



SOCIAL MEDIA PLAN

PRODUCED BY

OnStrategy

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INTRODUCTION

The intent of this plan is to provide TMWA with an actionable plan that can be integrated into the organization’s overall communications strategy and executed internally. This plan is designed to be executed in tandem with TMWA’s re-positioning as a steward of the region’s natural resources. Although TMWA has a consistent and strong social media presence, this plan is designed to help diversify the content to engage customers in a more genuine manner.

AUDIENCE BREAK DOWN

Results from the Smart About Water Assessment

The overall intent of the Smart About Water Assessment was to establish baselines of public awareness and confidence levels surrounding sustainability of the long-term water supply in the Truckee Meadows. Surveys were distributed between Oct. 26 – Nov. 11, 2016 by public link via the Truckee Meadows Water Authority and OneTruckeeRiver. Channels included email and social media.

Out of a total 1,844 responses; 1,815 were from TMWA-oriented distributions and 29 were from OneTruckeeRiver distributions. A sample of 1,844 is solidly representative of the Truckee Meadows population of 400,000+; with a 95% confidence level and a 3% +/- confidence interval.

Summary of the Report

- Most of the surveyed residents have been living within the region for 5+ years.
- The majority of the population in the region is 36-51 years old (17%) and 52-70 years old (55%). **These demographics represent the target for this plan.**

The following chart breaks down the audience by residence length, age, priority news source, and TMWA customer type.

Demographics					
Residence	5+ years 81%	3-5 years 7%	1-3 years 9%	<1 year 4%	
Age	21% 71+ years old	55% 52-70 years old	17% 36-51 years old	7% 21-35 years old	
Prioritized News Source	Local TV 36%	Local Newspaper 23%	Radio 11%	Friends / Family 9%	Social Media 8%
Customer	99% are residential customers				

American Social Media Usage by Age

Pew Research Center breaks down the use of American social media usage by channel and age demographic.

	Facebook	Instagram	Pinterest	LinkedIn	Twitter
Ages 18-29	88%	59%	36%	34%	36%
30-49	79%	31%	32%	31%	22%
50-64	61%	13%	24%	21%	18%
65+	36%	5%	9%	11%	6%

Highlight: Facebook usage for American 50-64-year-olds’ continues to grow

The fastest growing demographic among American Facebook users has been users between 50-64 years old. Pew Research Center also reports most this demographic is focused on single channel use – this audience generally chooses to use Facebook over other social media channels.

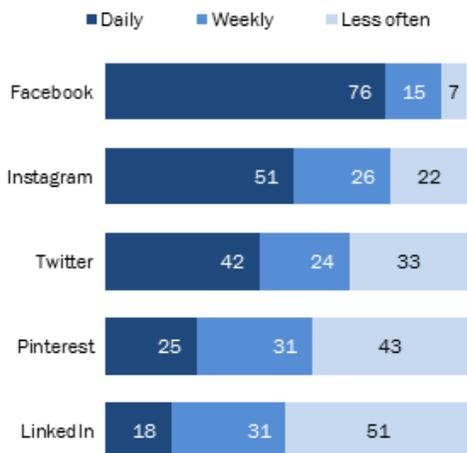
Highlight: Facebook is a significant opportunity for TMWA to become the single source of water news

With social media usage high among TMWA’s customer demographics (79% of 30-49 use Facebook and 61% of 50-64 also use Facebook), there is a significant opportunity for TMWA to use these channels as a news outlet to become a single source of truth regarding water resources in this region.

American Social Media Use

According to survey data collected by Pew Research Center, the following chart breaks down the frequency Americans access each social media channel.

Among the users of each social networking site, % who use these sites ...



Highlight: Facebook remains the most popular social media platform

Facebook remains the most popular and frequently accessed social media site with 76% of Americans accessing it daily. Additionally, over 55% users report visiting multiple times within a day. This represents a 6% jump from between 2015-2016, which indicates Facebook continues to grow in popularity and use.

