



**Energy Block Grants Work!**  
CAMPAIGN TO SAVE EECBG



SUSTAINABLE CITY NETWORK  
www.sCityNetwork.com



## **TODAY'S WEBINAR TOPIC**

### **Utilizing Social Media to Enhance Local Energy and Sustainability Outreach**

#### **Speakers:**



**Nicole Sunstrum**  
*New Media Coordinator*  
State of Michigan



**Sarah Wu**  
*Policy and Outreach Manager*  
Mayor's Office of Sustainability  
City of Philadelphia, PA



#### **Upcoming Grant Opportunities**

HUD Community Challenge – due  
September 9

HUD Regional Planning – TBD

DOT TIGER II Pre-Application – Due  
October 3

**August 25, 2011**

**For more information: [www.climatecommunities.us](http://www.climatecommunities.us)**



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## **Recorded Webinar and PowerPoint Archive**

All 2011 recorded webinars and PowerPoints are available at:  
[www.climatecommunities.us/webinars.html](http://www.climatecommunities.us/webinars.html)





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## **ACTION ALERT: Urge Your Member of Congress to Co-Sponsor PACE Legislation**

On Wednesday, July 20th, Representatives Nan Hayworth (R-NY), Dan Lungren (R-CA) and Mike Thompson (D-CA) introduced the PACE Assessment Protection Act of 2011 (H.R. 2599) in the U.S. House of Representatives.

If enacted, this legislation would restore the right of states and local governments to establish Property Assessed Clean Energy (PACE) programs.

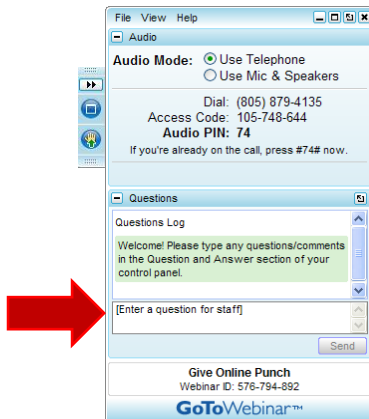
Contact your Member of Congress (202.224.3121) and urge them to **co-sponsor the bill**.



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## **Asking questions**



At any point during the presentation, you can type your question into the question text box and click send. All questions will be read aloud and answered at the end of the presentations, as long as time permits.

# The Business of Social Media

Nicole Sunstrum  
State of Michigan NEW Media Coordinator  
Chair, Statewide Emerging Media Board

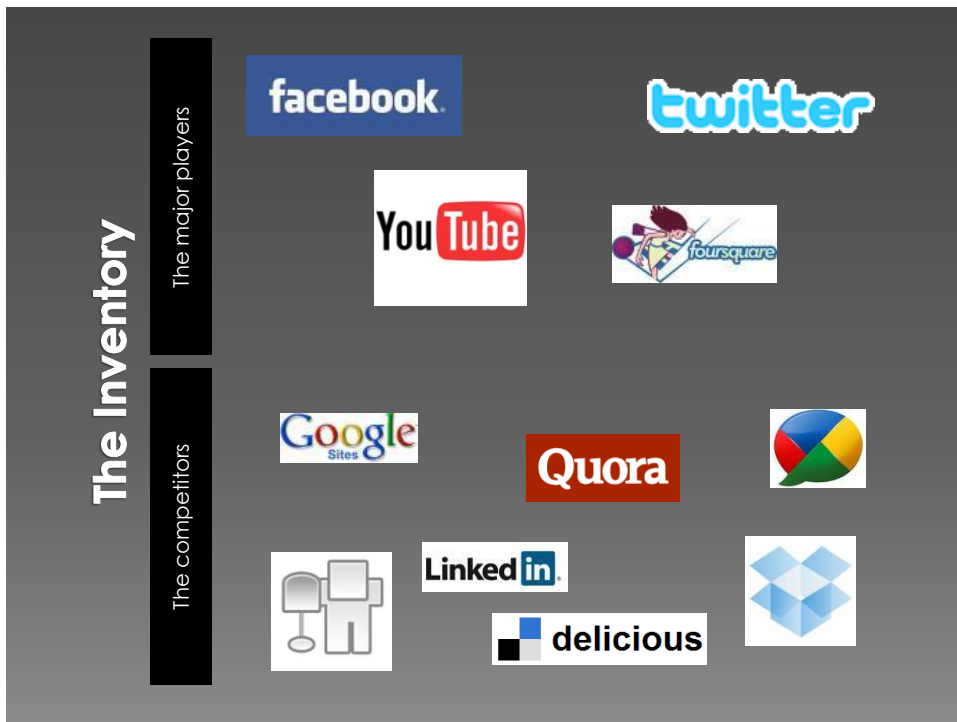
## Breakdown...

