Tips for

Boosting Stormwater Pollution Prevention Public Education & Outreach Messages on Social Media

Presented by

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The Importance of Using Social Media

Social media has proven to be an effective platform for many organizations and agencies. The Central Massachusetts Regional Stormwater Coalition (CMRSWC) is implementing public outreach strategies to find and engage target audiences with tailored messages which meet the stormwater public education requirements for *Appendix H & F* of the MA MS4 General Permit. For our partner communities, social media has presented an opportunity to focus efforts on educating and engaging with their stakeholders regularly.

"The amount of time adult social network users spend on social media platforms,which grew by 13 minutes in 2020 – will remain higher than before the pandemic, at 1 hour and 35 minutes per day in 2021." **— eMarketer, US Social Media Usage 2021**

So make no mistake! The impacts of social media offer a great opportunity that your department cannot afford to ignore.

Targeting the Right Audience

Social media audience targeting is mainly about narrowing focus while expanding the reach of the social channels. Your target audience is not "everyone" unless you're Google. We have spent 2021 shaping the CMRSWC's social media audience by defining a niche of pollution prevention messaging through our layered communications approach across Facebook, Twitter and Instagram. As we develop our target audience, we will progressively become more and more highly specific; tagging partner communities and incorporating them into posts.

Best Practices for Sharing Stormwater Pollution Prevention Messages

We are looking for support to expand the social media presence of the CMRSWC's outreach campaign and to help you meet your educational outreach goals. We are looking for more social media managers in our partner communities to help out on Facebook, Twitter and Instagram. We have listed out things your department can do to help out this effort. If you are interested, feel free to help us out by doing some or all of them. No pressure, please only do what you are comfortable with the social media accounts you manage.

1. Please "like" www.facebook.com/MAStormH2O and "Follow" www.twitter.com/MAStormH2O and www.instagram.com/MAStormH2O if you haven't already.

2. If you are willing, please invite your followers to like all three social media accounts. Local residents, businesses and environmental advocates who might be interested... invite as freely as you are comfortable.

   - Underneath the banner picture on the Facebook page are the words, "Liked," "Following," and "Share." Click on the "..." and then click on "Invite Friends."

   - On Twitter, Copy the URL link to the CMRSWC's profile and share it with your followers to lead them directly to the official Twitter profile.

   - To send the CMSWC's profile to another user on Instagram, go to the CMRSWC profile. You can go to a user's profile by tapping their username on one of their posts in your feed or by searching for them on the Explore tab. Tap the three dots in the top-right corner of the screen. Tap "Share this Profile".

3. More action for Facebook: Navigate back to the main screen of the Facebook page and hover over the "Following" box. Don't click immediately but instead click on "Favorites." This will ensure that all new posts will appear at the top of your Facebook feed. Each account only gets something posted 5-10 times a week, so it shouldn't prevent you from seeing all of the other fun things happening on Facebook.

4. Finally, since all posts will not show up on your newsfeed on the top, please "like" everything we post! Unless of course you are opposed to what we post or don't "like" it. The logic is that if all of our posts can guarantee at least 20 likes (and maybe some comments), the Facebook algorithms will think our pages are a happening place! And of course, feel free to share anything with us that might be of interest too.

Social media can be a very effective tool for communicating unique content related to (MCM 1): *Public Education and Outreach*, **to share with the CMRSWC community partners and target audiences.**