Highlight: Roughly half of Americans use Twitter or Instagram daily

While Twitter and Instagram enjoy lower usage than Facebook, almost half of Americans access the sites daily. 51% of Americans access Instagram each day and 35% access it more than once daily. Twitter is accessed by 42% of Americans daily and 23% access it more than once each day.

The Use of Multiple Platforms and Varying Content

Pew Research Center breaks down the use of multiple social media platforms

Substantial ‘reciprocity’ across major social media platforms

% of users of each social media site who use another social media site

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who ...	–	65%	48%	54%	93%
% of Instagram users who ...	49	–	54	48	95
% of Pinterest users who ...	38	57	–	41	92
% of LinkedIn users who ...	45	53	43	–	89
% of Facebook users who ...	29	39	36	33	–

Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

Highlight: Roughly 1/3 of American Facebook users access other social media

29% of American Facebook users also use Twitter. 39% of American Facebook users also use Instagram. For TMWA, this indicates that Facebook should be the primary channel for both planning and varying creative content.

Highlight: Almost all Twitter and Instagram users also access Facebook

Ninety-three percent of users who use Instagram also use Facebook. Ninety-five percent of Twitter users also use Facebook. This information indicates that almost all Instagram and Twitters use Facebook. For TMWA, this means Twitter and Instagram posts cannot be exact matches in content and posting times. While it’s ok to post similar content (pictures, articles, etc.) from Facebook to Twitter and Instagram, it is imperative the they must not be posted at the same time.

TMWA SOCIAL MEDIA CHANNELS

Facebook

Current State

URL	Likes	Last Activity
https://www.facebook.com/truckeemeadowswaterauthority	1,793	April 12, 2017
Strengths <ul style="list-style-type: none"> • Consistent Updates • Posts with good engagement (likes, comments, shares, etc.) • Followed by Reno Influencers • Profile is Complete • duplicate 	Weaknesses <ul style="list-style-type: none"> • Poor reviews and customer service responses • Poor engagement on most posts (likes, comments, shares, etc.) • Almost all posts are TMWA curated blogs and videos. • Low following for the size and social media use of our region 	

Twitter

Current State

URL	Followers	Last Activity
https://twitter.com/TMWA	1,442	April 12, 2017
Strengths <ul style="list-style-type: none"> • Consistent Updates • Good Following/Followers Ratio • Followed by Reno Influencers 	Weaknesses <ul style="list-style-type: none"> • Low following for the size and social media use of our region • Poor content engagement (likes, retweets, etc.) • Almost all posts are TMWA curated blogs and videos. • Content matches Facebook posts exactly 	

Google+

URL	Followers	Last Activity
https://plus.google.com/115501676939458452780	21	April 12, 2017
Strengths <ul style="list-style-type: none"> • Consistent Updates • Complete profile 	Weaknesses <ul style="list-style-type: none"> • Content isn't varied and matches other channels exactly. • Low following 	

Instagram

TMWA does not currently have an Instagram account, but it is recommended TMWA add this social media channel to its communication plan.

CONTENT STRATEGY

Value Proposition

The new positioning underscores TMWA's contribution over the past 30 years to the quality of life we all enjoy due to TMWA's proactive management and maintenance of the region's water supply and infrastructure.

Tone

Friendly. Affable. Humble. Human. Approachable. Collaborative. Celebratory. **Helpful.**

Across the board, through advertising, web copy, newsletters, online video, everywhere... these are the characteristics that all TMWA's messaging should convey at all times. It's vital that TMWA is not perceived as arrogant or patronizing by any of our constituencies.

Budget - TBA

Budget and placement for social media advertising - TBA

The remaining part of the social media content strategy will leverage creative used from other parts of TMWA's Smart About Water Campaign, other marketing assets TMWA creates, and repost original content from our social media community.

This social media plan will require a staff member to execute. The cost of this is TBD.

