Toilet Tweets And Potty Humor

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San Antonio Water System

February 11, 2015

Central Texas Water Conservation Symposium

San Antonio Water System

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

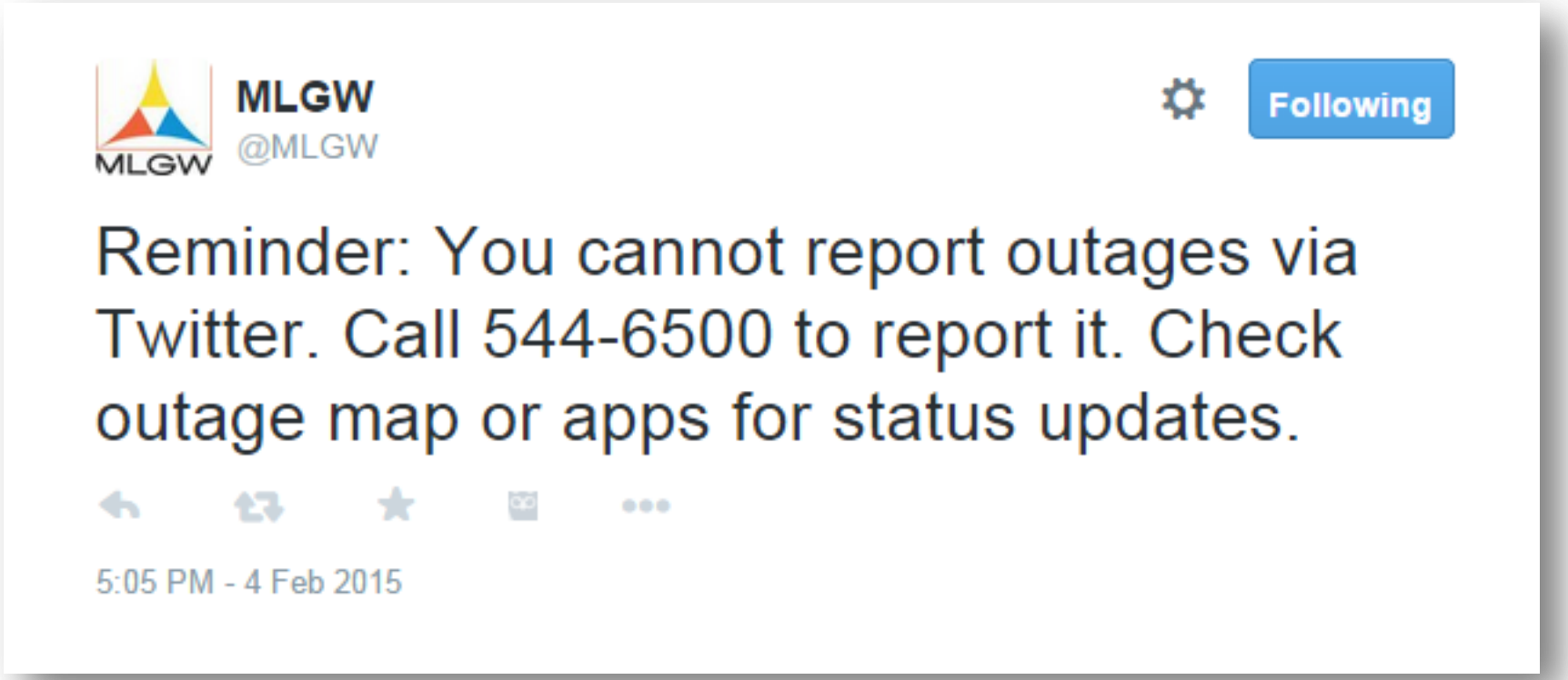
Why Bother?

- **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.**



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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

