

**ATTACHMENT 1- “DO MORE BLUE” TUCSON
FACEBOOK PAGE ANALYSIS AND SOCIAL MEDIA
RECOMMENDATIONS**



Do More Blue Tucson



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“Do More Blue” Tucson Facebook Page Analysis and Social Media Recommendations

Prepared for: City of Tucson Environmental Services Department

November 2013



Seattle | San Jose

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Introduction

Utilizing Social Media to Encourage Behavior Change

The term "Social Media" refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. It is a form of online communication that allows user communities to share information, ideas, and media-based content such as photos and videos.¹ As mobile internet and smart phone usage increases, social media involvement is key for organizations wishing to connect with an on-the-move, technologically savvy audience. Social media sites provide easy and free ways for organizations to contact and interact directly with individuals in a two-way form of communication.²

Although social media is commonly thought of as a platform for socializing and sharing information, it can also be a powerful tool for changing behavior. Because social media is meant to be interactive, it can become a place for the City of Tucson to engage residents in a dialogue around recycling practices, encourage behavior change and receive information back from residents that provide greater insight into recycling beliefs, habits or barriers.

To encourage behavior change, social media needs to provide localized, accessible resources and information to empower individuals to **adopt recycling practices, make recycling a social norm, and provide reoccurring communication to inspire ongoing recycling behavior.** In the [Best Practice Research Findings](#) section of this report, we will outline social media best practices that will help the City of Tucson effectively use social media to promote recycling.

Local Governments' Use of Social Media to Promote Recycling Programs

Many federal, state and local government agencies have already discovered that social media is an increasingly important tool for connecting with a target audience, sharing information, and ultimately motivating citizens towards behavior change.

Other local governments are using social media to give their residents access to dynamic, media-based recycling information, motivate residents with specific calls-to-action, become a source of local recycling news, and develop a relationship with other community organizations and groups. Specific strategies used by other municipal governments will be outlined in the [Case Studies](#) section of this report.

Overview of Tucson's Social Media Initiatives

The City of Tucson Environmental Services Department created a Facebook business page called “Do More Blue” on September 20, 2011 (see [Appendix A](#) for definitions of commonly used terms). The goal of “Do More Blue” is to inform and promote recycling and waste reduction in the City of Tucson. Content on the Facebook page lists materials that are recyclable in the City of Tucson, promotes waste reduction and material reuse, and highlights local recycling events and information.

¹ http://www.ct.gov/deep/cwp/view.asp?a=2714&q=487970&depNav_GID=1645

² http://www.ct.gov/deep/cwp/view.asp?a=2714&q=487970&depNav_GID=1645

The City of Tucson also maintains a Twitter page (@cityoftucson). This Twitter page occasionally references the “Do More Blue” campaign or local recycling efforts, but has a broader focus on city-wide news and events.

Report Objectives

Evaluate Tucson’s Current Social Media Efforts

This report will evaluate the City of Tucson’s current social media efforts for effectiveness and adherence to best practices based on content, social following, and interactions. It will outline the City of Tucson’s social media outlets and how they are performing, as well as analyze past Facebook posts to identify content that is working well and content that could be improved to increase audience engagement.

Document Best Practices for Municipal Social Media

This report will document best practices from similar municipal social media efforts and campaigns that aim to promote recycling within their municipalities. First, it will outline general social media best practices that apply to all Facebook pages, no matter what their content or audience. Second, it will present case studies of several municipal governments with strong social media presences, reviewing their content for strategies that have effectively conveyed recycling information and promoted audience interactions.

Recommend Short and Long-term Opportunities

Based on the City of Tucson’s existing social media efforts and presence, as well as best practice research findings, this report aims to recommend short and long-term opportunities for enhancing the effectiveness of the “Do More Blue” Facebook page. It will present specific actions that can be taken to improve the clarity and content of the “Do More Blue” page and promote audience engagement.

It will also provide tools for more effectively posting content and analyzing the success of social media efforts, as well as outline sample Facebook posts that adhere to social media best practices. Finally, this report will cover additional opportunities for expanding the City of Tucson’s social media presence into other social media outlets.