Delivering the Message – The Rule of 70/30

When delivering content, it's important that TMWA move to diversify the newsfeeds of its following. Currently, TMWA only posts content they directly own or curate. Too much "self-promotion" or undiversified content leads customers to identify the TMWA's social media as self-serving. Success in social media hinges on TMWA's ability to create a two way, relevant digital community for social engagement between TMWA and the customers served. It's vital to create a social media image that is useful and helpful rather than promotional.

Moving forward, content will be varied by the rule of 70/30. Seventy percent of posts should be media owned or directly created by TMWA. The remaining 30% should be posts, article, retweets, or pictures **not created by TMWA, but those curated from the digital community TMWA is creating and serving.**

70% Owned Media

70% of our posts can be created directly from TMWA. This includes circulating TMWA's newsletter, posting TMWA infographics, sharing TMWA videos, and distributing TMWA's other owned digital assets.

It's important TMWA vary its content. Simply posting our own articles or a single media type will leave our social media feeling stagnate.

30% Community Media

The remaining 30% of TMWA content should be posts they do not have a hand in directly creating. This includes sharing topic related articles about our community, pictures of the river and watershed TMWA services, and any other relevant content TMWA customers could engage with.

Some examples could include:

- Photos from a community event on the Truckee river, such as Artown Events.
- Celebrating the success of another organization such as the Reno-Tahoe Odyssey
- Reno-Tahoe photography from a budding artist in our region.

These posts allow us to start a two-way conversation between TMWA and their customers while diversifying social media content. It also allows TMWA to create a social media brand which adds value to their customer's timelines rather than ones based in self-promotion.

Owned Media Assets -TBD

TBD according to overall communications strategy. Ideas include:

- Distribute infographic, video and photography assets.
- Re-sharing content created for TMWA website.

Engaging Community Influencers

Influencer social media marketing is the process of identifying, engaging, and supporting people in our community who help facilitate high-impact conversation with a brand. Community influencers for TMWA include examples like:

- Mayor Hillary Schieve
- Bret Simmons, TEDX Reno
- Mike Higdon, RGJ City Life Reporter
- A University professor TMWA is collaborating with

As the online community becomes more equipped to sift through fluff on social media, support from community influencers will grab the attention of TMWA customers and allow them to engage with content in a meaningful way. Garnering digital support from key players in the community builds legitimacy and value behind TMWA's social media messages and amplifies them throughout the community.

The importance of posting engaging and diversified content on social media channel is vital to helping engage community leaders. As stewards of our natural water resource and a voice for water preservation in our community, TMWA is in a unique position to grab the attention of community influencers to help spread the message.

Social Media Competitive Environment

Social Media Competitive Issue	Our Solution
<p>Disinterest and apathy. No perceived burning issues (drought, conservation), no pressing concerns or interest on the part of the public.</p>	<p>Create engaging content that builds upon deep-seeded pride residents have in the Truckee River. Diversified social media content and leveraging engagement among community influencers will amplify the message.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Infographic displaying water storage and how preservation impacts the future • Pictures of the river and emphasize the importance of conversation of the beautiful fresh water ecosystem
<p>Fighting the image of just another “utility company”</p>	<p>Distribute social media content that articulates TMWA’s role in helping maintain customer’s quality of life. Clean up and manage the complaints of TMWA’s customers on our social media channels.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Posts about TMWA’s role in maintaining the community’s infrastructure • Managing and responding to negative customer comments on TMWA’s social media channels.

OBJECTIVES & MEASURES OF SUCCESS

Objective 1: Test the Smart About Water Messaging

Test the Smart About Water Messaging through the Summer and Fall of 2017 using TMWA's owned social media channels.

