- **Be authentic- you are what you publish**
- **Allow participation**
- **Tell stories – make it personal**
- **Google yourself repeatedly to see what others are saying about you**
- **Be sure to have a Online Web Interaction Policy posted**

Questions?



For More Information

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