Toilet Tweets
And Potty Humor

Michael Graef
Manager – Creative Services
San Antonio Water System

February 11, 2015
Why Bother?

• **1 in 7 minutes** online is spent on Facebook.

• **93 percent** of U.S. Internet users are on Facebook.

• Twitter is adding nearly **500,000** new users per day.

• Google Plus is adding **625,000** new users per day.

• **48 hours** of video uploaded to YouTube every minute.

Compiled by activeendurance.com
Why Bother?

- Our stakeholders are already there.
- They are talking about us online whether we’re there or not.
- Do we want to be part of those conversations or not?
“We need a Twitter” is NOT a Strategy
Social Media Strategy

• Social media is about the CONVERSATION.
• Talking AT people doesn’t work.
• If you’re not ready to LISTEN and ENGAGE, don’t bother.
• 24/7 commitment.
• Customers have their own agenda.
Reminder: You cannot report outages via Twitter. Call 544-6500 to report it. Check outage map or apps for status updates.

5:05 PM - 4 Feb 2015
Social Media Strategy

What are you trying to accomplish?

– Influence public perception
– Customer education
– Direct customer support
– Emergency notification
SAWS Social Media Strategy

• Put a “face” on San Antonio Water System.
• Cultivate brand ambassadors.
• Build reputation for expertise & innovation.
• “License to operate”
Priorities

• Brand & reputation monitoring
  – Listening

• Reactive stakeholder engagement
  – Joining

• Content publishing
  – Messaging

• Proactive stakeholder engagement
  – Initiating
Scope of Proactive Engagement

Facebook
Twitter
Vimeo

MySAWS
Content is King
A picture is worth a thousand words
Infographics & Cartoons

Even though we have some of the best and safest tap water in the world...

Americans still buy upward of 28 billion bottles of water a year.

Even though we have some of the best and safest tap water in the world...

And on a per-ounce basis, bottled water costs twice or more what gasoline does, and can be up to 1,000 times the cost of tap water.

80 percent of the used bottles wind up in landfills, not in recycling.

But isn’t it worth it, since they no doubt bottle it from some pristine, mysterious source?

Plastic bottles heated in the sun can leach chemicals into the water.

VENTURA COUNTY STAR '08

Greenberg

Manufacturing this uses as much as 45 to 50 million barrels of oil and produces up to 3 tons of CO2 a year.
How-To & DIY

Remove Hard Water Stains with Lemons

If your chromed bathroom and kitchen fixtures have hard water stains that won’t come off with regular cleaners try cutting a lemon in half and scrubbing the surface with the lemon halves.

Household weblog Broccoli Cupcake reported how this method removed all the hard water...
Puppies, Turtles, Etc.
Wait... that's no sewer rat! #CritterCam #WhatNot2Flush
SAWS crews free Raccoon found in sewer line

SAN ANTONIO - San Antonio Water System workers freed a raccoon who was found in a sewer line this week.

Crews found the raccoon around 8:49 a.m. Friday. They believe the animal got in through an open manhole cover. Workers opened another manhole cover and let it out.

SAWS spokesperson Anna Hayden said the raccoon is not the only unexpected discovery crews have made while searching the sewer lines. Hayden sent us photos of a rat, a turtle, a snake, a teddy bear, and a car that SAWS crews have found 'down under.'
Video Killed the Radio Star

Dedication of the William R. Sinkin Centennial Solar Farm
SAWS 5K Run/Walk 2012
SAWS Pipe Tapping Extravaganza
Tapping Into Excellence FTW (For the Water)
Manholes, Pumps and Manly Men -- It’s Top Ops, Yo!
Start the Madness -- Meter Madness, That Is!
Former BexarMet HQ Becomes SAWS Service Center in 30 Sec.
SAWS End of Year 2011
SAWS expects to save $81 million on loan refinancing ow.ly/IImXi via @SABizJournal #satx
12 Laundry Mistakes You Should Stop Making Right Now ow.ly/lbzKf via @time
SAWS
@MySAWS

The case against always leaving the toilet seat down ow.ly/In67r via @VoxDotCom
Getting Permission to Play
Social Media Steering Committee

Monitor and Measure

• Public Affairs
• Legal
• Information Services
• Human Resources
• Executive Management Team
Social Media Policy

• Broad enough to adapt to emerging platforms.
• Specific enough to be enforceable.
• Flexible enough to allow reasonable exceptions.
• Mitigate liability vs. eliminate risk.
Steal from the Best
Water Utility Rock Stars

@portlandwater
@NYCWater
@dcwater
@MySAWS
@twdb