The campaign will introduce SmartAboutWater.com, which is aimed to engage the audience with this message and redirect to appropriate landing pages living on TMWA.com. **Key message points to deliver include:**

- How TMWA, and water planners before TMWA, stewarded our region's resilient water system over the decades.
- Our incomparable water system.
- Community pride in our water resources and the Truckee River and its importance to our customers' quality of life.
- A reminder for our community to always be Smart About Water.

Measure of Success:

- 200 visits to TMWA's website from social media/month.
- 10% increase in Klout Score from XX to XX by the Fall of 2017.
- Feedback on the Smart About Water response survey in Fall 2017.

Objective 2: Integrate TMWA's Owned Channels

Integrate TMWA's owned channels into the consistent communications outreach by Summer of 2017.

By integrating TMWA's respected owned social media channels into the summer and leadership communication.

This allows TMWA to:

- Reach a broader audience.
- Coordinate messaging across a breadth of communication channels.
- Build a stronger, more cost-effective communications program.

Measure of Success:

- 24 total social media posts per week aligned to TMWA's overall communication strategy.
- Create an Instagram account and acquire 1,000 followers in 2017 by posting twice weekly and following customers in this region.

Objective 3: Engage and Build Supportive Online Community(ies)

Engage and build supportive online communities through TMWA's social media by building a positive perception of the TMWA brand.

With 81% of the survey group residing within the Truckee Meadows for 5+, TMWA's audience possesses deeply rooted regional pride. This combined with the picture-perfect Lake Tahoe as our watershed's primary resource, TMWA can build a community of online support by circulating engaging content centered on this region's truly heritage and watershed. **Key message points to support his objective include:**

- Our watershed continues to help mold the identify of our region.
- TMWA is an active community entity that supports a clean water ecosystem.
- TMWA is more than just a utility company – it's an organization that is dedicated to protecting our community's natural resources and improving our customer's quality of life.

TACTICS BY PLATFORM

Facebook

House Keeping Items

- **Facebook Audit:** TMWA needs to audit the Facebook page and look for ways to improve the star rating and reply to outstanding customer complaints. This needs to specifically occur in the reviews and the comments section of some posts.
- **On an ongoing basis, these comments need to be reviewed and monitored.**

Best Times to Post ([via Hubspot](#))

- 1:00-4:00pm Tuesday-Friday
- 12:00-1:00pm Saturdays and Sundays

Post Type: 70% Owned Media

Picture/Video

Post TMWA created pictures, videos, infographics and gifs. These posts should be visually entertaining or offering value to our customers. Posts need to include a picture (or video) and a 200 character description. This could include:

- Infographics on water management.
- Loosely related water management information and tips. An example might include plants or xeriscape activities.

- Day in the life of a TMWA staff member—microbiologist, engineer, water plant operator, taking water samples in the community, etc.

Goal: 10 likes, 2 comments, and 2 shares per post.

Newsletters, Press Releases, & Other Blogging Content

Post TMWA created newsletters, press releases, and other blogging content. Posts should include a visual, a description of the article, a link to the article on the TMWA site, and a call to action using a verb.

Goal: 35 click throughs per post and 1 share. This represents a 2% click through rate from TMWA's following.

Status Updates

These posts can include a status update about TMWA, a reminder to our customers, or any information that would add value to your customer's lives.

Goal: 10 likes per update

Post Type: 30% Community Media

Pictures

Post community or customer created pictures. These posts should be visually entertaining and communicate support for the local community or water system. These post types should include a picture (or video) a 200 character or less description, and a tagged credit to the original author. Examples of re-sharing these types of photos include:

- Beautiful pictures of the Truckee river taken by a customer.
- Pictures from a Keep Truckee Meadows Beautiful river cleanup
- A great water-efficient garden

REQUIRED: Engage and share posts from key news sources (KTVN, KOLO, etc.), community leaders, or high-profile influencers in Reno.

Goal: 10 likes, 2 comments, and 2 shares per post.