Summary of Tucson’s Existing Social Media Efforts

Current Social Media Presence

The City of Tucson’s recycling programs and resources are represented in several social media outlets. In addition to a dedicated Facebook page for the “Do More Blue” recycling campaign and the previously mentioned general City of Tucson Twitter page, the “Do More Blue” campaign also has an Instagram account and a Pinterest page. For a list of definitions of these social media platforms and their function, see Appendix A.

Additionally, the City of Tucson’s Environmental Services Department recently launched a partnership with a mobile device application called MyWaste App. This application can remind residents of their trash and recycling schedule and features a look-up tool for recyclables and other waste.

The City’s various social media outlets and their social followings are listed below:

| Social Media Outlet | Fans/Followers/ Likes | Leading Demographic³ |
|----------------------------|---------------------------------|---|
| Facebook (Do More Blue) | 448 Likes | Women, adults ages 18-29 |
| Twitter (City of Tucson) | 6,065 Followers | Adults ages 18-29, African-Americans, urban residents |
| Instagram (Do More Blue) | 7 Followers | Adults ages 18-29, African-Americans, Latinos, women, urban residents |
| Pinterest (Do More Blue) | 3 Followers | Women, adults under 50, whites, those with some college education |

Using social media analytics software and tools (discussed in detail in the [Recommendations](#) section of this report) would provide further information on audience engagement, demographics, follower growth, and other trends. These social media statistics are important for identifying areas of improvement and focus. Because the “Do More Blue” Facebook page has the most fans of the three “Do More Blue” social media sites, the bulk of this report will focus on strategies that will improve the Facebook page and increase both the page’s “Likes” and engagement.

Effectiveness of Current Facebook Strategies

In order to improve the effectiveness of the City of Tucson’s “Do More Blue” campaign, it is important to recognize what’s working well on the current “Do More Blue” Facebook page. Several aspects of the existing Facebook content are already in line with general social media best practices, and contribute positively to the growth of the page.

At the same time, it is important to identify areas of improvement that have potentially been a barrier to engagement, and that can be addressed with new strategies for increasing interaction.

Based on observations of the content trends on the Facebook page, the following strengths and areas for improvement have been identified:

³ <http://blog.bufferapp.com/social-media-in-2013-user-demographics-for-twitter-facebook-pinterest-and-instagram>

Strengths

- **Regular and frequently-posted content.** Facebook content is currently posted once or twice a day during the weekdays, without any major lapses in posting. Posting regularly helps establish a social media presence while creating fresh content for audiences to engage with.
- **Media-based posts.** Current Facebook content almost always includes links, photos, videos, or other interactive elements such as pledges. This type of dynamic content has been shown to help foster audience engagement (see [Best Practice Research Findings](#) section).
- **Relevant and timely content.** Facebook posts are frequently timed with holidays (Thanksgiving), national recycling news and events (America Recycles Day), and local special collection recycling events. This adds relevancy to the content and helps keep recycling top-of-mind.

Areas for Improvement

- **Length of posts.** Many posts are lengthy and include lists that are cut off and fully visible only if you click “See More”. Posts should be succinct in order to remain visible on the main Facebook page, and to increase the likelihood of audience engagement.
- **Dialogue with audience.** In some instances, it was observed that Facebook users commented on a post on the “Do More Blue” Facebook page, but did not receive a response from the “Do More Blue” page. This represents a missed opportunity for starting a dialogue with the target audience.
- **Engagement with community.** To date, the “Do More Blue” Facebook page has had a limited use of hashtags or tags to other users or pages in the page’s content. Using hashtags and tags helps raise the search rankings of the page’s content and tap into social media trends.
- **Outdated or missing information.** The “Do More Blue” Facebook page has several areas with outdated resources or links, including broken links to other social media sites and a links to expired photo contests or campaigns. Maintaining up-to-date content is important for staying relevant being a resource for the target audience.

These areas for improvement will be discussed in more detail in the [Recommendations](#) section of this report.

Best Practice Research Findings

In recent years, social media strategies and best practices have become the subject of countless articles, research studies, trainings, and webinars. While the strategies for improving an organization’s social media presence can vary dramatically based on individual factors such as industry and audience demographics, there are now many principles of social media use that have become accepted as established best practices.

