

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. To the right, a "Recycling Wizard" tool allows users to search for recycling information based on material type, item, and locality. The browser's taskbar at the bottom shows the Start button, several open applications (Inbox, PowerPoint, CVWMA), and the system clock at 3:46 PM.

Central Virginia Waste Management Authority (CVWMA) - Windows Internet Explorer

http://www.cvwma.com/

File Edit View Favorites Tools Help

Convert Select

Central Virginia Waste Management Authority (CVWMA)

Home

Recycling Programs

Trash Programs

Education and Outreach

Why Recycle?

Local Info

About CVWMA

Contact Us

General Information

Meeting Schedules

Financial Information

Solid Waste Plan

Procurement Opportunities

Employment Opportunities

CVWMA

Ashland • Charles City • Chesterfield • Colonial Heights • Goochland • Hanover • Henrico
Hopewell • New Kent • Petersburg • Powhatan • Prince George • Richmond

Recycling Wizard | Site Map

SEARCH

May 11 2010

**What Happens to Recyclables?
Are they really recycled?**

Click here to watch a two part story by Catherine Hawley, News Reporter for WRIC ABC 8 on what actually happens to the recyclables collected in the CVWMA curbside and drop-off recycling programs.

Did you know? Recycling Trivia

- About 75-80% of what we throw away is recyclable,
- Recycling one aluminum can saves enough energy to run a TV for 3 hours ,or
- to light up a light bulb for 20 hours
- Recycling plastic saves 70% of the energy it takes to make a bottle from natural resources
- Metal can be recycled forever without it breaking down

Recycling Wizard

Search for how and where to recycle various items using the menus below

Type of Material
Select one

Item
Select one

Locality
Select one

Search

Follow CVWMA on:

Facebook

R.3 on Facebook

http://www.cvwma.com/

Start

Inbox - Microsoft Out...

Microsoft PowerPoint - ...

Central Virginia Wa...

Central Virginia Waste...

Internet

100%

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?

