



CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.

Social Media Recommendations

In order to support the Regional Litter Prevention Campaign, it is just as important for jurisdictions to engage their audiences online as it is to do so offline, via traditional methods. To aid in these efforts, the Alice Ferguson Foundation has put together a list of recommended activities that each jurisdiction can follow in order to effectively roll out the campaign. The recommendations below assume the jurisdiction has, or can readily develop, some or all of the following:

- A Website
- Online press room
- Monthly e-newsletter
- Regular “blast” emails (e-Blasts)
- Facebook page
- Twitter profile
- YouTube channel.
- Blog Posts

These tools are highly scalable; any of these channels can be used together or in isolation. Even small steps, such as creating a community Facebook page dedicated to the campaign, can reach an appreciable number of residents. Much of the content for each of these channels – copy for the Websites, press releases for online press rooms, template e-Blasts - will be provided to the jurisdictions by the AFF campaign as part of the communication toolkit updates.

Website

A jurisdiction’s main Website, as a significant repository of content that is expected to appear in search engine results, is likely to receive greater traffic than any other online channel. As such, the Website will be the most important place to disseminate messages about the campaign to target audiences. The jurisdiction’s press room will be an appropriate avenue for news and information on the campaign. This information will be published in press releases and will cover campaign-related information, such as the annual Potomac River Watershed Cleanup, the launch of a new campaign-related program or an upcoming campaign event.

Recommendations:

- *Post 1-3 press releases per year on the regional litter prevention campaign*
- *Post new Website copy (approximately one paragraph in length) each quarter (4 times/year)*

E-Newsletter

An e-Newsletter is used by jurisdictions to keep concerned audiences informed about community activities and county news. Many jurisdictions already use e-Newsletters to communicate with their communities. However, due to the longer lead between e-Newsletter distributions, news tends to be “softer” in nature and less time sensitive. Therefore, a template feature article would be best suited for the e-Newsletter format. AFF will develop a template article with an update on campaign activities. This template article can then be tweaked by each jurisdiction to best suit its needs.

Recommendations: 1 E-Newsletter article per year

E-Blasts

As part of the campaign, four e-Blasts – short copy with an engaging subject line - will be sent out to jurisdictions each quarter. The e-Blasts will provide audiences with snippets of information on the litter problem and on tangible measures they can take to help.

Recommendations: 2-4 e-Blasts per quarter

Facebook

Messages disseminated through a Facebook page should be quick and concise, usually with a link to an external source, such as a Website. A jurisdiction’s Facebook page can be used for sharing any ongoing news or updates about the campaign.

Organizations also have the ability to “favorite” other Facebook pages. Each jurisdiction can use their respective Facebook page to make the umbrella Regional Litter Prevention Campaign page a favorite, and vice-versa. This will help drive traffic both ways, while making it easy for the jurisdiction to track any posts made by the campaign page. Posts by the Regional Litter Prevention Campaign can then be reposted by a jurisdiction on its own page.

Recommendations: 1-3 posts per month related to the campaign; “favorite” the regional litter prevention campaign Facebook page

Twitter

Twitter is used frequently to keep people updated with news and announcements regarding topics of interest to them. Twitter feeds are short, using only 40 words or less. Campaign-related tweets posted by jurisdictions should remark upon a single topic and provide an outside link for people to learn more. For example, an appropriate tweet in support of the campaign would be an announcement of the date of the annual Trash Summit with a link for people to request tickets. Sample “tweets” will be provided to the jurisdiction through the campaign toolkit.

In addition to posting informative information, it is also recommended that jurisdictions “follow” the campaign’s Twitter profile in order to receive relevant information. They can then readily re-tweet campaign information to their audiences on a regular basis. Facebook is also a rich source of Twitter content; jurisdictions are encouraged to tweet any items about the campaign that are posted on Facebook and vice-versa.

Recommendations:

- *1-3 original tweets per week on campaign*
- *1 re-tweet of “Regional Litter Prevention Campaign” posts per week*

YouTube

As part of its overall communications activities, the Regional Litter Prevention Campaign will be conducting a YouTube public service announcement (PSA) contest. This contest will invite all audiences to create their own video, upload it to YouTube and enter for a chance to win a grand prize and be used as the official campaign PSA.

In order to assist these efforts, jurisdictions should re-post or link to materials AFF disseminates about the contest on YouTube. This will ensure that the contest is known to a much wider audience of participants. Additionally, the winning PSA should be posted on each jurisdiction’s YouTube channel.

Recommendations:

- *Re-post all AFF YouTube Channel announcements on PSA contest*
- *Upload winning PSA to existing jurisdiction YouTube channel*