- Why social media?
- What are the most commonly used outlets?
- Why is it effective?
- How does LARA use social media for Energy initiatives?
- What is the Department policy regarding social media?
- Lessons learned or challenges?

## Social Media Defined

Internet-based applications that build on the ideological and technological foundations, which allow the creation and exchange of user-generated content.

Source: [www.wikipedia.com](http://www.wikipedia.com)



## FUTURE OR FAD?

TRILLION

BILLION

MILLION

Each year...

Every day...

Per minute...

In the last second...

## State of the Internet:

- 1.9B # of people who use email globally
- 294B average # of emails sent each day
- 107T # of emails sent in 2010
- 255M websites worldwide, 21.4M created last year alone
- 2Billion users across the globe, 14% increase
- 500B registered users on Facebook
- ~200B Twitter users, 25B sent in the last year
- 2B videos are watched on YouTube each day
- 35 hours of video are uploaded each minute
- 36B photos added to Facebook in 2010

## Facebook

- Michigan Department of Licensing and Regulatory Affairs
- Michigan's Energy Future...TODAY
- Michigan Occupational Safety and Health Administration
- Michigan Liquor Control Commission

## Twitter

- @michiganLARA
- @milliquorcontrol
- @miofir
- @michiganORR

## YouTube

- MichiganLARA
- MIOFIR

## Independent

- Michigan Energy Efficiency Network

## Rules of Engagement

- ◉ Existing policy
- ◉ Official site creation
- ◉ Style, images, content, disclaimers
- ◉ There is no expectation of privacy
- ◉ Confidential information, defamatory or derogatory postings
- ◉ Reinforce proper usage, activities, professionalism, no advertising

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THE CITY OF PHILADELPHIA  
MAYOR'S OFFICE OF  
SUSTAINABILITY



*Social Media for Sustainability Outreach*  
*August 25th, 2011*  
*Sarah Wu*

This slide features a dark blue background. At the top center is the Greenworks Philadelphia logo, with the sunburst in a lighter blue-grey color and the text in a light green. Below the logo is a horizontal timeline with seven circular markers. The markers for 2009, 2010, 2012, 2013, 2014, and 2015 are empty circles, while the marker for 2011 is filled with the sunburst pattern. Below the timeline are five circular icons: a lightning bolt, a leaf, an equals sign, a dollar sign, and a pencil.