The following is a partial list of some of the general best practices that apply to social media efforts of all shapes and sizes. These best practices should be the foundation of an organization’s social media strategy, and often address the “low-hanging fruit” improvements to social media.

Foundational Social Media Best Practices⁴

- **Keep it short.** Content should be less than 350 characters to ensure that it is properly displayed on the Facebook page.
- **Keep it connected.** Use hashtags to connect your content to common terms and trends, and tags to link to mentioned organizations and other Facebook pages (see [Appendix B. Understanding and Utilizing Social Media Tags](#)).
- **Keep it clean.** Too many Facebook applications can detract attention from the overall message. Although some applications are productive and useful, it is best to keep the number to a minimum.
- **Keep it up-to-date.** By continuously updating your page, you give your fans a reason to come back often. Change your cover image frequently to tell your evolving story.
- **Keep it on topic.** Posts should be relevant to the audience and focus on the goals of social media outreach.
- **Keep it visual.** Link to photos, videos, infographics, and other dynamic content that grabs the reader’s eye. Photos receive 50% more likes than non-photo posts.
- **Use engaging thumbnails for link stories.** Links with thumbnails received 65% more likes and 50% more comments.
- **Follow others and repost content.** Reposting content from the pages of other individuals or organizations demonstrates your engagement with the online recycling community.
- **Position your organization as an authority.** Your Facebook page gives you a chance to demonstrate your expertise around waste and establish yourself as a local authority.
- **Ask for feedback.** Encourage feedback through discussion boards, polls, surveys, promotions, user-generated comments, and general fan interaction. Posts that include a prompt for conversation or a question receive 70% above average engagement.
- **Reply to feedback.** Respond in a timely fashion to questions and comments that are posted by others in response to “DoMoreBlue” Facebook posts. Replying to comments shows that you’re active and engaged on Facebook and encourages additional feedback.

Additional resources and best practice research can be found in Appendix C of this report.

Case Studies

In order to better inform our recommendations for the City of Tucson’s “Do More Blue” Facebook page, Cascadia researched municipal governments running effective recycling or waste-related social media campaigns. The best practice research identified social media leaders in the municipal realm and allowed us to better understand industry standards.

⁴ Adapted from: <http://www.dummies.com/how-to/content/how-to-use-best-practices-in-your-business-facebo.html>

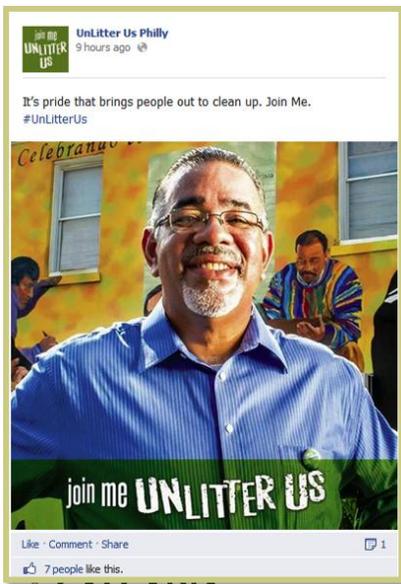
The resulting case studies outline the most popular social media outlets used by leading municipal governments and their corresponding statistics, along with the strengths of each municipal government’s social media strategy. These municipal government sites were selected based on internet research of the leading municipal social media outlets. It should be noted that while these municipal Facebook pages incorporate some of the essential best practices, they too have considerable room for improvement. For instance, the follower statistics of these Facebook pages are still low when compared to the overall municipal population and the potential target audience, and no municipal page follows all best practices. Despite this, these Facebook pages have been included as case studies to showcase how they are successfully employing some of the recommended best practice strategies.

Philadelphia, PA

| Brand | Department | Facebook | YouTube | Twitter |
|--------------------|---|-----------------------------|----------------------------------|---------------------------------|
| Unlitter US Philly | City of Philadelphia Streets Department | 3,474 Likes | 51 Subscriptions | 1,055 Followers |

Successful Facebook strategies:

- Focuses on specific, frequent calls-to-action for the target audience (i.e. “Join Me. UnLitter Us”).
- Content uses tags (@ symbols) to recognize other local recycling organizations and highlight craftsmen utilizing recycled materials.
- Features media content, such as infographics, photos, and videos. Many of these photos feature real people, helping to give a human element to their main message.
- Uses hashtags to amplify brand and increases searchability (i.e. #UnLitterUs, #Phillyrecycles).
- Features do-it-yourself projects that are examples of reusing materials and solidify “reuse” message.
- Posts are frequent without being overwhelming- usually every one to two days.
- Content focuses on local waste reduction news and strategies.