Community Posts or Events

Share any posts, events, or information that supports our vibrant community. These post types should include a visual, a 200 character or less description, and a tagged credit to the original author. Examples of re-sharing these types of photos could include:

- A city council post or agenda that includes information about the City's quality of life and our water ecosystem.
- Sharing events or other posts that are Reno-centric and add value to our customers Facebook timelines.
- A positive news story or profile of something positive in our community.

REQUIRED: Engage and share posts from key news sources (KTVN, KOLO, etc.), community leaders, or high-profile influencers in Reno.

Goal: 10 likes, 2 comments, and 2 shares per post.

Twitter

House Keeping Items

- Increasing Following: TMWA needs to increase its Twitter following to improve reach. Weekly, TMWA should follow 200 new people and high profile organization in the region to organically increase reach.
- Thanking TMWA's New Followers: Daily, TMWA should thank new followers for joining our community. Each tweet should tag each follower.
- Following the Content Calendar: TMWA needs to follow a content calendar to avoid duplication between posts on Facebook and Twitter. TMWA can post the same content (pictures, video, etc.), but it must not be posted on multiple channels within the same day.

Best Times to Post ([via Hubspot](#))

- 12:00-3:00pm Weekdays
- 5:00pm Weekdays

Tweet Type: 70% Owned Media

Picture/Video

Tweet TMWA created pictures, videos, infographics and gifs. These posts should be visually entertaining or offering value to customers in some way. These post types should include a visual, a maximum description of 160 characters, and include at least one #hashtag.

Goal: 10 likes, 3 retweets per post.

Newsletters, Press Releases, & Other Blogging Content

Tweet TMWA created newsletters, press releases, and other blogging content. These tweets should include a visual, a maximum of description of 160 characters, a link to the article on the TMWA site, a call to action using a verb, and a #hashtag.

Goal: 10 click throughs per post and 1 likes. This represents a 1% click through rate from TMWA's following.

Status Updates

These tweets can include a status update about TMWA, a reminder to customers, or any information that would add value to customer's lives. These post types should include a visual, a maximum of description of 160 characters, and include at least one #hashtag.

Goal: 5 likes per tweet

Tweet Type: 30% Community Media

Pictures

Tweet or Retweet community or customer created pictures. These posts should be visually entertaining and communicate support for the local community or water system. TMWA can post the picture or simply retweet. Examples include:

- Beautiful pictures of the Truckee river taken by a customer.
- Pictures from a Keep Truckee Meadows Beautiful river cleanup

REQUIRED: Retweet or share from key news sources (KTVN, KOLO, etc.), community leaders, or high-profile influencers in Reno.

Goal: 10 likes, and 2 retweets per post.

Community Posts or Events

Tweet or retweet any posts, events, or information that supports TMWA's vibrant community. TMWA may post the picture or simply retweet. Examples include:

- Sharing events or other posts that are Reno-centric and add value to customer's timelines.
- A positive news story or uplifting personal profile of our community.

REQUIRED: Retweet Engage and share posts from key news sources (KTVN, KOLO, etc.), community leaders, or high-profile influencers in Reno.

Goal: 10 likes, and 2 retweets per post.

Repeating Tweets

Because of the manner Twitter serves up media, it is important to re-post tweets to increase the viewership of the post. This has been integrated into the content calendar.

Instagram

House Keeping Items

- Establish Following: Weekly, TMWA should follow 200 new people within the Reno area.
- Following the Content Calendar: TMWA needs to follow a content calendar to ensure that posts between Facebook and Instagram don't match exactly on each day due to cross-over usage. TMWA may post the same content, but not on the same day.

Best Times to Post ([via Hubspot](#))

- Anytime Monday-Thursday, except 3:00-4:00PM

Post Type: 70% Owned Media

Picture/Video

Post TMWA created pictures, videos, and infographics. These posts should be visually entertaining or offering value to our customers in some way. These post types should include a visual, a 160 character or less description, and include at least one #hashtag.

Goal: Average 100 likes and 5 comments per post.