# GREENWORKS PHILADELPHIA

ENERGY - PHILADELPHIA REDUCES ITS VULNERABILITY TO RISING ENERGY PRICES

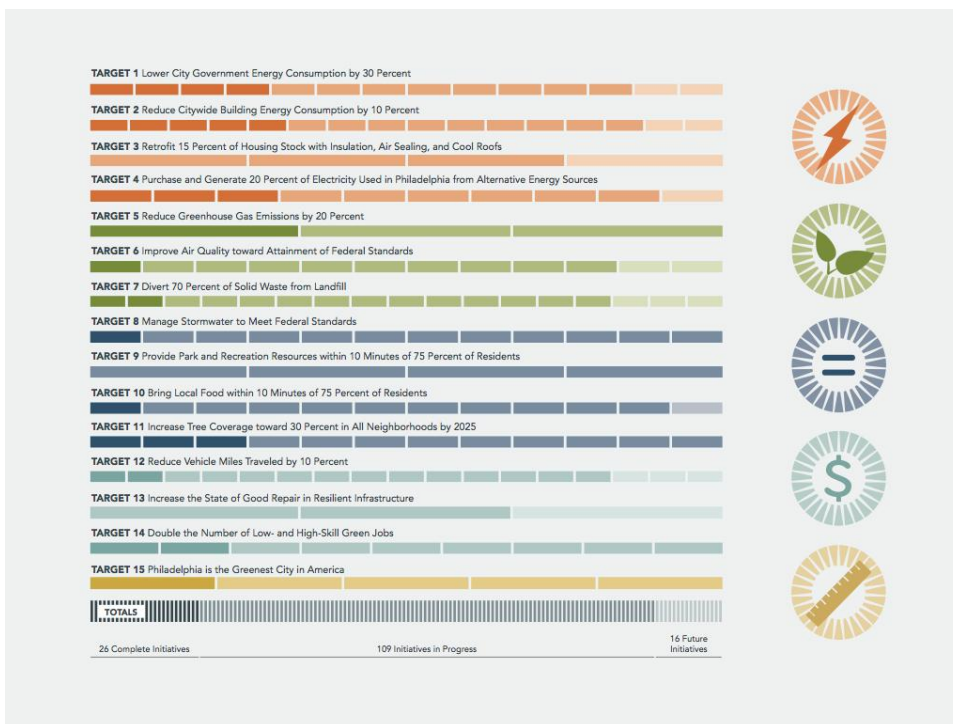
ENVIRONMENT - PHILADELPHIA REDUCES ITS ENVIRONMENTAL FOOTPRINT

EQUITY - PHILADELPHIA DELIVERS MORE EQUITABLE ACCESS TO HEALTHY NEIGHBORHOODS

ECONOMY - PHILADELPHIA CREATES A COMPETITIVE ADVANTAGE FROM SUSTAINABILITY

ENGAGEMENT - PHILADELPHIANS UNITE TO BUILD A SUSTAINABLE FUTURE

5 GOALS, 15 TARGETS, OVER 150 INITIATIVES





  
engagement



# GREENWORKS PHILADELPHIA

## SOCIAL MEDIA TOOLS

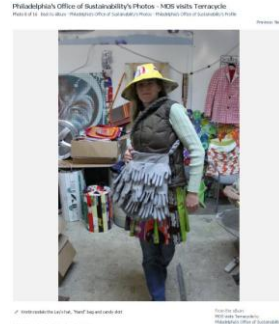


The collage displays five digital assets from Greenworks Philadelphia:

- Website Screenshot:** Shows the 'Sustainability' website with sections for 'Green Buildings', 'Sustainability Programs' (listing Greenworks, Local Food, Tree Planting, Mayor's Farmers Market, and Green Buildings), and 'Latest News'.
- Facebook Page:** Shows the 'Philadelphia's Office of Sustainability' Facebook profile, including a cover photo and several posts.
- Flickr Photostream:** Shows a Flickr page titled 'Your photostream' with photos of community events, such as 'Mayor Nutter with Team4Good Farm'.
- Twitter Profile:** Shows the 'GreenworksPhila' Twitter profile with a bio, a link to a Facebook page, and a list of followers.
- 2010 Progress Report:** Shows a report titled 'ENERGY' with the goal 'Philadelphia reduces its vulnerability to rising energy prices'. It lists targets for energy consumption reduction and includes a 'Download Full 2010 Progress Report' link.

# SOCIAL MEDIA GOALS

1. RECRUIT FOR SUSTAINABILITY PROGRAMS
2. PROMOTE EVENTS
3. DISSEMINATE INFORMATION ABOUT RESOURCES
4. TOUT SUCCESSES
5. HUMANIZE THE OFFICE



Philadelphia's Office of Sustainability's Photos - NDS visits Terrapoint  
 Photo by NDS  
 Philadelphia's Office of Sustainability's Photos - NDS visits Terrapoint  
 Photo by NDS

**Philadelphia's Office of Sustainability**  
 Free Thursday! Sign up for ODS's and PDC's Active Transportation Summit. Hope to see you there!

**Active Transportation Summit | The Pennsylvania Environmental Council**  
 www.pdc2010.org  
 Thursday, June 23, 2011 at 9:00 am to 5:00 pm Coffee and casual conversation begins at 8 with networking remarks starting at 8:30. A boxed lunch will be served 8:00 pm. Breakfast for Maryland Budge Tour and happy hour.

3,102 Impressions · 0.26% Feedback  
 June 21 at 5:47pm · Like · Comment · Share

4 people like this.

**SwitchToClean Ma is a smart cookie. Shared...**  
 June 21 at 3:53pm · Like

Write a comment...

---

**Philadelphia's Office of Sustainability** created an event.

**Sustainable Urban Neighborhoods get together**  
 Thursday, June 23, 2011 at 6:30pm  
 New Kensington CCC's on-site, Center (Frankford and 67th)

2,446 Impressions · 0.19% Feedback  
 June 20 at 4:45pm · Like · Comment · Share

5 people like this.