Sacramento, CA

| Brand | Department | Facebook | Twitter |
|-------------|---------------------------|-----------------------------|-------------------------------|
| Sac Recycle | Recycling and Solid Waste | 1,567 Likes | 489 Followers |

Successful Facebook strategies:

- Responds to followers’ feedback, comments, and concerns quickly to resolve issues and offer online customer service.
- Harmonizes content and look across the City’s other social media platforms to maintain a cohesive brand.
- Offers content that is useful to readers such as collection day and service reminders.
- Promotes events in collaboration with other local groups and organizations (i.e. free compost seminar at Southside Community Garden).
- Posts about local waste-related news.
- Content of posts and look of page are timely- a frequently updated cover photo sends a seasonal recycling message.
- Posts showcase reuse methods and techniques.
- “About Us” section of page is up-to-date and links to Department website.
- Facebook applications are updated and strategically feature the most relevant information, such as photos, service day schedule, and seasonal leaf pick-up information.



Denver, CO

| Brand | Department | Facebook | Twitter |
|-----------------|---------------------------|-----------------------------|-------------------------------|
| Denver Recycles | Recycling and Solid Waste | 1,360 Likes | 309 Followers |

Successful Facebook strategies:

- Holds photo contests such as the "I Heart My Purple Recycling Cart" to engage audience.
- Adapts content specifically for the Denver area ("Denver residents recycled over 113,000 lbs. of hazardous waste last year. Find out how you can recycle your household hazardous waste").
- Keeps posts succinct in order to be effective.
- Asks audience for feedback.
- Showcases local recycling, composting, or waste prevention events.
- Features local businesses recycling ("MillerCoors brewery now recycles all waste!").
- Provides information about difficult to recycle items, such as electronics and hazardous waste.

Denver Recycles shared a link.
July 11



Recycle your old electronics at the Mile High Electronics Recycling Event on Sunday, August 11th. Reserve your appointment time today!



Eco-rally Collection Event
www.denvergov.org
The Official Site of the City and County of Denver

Like · Comment · Share 5 14

Denver Recycles shared a link.
April 24



National Prescription Take-Back Day is April 27th! Find out where you can take expired or left-over prescriptions.



Drug Disposal - National Take-Back Initiative
www.deadiversion.usdoj.gov
Department of Justice Drug Enforcement Administration Office of Diversion Control

Like · Comment · Share 4

Denver Recycles
June 10



We'd like to hear from you - Tell us what MOTIVATES you to recycle?

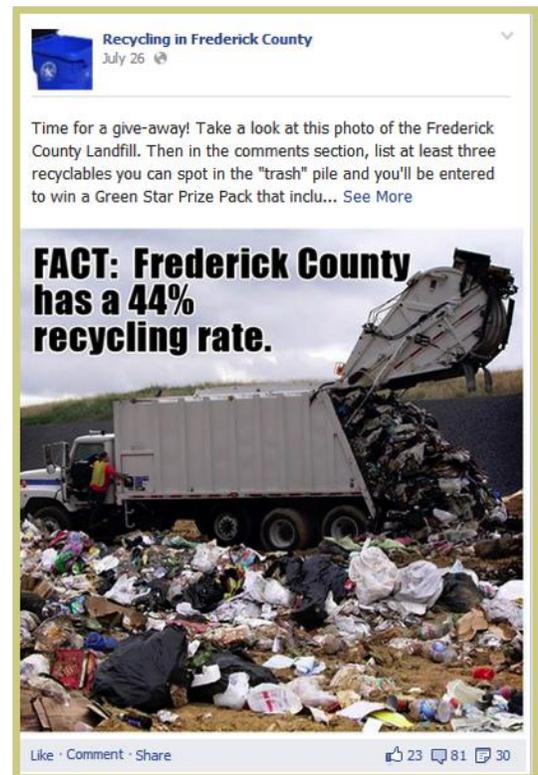
Like · Comment · Share 5 14

Frederick County, MD

| Brand | Department | Facebook | Twitter |
|--------------------|---|-----------------------------|-------------------------------|
| Frederick Recycles | Frederick County Department of Solid Waste | 1,063 Likes | 209 Followers |