BONUS: 30% Community Media

Picture/Video

With permission, post community or customer created pictures. This will require reaching out to the source directly, acquiring the visual, uploading it, and then crediting the source.

These post types should include a visual, a 160 character or less description, and include at least one #hashtag. Examples could include:

- Beautiful pictures of the Truckee river taken by a customer.
- Pictures from a Keeping Truckee Meadows Beautiful river cleanup

Goal: Average 100 likes and 5 comments per post.

Google+

Why Include Google+

While there aren't many Google+ users, the platform categorizes social media presence and adds value to search results related to TMWA posts. While there may not be engagement within the posts themselves, it's important to maintain a presence on the platform as its content comes up within search results.

Post Type: 70% Owned Media

Picture/Video

Post TMWA created pictures, videos, infographics and gifs. These posts should be visually entertaining or offering value to TMWA's customers in some way. These post types should include a picture (or video) and a 200-character maximum description.

Newsletters, Press Releases, & Other Blogging Content

Post TMWA created newsletters, press releases, and other blogging content. These posts should include a picture, a description of the article, a link to the article on the TMWA site, and a call to action using a verb.

Status Updates

These posts can include a status update about TMWA, a reminder to customers, or any information that would add value to customer's lives.

Post Type: 30% Community Media

Pictures

Post community or customer created pictures. These posts should be visually entertaining and communicate our support for the local community or water system. These post types should include a picture (or video) a 200-character maximum description, and a tagged credit to the original author. Examples of re-sharing these types of photos could include:

- Beautiful pictures of the Truckee river taken by a customer.
- Pictures from a Keeping Truckee Meadows Beautiful river cleanup

REQUIRED: Engage and share posts from key news sources (KTVN, KOLO, etc), community leaders, or high-profile influencers in Reno.

Community Posts or Events

Share any posts, events, or information that supports our vibrant community. These post types should include a picture (or video) a 200 character or less description, and a tagged credit to the original author. Examples of re-sharing these types of photos could include:

- A city council post or agenda that includes information about the City's quality of life and our water ecosystem.
- Sharing events or other posts that are Reno-centric and add value to our customers Facebook timelines.
- A positive news story or profile of something positive in our community.

BONUS: Engage and share posts from key news sources (KTVN, KOLO, etc.), community leaders, or high-profile influencers in Reno.

MANAGING AND MEASURING SUCCESS

Hootsuite for Content Management

We recommend that TMWA continues using Hootsuite for managing social media posts, schedule and measuring the success of each post. It also includes a host of downloadable performance reports.

<https://hootsuite.com/>

Klout for Social Engagement Measurement

It is recommended to use Klout to help measure social media influence. Calculated on a score from 0-100, it's an aggregate number calculated on the impact of our social media posts, how engaged our followers are, and how far our content reach. <https://klout.com/corp/score>

Measurement and Goals by Platform

TACTIC: Facebook				
Description	Due Date	Measure	Target	Data Source
Increase Facebook following by 500 to 2,293 likes in 2017 by posting diversified content 6 or more times per week. This is a 27% increase. The City of Reno has 26,000.	Dec. 2017	Likes	2,282	Hootsuite
Average at least 60 post likes per month.	Dec. 2017	Post Likes	60/month	Hootsuite
150 click throughs from Facebook to TMWA's website monthly.	December 2017	Click Throughs	150/month	Google Analytics/Hootsuite
TACTIC: Twitter				
Description	Due Date	Measure	Target	Data Source
Increase Twitter following to 3,000 in 2017 by posting diversified content and following people within TMWA community. The City of Reno has 36,000 followers.	Dec. 2017	Followers	3,000	Hootsuite
Average at least 60 post likes per month.	Dec. 2017	Post/Likes	60/month	Hootsuite
Average at least 20 retweets per month.	Dec. 2017	Retweets	20/month	Hootsuite
50 click throughs from Twitter to website monthly.	Dec. 2017	Click Throughs	50/month	Google Analytics/Hootsuite