**Greenworks-Phila** Philadelphia MOG  
 Apps for @PhilaCPI fall series are now available at citizensplanninginstitute.org Apply today to become a change agent! 18 Aug

**GreenworksPhila** Philadelphia MOG  
 Great turnout for @mariposacoop for the grand opening. Way to go bringing fresh food to West Philly! 27 Aug

# SOCIAL MEDIA LESSONS

1. DIFFERENT TOOLS SERVE DIFFERENT PURPOSES
2. PAY ATTENTION TO TIME OF DAY
3. TWITTER INSTITUTIONAL ACCOUNT VOICE CAN BETRICKY
4. USE THE FEEDBACK METRICS MEDIA TOOLS PROVIDE
5. BE CONSCIOUS OF FACEBOOK CONTENT POSTED BY OTHERS
6. REMEMBER NOT EVERYONE USES SOCIAL MEDIA

What's happening?

Timeline · @Mentions · Retweets · Searches · Lists

14 new tweets

**PhillyInquirer** Philadelphia  
 Latest models track Hurricane Irene closer to Jersey Shore bit.ly/g\_CBRm Preparedness tips bit.ly/g\_Z2d 27 minutes ago

**GreenworksPhila** Philadelphia MOG  
 Listening to @mrbark talk about active transportation planning. Inspiring! Thanks for the great info Ma. 27 Aug, 12:00pm · Reply · 0 likes

**Philadelphia's Office of Sustainability**

How do you get around Philly? SEPTA ridership was up by 13 million trips over the last year and looks promising that increased 35% percent in the last decade.

**SEPTA Ridership Up 4%, Highest Volume Since 1999**  
 philadelphia.com  
 SEPTA riders in the fiscal year that ended June 30th took an extra 13 million trips over the previous year. That's a four-percent increase which puts the total number of trips in the year at 324 million -- the highest since 1999.

2,076 Impressions · 0.58% Feedback  
 June 28 at 2:42pm · Like · Comment · Share

10 people like this.

**Kath Suttler** Local rider of the Trenton Inc. Bike too when the weather is cooler.  
 July 25 at 4:53pm · Like · 1 person

**Need Philly Local** How do you explain rise in SEPTA riders?  
 August 2 at 2:15pm · Like

**Endless Valley Green Building Council**

**Endless Customer Linking | Endless Valley Green Building Council**  
 PhillyInquirer  
 The Endless Valley Green Building Council is developing a youth initiative program of community and sustainability. Encourage participants to learn to be good stewards for the earth. Emphasize collaboration and community. Write a letter of praise, including the ability to...

July 15 at 11:02am · Like · Comment · Share

**Nuclear Power | Green**  
 67 million Philadelphia residents will avoid greenhouse gases. They'll consume clean energy from nuclear.  
 Nuclear plants have no carbon footprint -- RT  
 12 likes  
 The birth of a carbon-free alternative to fossil fuels. Pennsylvania's new power plant is a nuclear reactor built here. Right?

July 17 at 11:02am · Like · Comment · Share

**Philadelphia's Office of Sustainability**  
 Compared to Green Park? We're actually about your good news!  
 Philadelphia's Green Park? We're actually about your good news!  
 Inspiring! Thanks for the great info Ma. 27 Aug, 12:00pm · Reply · 0 likes

THE CITY OF PHILADELPHIA  
MAYOR'S OFFICE OF  
SUSTAINABILITY



[sarah.wu@phila.gov](mailto:sarah.wu@phila.gov)

[www.phila.gov/green](http://www.phila.gov/green)

[facebook.com/greenworksphila](https://facebook.com/greenworksphila)

[twitter.com/greenworksphila](https://twitter.com/greenworksphila)



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# Questions?



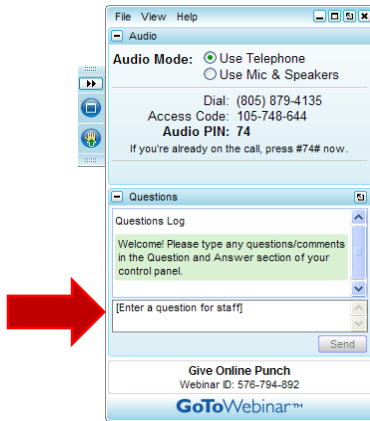
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