Successful Facebook strategies:

- Posts are timed to help consumers understand changes to traditional schedules.
- Created a “Spot the Recyclables” game asking audience to identify recyclables in a photo of garbage.
- Provides information about various kinds of services such as leasing additional carts.
- Showcases what happens to recyclables after they are placed at the curb.
- Posts combine creative ideas with county-specific education (i.e. “Did you know that lids can be left on your empty glass jars when you place them in the recycling cart? Or...here’s a clever way to reuse them instead”).
- Holds occasional contests and giveaways for audience participation.



Recommendations for Tucson’s Facebook Page

Currently, “Do More Blue’s” Facebook page has 448 likes; improving these numbers requires maximizing opportunities to reach and engage customers. Cultivating a successful page requires developing a social media strategy, implementing social media best practices, and beginning to use available measurement and metrics tools.

Based on social media outreach best practices and the successful strategies used by other municipalities, Cascadia recommends the following short and long-term changes to the Do More Blue Tucson Facebook page:

Development of a Social Media Strategy

A social media strategy is essential to creating a consistent online identity that produces content that will resonate with your audience. Development of a social media strategy should begin with assessing and documenting your social media goals and objectives and your targeted audience. For example, you can use social media to encourage non-recyclers to begin recycling, focus on improving the recycling habits of existing recyclers, or both.

A social media strategy should also clarify your audience’s needs, wants, and challenges with regards to your social media goals. Content should be tailored to the identified goals as well as the audience’s needs, and focus on what will resonate with existing and potential customers and fans.

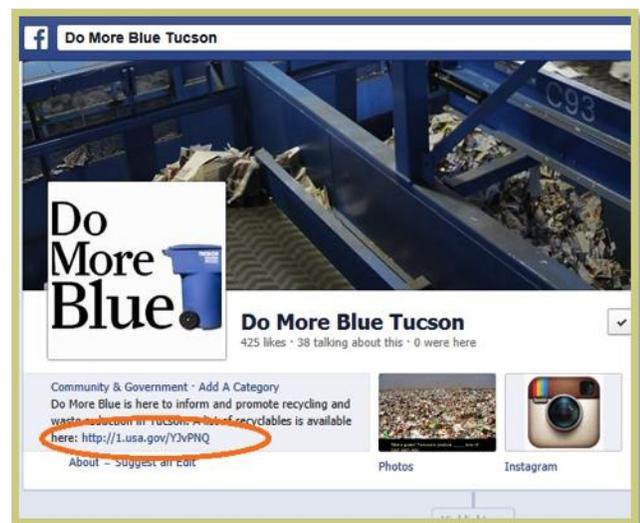
Finally, a social media strategy should include success metrics that will be used to evaluate the effectiveness of social media efforts and progress towards goals.

See Appendix C for additional resources for organizations developing their social media strategy.

Short-Term Improvements

1. **Add the “Do More Blue” Tucson website to the About section.**

The audience needs to be able to quickly and easily access additional organization and recycling information outside of the Facebook page. Currently, the only website listed in the About section of the “Do More Blue” page is a list of recyclable material- linking to the City of Tucson’s Do More Blue website will establish credibility and expertise, as well as a link to further city resources and information.



Example of where to update information

2. Remove links to outdated information and Apps.

Apps can include photos, videos, notes, events and other options to customize your Facebook Page. Apps get more visibility than everything below them on your Timeline, so make sure that they are current, organized, and kept to a minimum. Several Apps, including the Instagram, Welcome, Videos, and Photo Contest Apps do not work properly or are outdated, and should be removed. The most relevant Apps, such as the Photos and Events Apps, should be at the top of the list.