How-To & DIY

lifehacker

TOP STORIES

CLEANING

Remove Hard Water Stains with Lemons

BY DAVID GALLOWAY APR 28, 2012 12:00 PM

Share +1 Like 1.1k 18,961 21

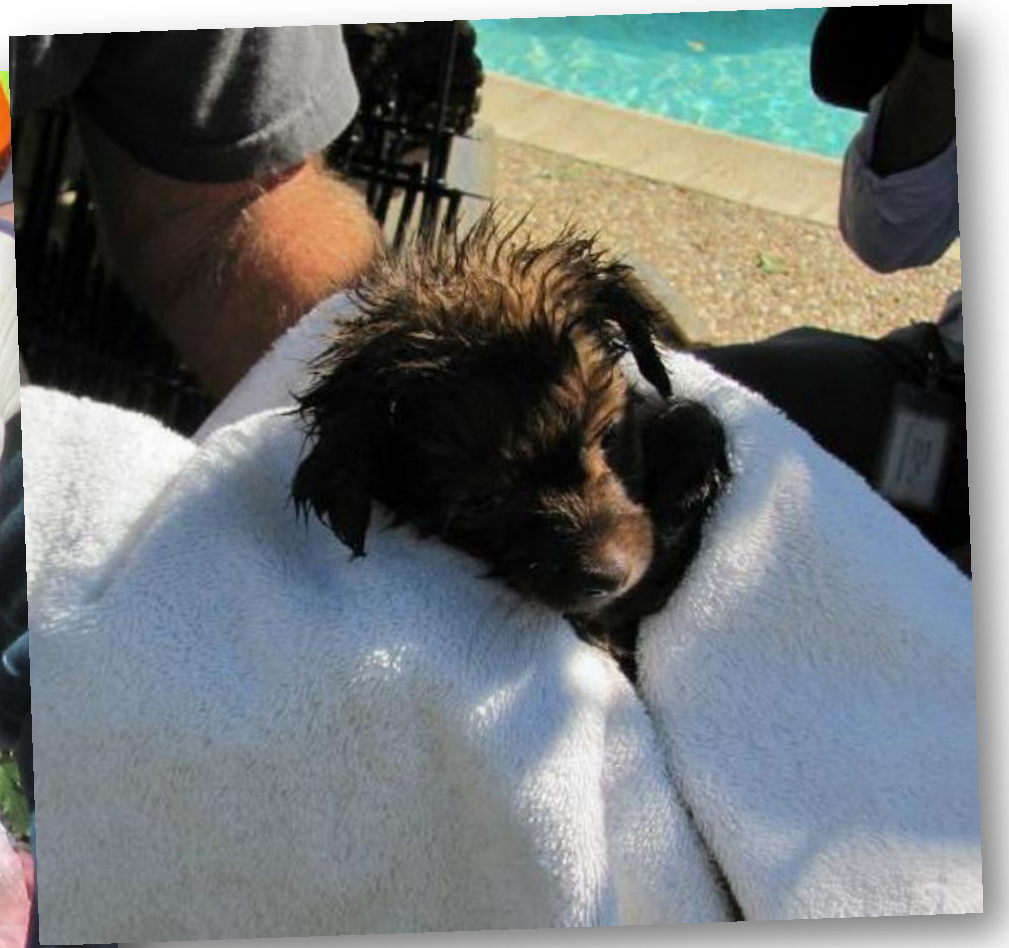
If your chromed bathroom and kitchen fixtures have hard water stains that won't come off with regular cleaners try cutting a lemon in half and scrubbing the surface with the lemon halves.

Household weblog Broccoli Cupcake reported how this method removed all the hard water

GET OUR TOP STORIES
FOLLOW LIFEHACKER

Like Chris Colon, Natalie Marie and 447,288 others like this.

Puppies, Turtles, Etc.



SAWS
@MySAWS

Wait... that's no sewer rat! #CritterCam #WhatNot2Flush

RETWEETS 6 FAVORITES 7

Toilet Tweets and Potty Humor

SAWS crews free Raccoon found in sewer line

FOX 29

Updated: Friday, January 16 2015, 06:48 PM CST

Like 0 Tweet 1 +1 0 Pin it

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 Anne 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.'

0 Like 1 Tweet 1 Tweet

SAWS workers find then free raccoon trapped in San Antonio sewer

mySA

BY JOSHUA FECHTER : JANUARY 16, 2015

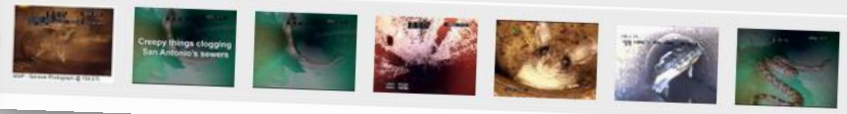
E-mail Print Recommend 41 Tweet 19 +1 1 Pin it 0

MGP - General Photograph @ 154.2 ft.

Photo By Courtesy of SAWS

1 of 20

SAWS workers rescued a furry visitor trapped in the sewer sytem on Friday. A photo provided by SAWS — and shared through their Twitter account with the caption, "Wait... that's no sewer rat!" — shows a raccoon trapped in a sewer line.



Video Killed the Radio Star

facebook Search for people, places and things Michael Graef Find F

stg 2 San Antonio Water System Videos ✔ Liked

Videos
(1 2 3)

Go To: Home

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
@MySAWS

SAWS expects to save $81 million on loan refinancing ow.ly/IlmXi via @SABizJournal #satx

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12 Laundry Mistakes You Should Stop Making Right Now ow.ly/IbzKf via @time

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The case against always leaving the toilet seat down ow.ly/In67r via @VoxDotCom

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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

Follow Us!

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