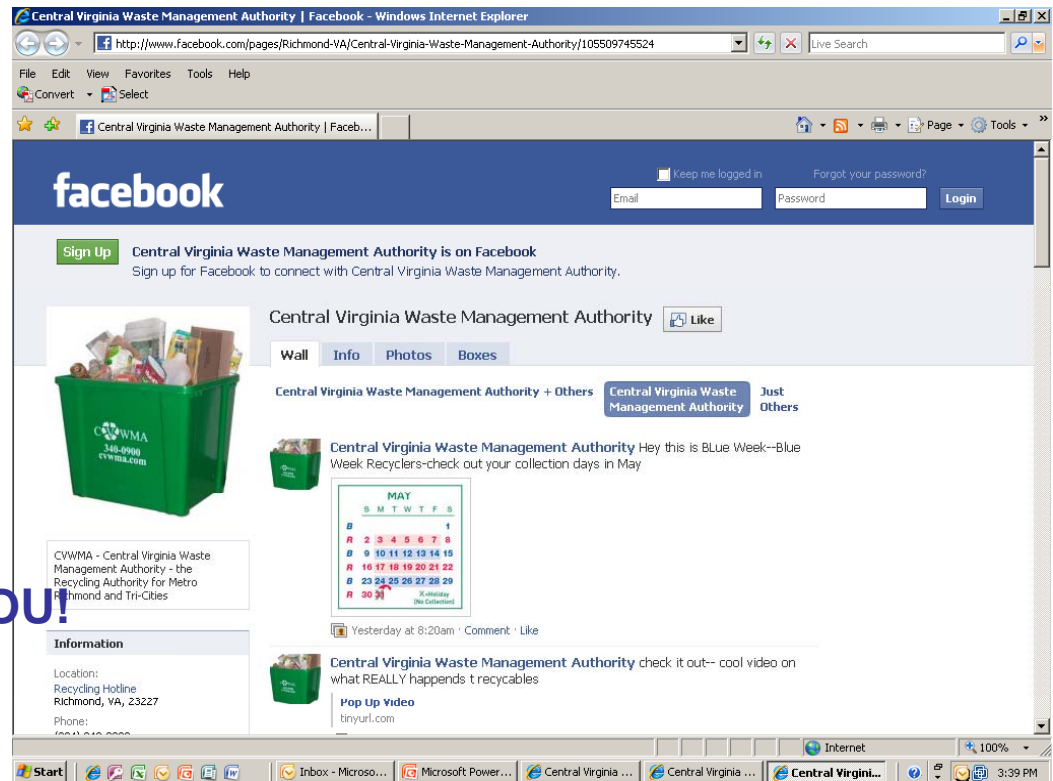
- **Share your stories.**

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



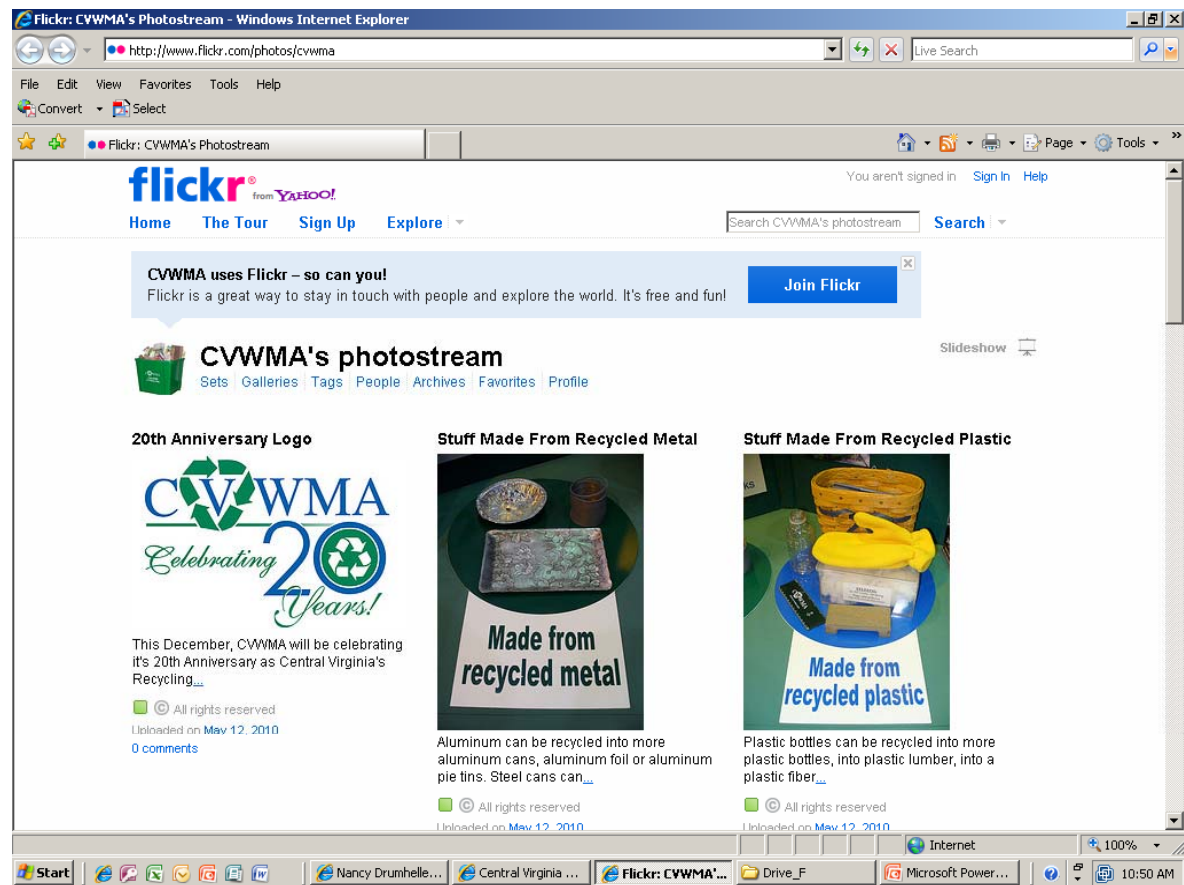
www.twitter.com/CVWMA2



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

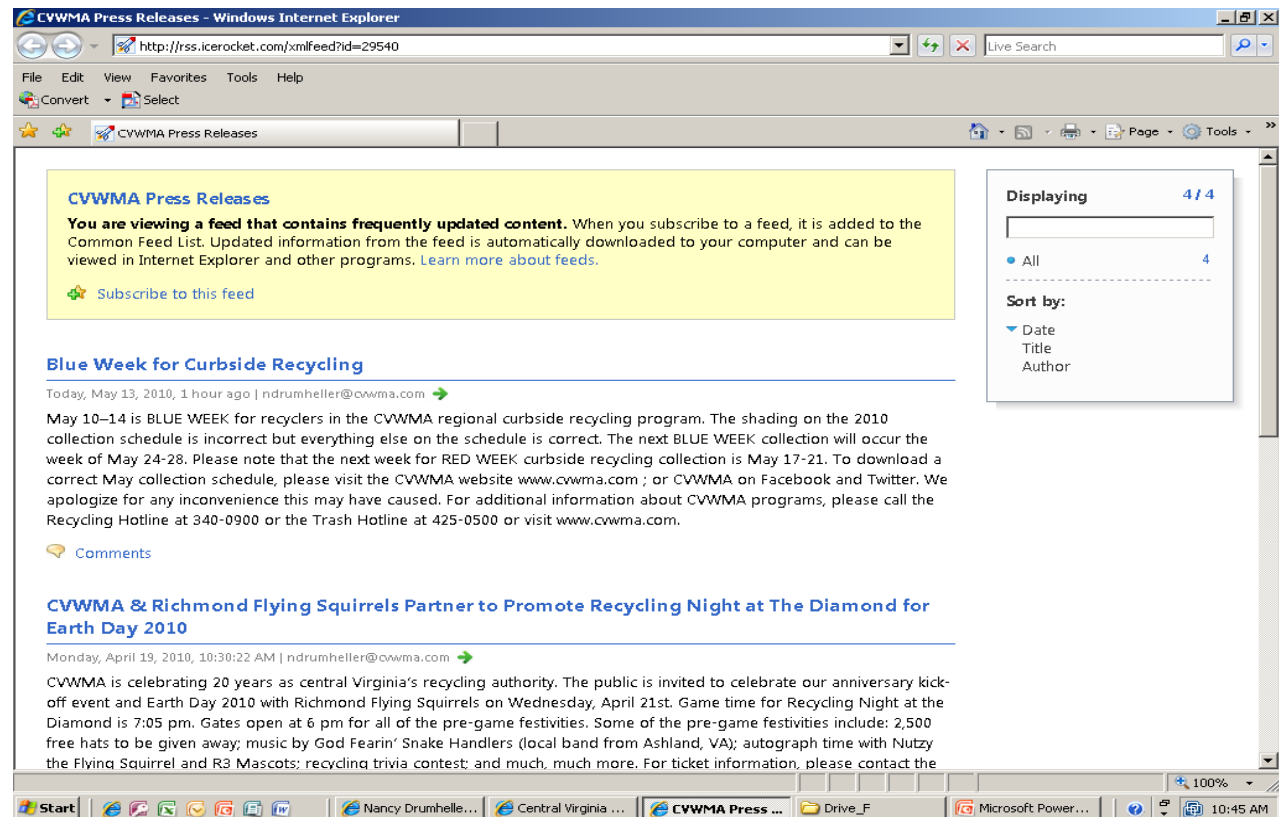
The screenshot shows a Windows Internet Explorer browser window with the address bar displaying http://www.youtube.com/results?search_query=cvwma&aq=f. The page title is "YouTube - cvwma". The search bar contains "cvwma" and the search button is visible. The search results show "cvwma" results 1 - 12 of about 12. The first result is "Get Started Curbside Recycling with CVWMA" by ndruncheller, 2 months ago, with 2 views. The second result is "CVWMA Trash Talkers 30" by kwc987, 1 year ago, with 278 views. The third result is "CVWMA TV Campaign" by theagency, 2 years ago, with 641 views. The fourth result is "CVWMA Trash Talkers Can15" by kwc987, 1 year ago, with 16 views. The fifth result is "CVWMA Trash Talkers Plastic15" by kwc987, 1 year ago, with 7 views. The taskbar at the bottom shows the Start button and several open applications including Nancy Drum..., Central Virgi..., YouTube, Drive_F, and Microsoft Po... The system clock shows 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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