Example of outdated/broken Apps

3. Reduce length and frequency of posts

Post media-based, succinct content once every one or two days- posts between 110-250 characters get about 60% more likes, comments and shares, and photo albums, pictures, and videos get 180%, 120%, and 100% more engagement respectively.

Posting in the morning also helps increase content visibility. Facebook posts released at 9:00 a.m. have been found to gain the most social traction and engagement throughout the day, compared to posts made in the afternoon.

Additionally, posts should:

- Be relevant to the audience. Post about what they are likely to be interested in or have questions about.
- Use a succinct, friendly, and conversational tone.
- Be timely in regards to current events, holidays, or news.
- Include useful information such as changes to collection service due to holidays or weather.
- Help explain what happens to recyclables after they are placed at the curb.
- Include a specific call-to-action in the content of the posts that helps readers put their recycling knowledge to use.

4. **Directly ask for and facilitate audience feedback and engagement.**

Posts that include a prompt for conversation or a question receive 70% above average engagement, so invite your target audience to comment, like, or link to your content. Ask questions and seek input from your audience, including linking to surveys and questionnaires. Be sure to promptly respond to fans’ comments and questions.

5. **Make the most of your cover photo.**

The cover photo is the first thing your audience will see when they visit your page. Use a high-resolution photo that captures the essence of your brand, and humanize your brand with faces. Update the photo frequently to highlight seasonal messaging.



Example of opportunity for audience engagement



Example of people in cover photo

6. **Include hashtags and @ symbols to link content in posts.**

Using hashtags and tags (@ symbols) helps increase the searchability of the page’s content, organize your posts, and connect your Facebook page with other recycling organizations and local individuals.

— An example of a recent Do More Blue’s post:

- “Mr. Fischer is the seventh out of eleven Tucsonans so far this morning to receive a reward card for proper recycling. You can be next! Just Do More Blue!”

— Improved alternate post with hashtags:

- “@John Fischer is the seventh of eleven Tucsonans who received a reward for proper recycling this morning! Learn how you could be next: www.xyz.com #DoMoreBlue #Tucson”
- “Did you see Mr. @Fischer receive a reward for proper recycling this morning? Learn how you could be next: www.xyz.com #DoMoreBlue #Tucson”

7. Connect with other organizations

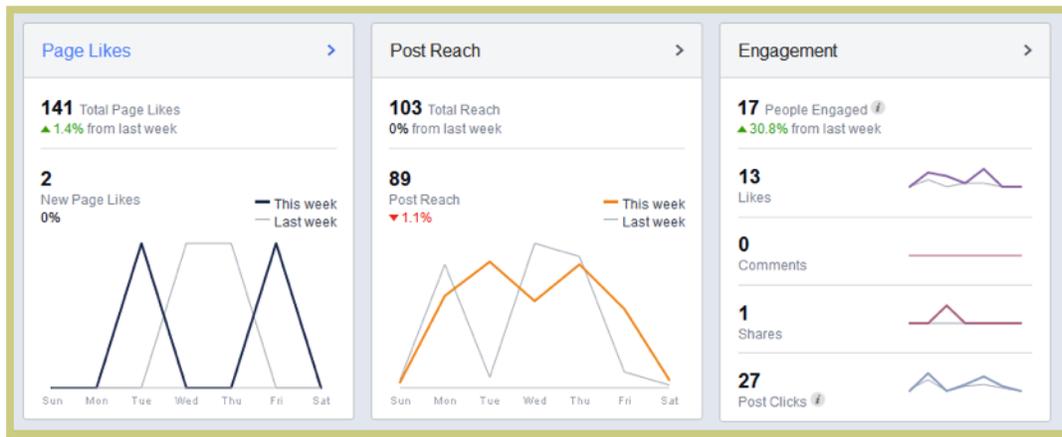
Following other like-minded and local organizations and reposting their content will help you demonstrate your engagement with the online recycling community, and increase the chance that “Do More Blue” content will be in turn be reposted and shared by your followers.

Long-Term Improvements

1. Use Facebook Insights.

Insights provide measurements on your Page's performance, including demographic data about your audience and information about how your audience is responding to your posts.

See Appendix C for additional resources explaining Facebook Insights.



