

management issues in the area. It should utilize traditional and social marketing techniques to encourage citizens to change their behavior and attitude toward water quality and stormwater programs. This should include developing PSAs, brochures, print ads and other media tools that support the social marketing outreach program. The campaign should also include criteria and procedures to evaluate the success of the outreach program. There is ample evidence that outreach programs built on these concepts can have an impact on public behavior.

### **Recognizable Branding – a model/process to follow**



Here's the little-known story behind the recycling symbol: In April 1970, the very first Earth Day was held, coinciding with an emerging environmental consciousness as the environmental movement began to gain momentum. One person who participated in this first Earth Day was a student at the University of Southern California named Gary Dean Anderson, who designed the recycling symbol later that same year. The new recycling symbol was to be used to identify packages made from recycled and recyclable fibers, and to call attention to paper recycling as an effective method of conservation of our natural resources. More than 500 talented students submitted their entries, which were judged by a distinguished panel of judges at the International Design Conference in Aspen, Colorado. The theme of the conference was "Environment by Design". The first place winner was Gary Dean Anderson, a graduate student at the University of Southern California in Los Angeles. Gary Anderson had just graduated from USC's 5-year architecture program, and was completing one additional year for a master's of urban design. His prize for the winning entry was a \$2,500 tuition grant for further study at any college or university in the world.

### Another model – “Stormy the Raindrop”



Lessons of aquatic health, environmental protection and personal responsibility are well received by young and old alike when delivered by the cheerful cartoon character “Stormy the Raindrop.” The public education campaign encourages children to appreciate and take better care of their environment, and to pass on this desire to their peers and parents. The campaign includes two Stormy-themed activity books, puppet shows and numerous appearances at county events and venues.

### Social Media Strategy

Given today’s mobile, technology savvy and connected citizens, an effective social media strategy is critical to the success of influencing public opinion and behavior. To build a vibrant community for an outreach campaign using social media, COG must develop a remarkable and diversified strategy that reinforces the stormwater branding and communicates tangible business value and resident-centricity. The social media strategy must demonstrate ongoing value in order to captivate an engaged audience. Without a content and engagement strategy, an “unfollow” and “unlike” movement is inevitable.

The key to focus in on purpose and usefulness within social media starts with the realization that there is no one audience. So what are the best practices in creating an engaging social media outreach campaign?

- **Design an Effective Strategy:** Evaluate the main web services that will be considered and offered (Twitter, Facebook, YouTube, Instagram, Pinterest, blogs, etc.).
- **Mission and Purpose:** Know the audience you’re trying to reach and design a communicable mission and purpose for each web service.
- **Develop an Editorial Program:** Create content that’s both engaging, contextually relevant, and shareable. Think beyond the basics such as promotional content and questions.