Sample Facebook Insights information

2. Consider hosting a contest, giveaway, or game to increase engagement

The City of Tucson could replicate Frederick County’s “Spot the Recyclables” game by asking their audience to identify recyclables. Additional ideas include contests and giveaways for answering recycling questions, liking content, or reposting information.

3. Add Milestones.

Populate the earlier space on your Timeline with Milestones — dates of recycling initiatives, programs, memorable moments, and big recycling advances — and be sure to include a photo. See Appendix C for additional information on adding milestones.



Sample Milestones, Frederick County

4. Create events on your Page and invite people to join them.

Facebook Events are a great way to get people together virtually or in person, and can be used to spread the word about special collection events and recycling fairs. You can invite fans of your Facebook Page, and fans can also help you promote your Facebook event by sharing the event with their friends.

See [Appendix C](#) for additional information about creating events.

Sample Facebook Posts

The following Facebook posts represent ways to incorporate social media best practices and address the recommended long and short-term improvements.

1. Sample call-to-action post:

— Recycling plastic bags at your neighborhood grocery store keeps them out of our streets, deserts, and washes. #DoMoreBlue!

2. Sample feedback post:

— Recycling can be confusing- are you wondering if something is #recyclable in Tucson?

3. Sample hashtags and tags in post:

— In 2012, Tucsonans saved more than XXX tons of materials from rotting away in the landfill with the help of our recycling processor, @ReCommunity Recycling. Keep up the good work, Tucson! You can always #DoMoreBlue!

4. Sample holiday post:

— Check out these DIY projects for ways to #reuse your recyclables into gifts for the holidays!
www.xyz.com

5. Sample contest post:

— Comment on this post and tell us what keeps you motivated to recycle, and we'll pick three random winners to be sent a prize pack for your support of recycling!

6. Sample collection service post:

— Recycling pick-up will be on normal schedule this Thanksgiving week, so don't forget to #recycle your empty food containers. Happy Thanksgiving!

7. Sample event post:

- Swing by @Mansfield Park this weekend any time from 8 am to 12 pm to say hi and drop off your household hazardous waste- we’ll be accepting paints, pesticides, and cleaners. See you there! #HHW

Additional Social Media Opportunities

Once both short and long-term improvements and best practices have been implemented, there are a number of additional ways the City of Tucson could promote and expand its social media presence, as well as streamline the social media posting process.

Advertising

The City of Tucson can begin to advertise its social media presence for free by reminding its existing marketing channels about its social media sites. This can be done by including information and links to social media sites in email and mail newsletters, pamphlets, email signatures, and internal department communications.

Pledge programs

Pledge programs tap into community-based social marketing principles by having people commit to an action, which makes them more likely to follow through with a behavior. Example pledges include King County’s [One Less Bag Challenge](#) and America Recycles’ [Individual and Business Pledges](#).

The City of Tucson could cross-post relevant pledges, or consider creating a similar pledge to recycle and “Do More Blue” on its Facebook page and Do More Blue website page.



Social media tools

Websites that allow you to update any or all of your social media pages at the same time such as HootSuite (www.hootsuite.com) can help streamline and automate the posting process by scheduling posts ahead of time.

Google Analytics (www.google.com/analytics) can also help you track activity on your social media sites.

Appendices

Appendix A. Definitions of Commonly-Used Social Media Terms

Facebook: an online social networking service where users must register before using the site, after which they may create a personal profile, add other users as friends, exchange messages, and receive automatic notifications when they update their profile.

Facebook application: an interactive software application developed to utilize the core technologies of the Facebook platform to create an extensive social media framework for the app.

Hashtag: on social media sites such as Twitter, a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.

Instagram: an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply photo filters to them, and share them on a variety of social networking services.

Pinterest: a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies.

Twitter: an online social networking and microblogging service that enables users to send and read "tweets", which are text messages limited to 140 characters.

Appendix B. Understanding and Utilizing Social Media Tags

The Use of Hashtags

The hashtag (the “#” keyboard symbol) is used in an attempt to organize the vast amount of social media content. Hashtags are commonly used across the social media spectrum, including Twitter, Pinterest, Instagram, and Facebook.

Using hashtags in your Facebook posts will turn topics and phrases into clickable links on your personal timeline or on your organization’s Facebook page. These links then help people to find your posts, even though they may have never encountered, or have ever “liked” your Facebook page. Hashtag links will also help your Facebook page’s followers locate similar posts about topics they’re interested in.

Clicking on a hashtag link will reveal a feed that shows posts by others that have included the same hashtag. One may also search for a particular hashtag using the search bar at the top of any page on Facebook.

To make a hashtag, type “#” followed immediately by a topic or phrase (written as one word) and add it to your post. You may use more than one hashtag per post, but use them sparingly, and take care select words and phrases most likely to be searched for by members of the public who may be attempting to locate posts on the particular topic. For example, a post reminding your customers that plastic milk crates are recyclable as rigid plastics could be stated in two ways using hashtags:

- Put your hashtag(s) at the end of your post:

If you can’t re-use them for other purposes, broken or in-tact plastic milk crates may be placed in your City of Tucson blue bin for recycling. #Recycle #Reuse #MilkCrates #BlueBin #CityOfTucson

- Include your hashtag(s) within your post:

If you can’t #reuse them for other purposes, broken or in-tact #plastic #MilkCrates may be placed in your #CityOfTucson #BlueBin for #recycling.

Note that your hashtags may be written in all lower-case letters, or in mixed-case. Both ways are equally acceptable in Facebook, and are equally searchable by others. The use mixed-case (e.g., #MilkCrates or #CityOfTucson) is often easier for others to read in the context of a Facebook post, than using only lower case letters (e.g., #milkcrates or #cityofutucson).

The Use of Facebook Tags

Tags are used in Facebook to associate a Facebook post to an individual’s personal timeline, or to another organization’s page. Using a tag in your Facebook posts will create a clickable link to the Facebook user’s page that you reference. You may only tag an individual who is a “friend” of your personal timeline, or who has “liked” your organization’s Facebook page. You may, however, create a tag link to any organization’s page that exists on Facebook, even if they are not connected to your page in the “real world”.

To tag an individual in your post, start typing their name and then select their profile from the dropdown menu that will appear below your post. (make sure to capitalize the first letter of their name). It’s important to note that great care and consideration must be taken when tagging individuals in your Facebook posts, and doing so will typically not be appropriate for your organization.

To tag another organization’s Facebook page in your post, type the “@” symbol, start typing the Page’s name, and select the correct page from the dropdown menu that will appear below your post. For example:

The City of Tucson Environmental Services Department recognizes @ UA Compost Cats for its commitment to waste reduction in our community.

When you comment on a post anywhere in Facebook, you can link to an individual or an organization’s page in your response by following the same steps as above. Comment links create a link to that person’s profile and will send them a notification so they can stay up-to-date on the conversation.

However you choose to use tags, it’s important to remember that all Facebook users (both individuals and organization page moderators) manage privacy settings for their pages that may require their review and approval of posts in which they are tagged, and may decide if and when to allow your post to appear on their Facebook page.

Tag strategically, sparingly, and conscientiously as a way to allow the public to better follow and find your Facebook page, and to make use of the content you wish to share.

Appendix C. Additional Resources

Facebook Best Practices:

- <https://www.facebook.com/notes/facebook-media/12-pages-best-practices-for-media-companies/518053828230111>
- <http://www.dummies.com/how-to/content/how-to-use-best-practices-in-your-business-facebo.html>

Facebook Business page tips: <https://www.facebook.com/business/overview>

Social media strategy development:

- <http://www.convinceandconvert.com/social-media-strategy/social-media-strategy-in-8-steps/>
- <http://www.socialmediaexaminer.com/3-steps-to-an-effective-social-media-strategy/>

Using Facebook Insights: <https://www.facebook.com/help/www/336893449723054?rdrhc>

Adding Milestones: <https://www.facebook.com/help/279680818764230>

Facebook Events: <http://www.dummies.com/how-to/content/how-to-create-and-invite-people-to-your-business-.html>

Social Media for Local Government:

[http://2012naspaconference.wikispaces.com/file/view/Social Media 2 Promising Practices FINAL web version.pdf](http://2012naspaconference.wikispaces.com/file/view/Social+Media+2+Promising+Practices+FINAL+web+version.pdf)