TACTIC: Instagram				
Description	Due Date	Measure	Target	Data Source
Create an Instagram account and acquire 1,000 followers in 2017 by posting twice weekly and following customers in the region.	Dec. 2017	Followers	1,000	Hootsuite
Average 100 likes per post.	Dec. 2017	Post Likes	60/month	Hootsuite

YEAR 2 RECCOMENDATIONS

Adjust Content Strategy to 50/50

As TMWA becomes more comfortable and confident with the content strategy, it is recommended to adjust the diversified content to a 50/50 split. Doing so will allow TMWA to continue to build support from the online community and add value to their customer's social media feeds.

50% Owned Media

50% of our posts can be created directly from TMWA. This includes circulating TMWA's newsletter, posting TMWA infographics, sharing TMWA videos, and distributing TMWA's other owned digital assets.

50% Community Media

The remaining 50% of TMWA content should be posts they do not have a hand in directly creating. This includes sharing topic related articles about our community, pictures of the river and watershed we service, and any other relevant content TMWA customers could engage with.

Some examples could include:

- Photos from a community event on the Truckee river, such as Artown Events.
- Celebrating the success of another organization such as the Reno-Tahoe Odyssey
- Reno-Tahoe photography from a budding artist in our region.

Year 2 Goals by Platform

TACTIC: Facebook				
Description	Due Date	Measure	Target	Data Source
Increase Facebook following by 1,000 likes in 2018 by posting diversified content 6 or more times per week.	Dec. 2018	Likes	1,000	Hootsuite
Average at least 80 post likes per month.	Dec. 2018	Post Likes	80/month	Hootsuite
180 click throughs from Facebook to TMWA's website monthly.	December 2018	Click Throughs	180/month	Google Analytics/Hootsuite
TACTIC: Twitter				
Description	Due Date	Measure	Target	Data Source
Increase Twitter following by 4,000 in 2018 by posting diversified content and following people within TMWA community.	Dec. 2018	Followers	4,000	Hootsuite
Average at least 80 post likes per month.	Dec. 2017	Post/Likes	80/month	Hootsuite
Average at least 20 retweets per month.	Dec. 2017	Retweets	20/month	Hootsuite
50 click throughs from Twitter to website monthly.	Dec. 2017	Click Throughs	50/month	Google Analytics/Hootsuite
TACTIC: Instagram				
Description	Due Date	Measure	Target	Data Source
Increase Instagram following by 2,000 followers in 2018 by posting twice weekly and following customers in the region.	Dec. 2017	Followers	2,000	Hootsuite
Average 200 likes per post.	Dec. 2017	Post Likes	200/post	Hootsuite

YEAR 3 RECCOMENDATIONS

Adjust Content Strategy to 30/70

In year three, TMWA will be equipped to adjust their content strategy to 30/70. **This represents the ideal state for social media content strategy.** It allows TMWA to truly build an engaged following while becoming the single voice of truth regarding water in the region. This content strategy is one of the most effective ways to organically build a social media presence.

30% Owned Media

30% of posts can be created directly from TMWA. This includes circulating TMWA's newsletter, posting TMWA infographics, sharing TMWA videos, and distributing TMWA's other owned digital assets.

|

70% Community Media

The remaining 70% of TMWA content should be posts they do not have a hand in directly creating. This includes sharing topic related articles about our community, pictures of the river and watershed we service, and any other relevant content TMWA customers could engage with.

Some examples could include:

- Photos from a community event on the Truckee river, such as Artown Events.
- Celebrating the success of another organization such as the Reno-Tahoe Odyssey
- Reno-Tahoe photography from a budding artist in our region.

Year 3 Goals by Platform

TACTIC: Facebook				
Description	Due Date	Measure	Target	Data Source
Increase Facebook following by 1,500 likes in 2019 by posting diversified content 6 or more times per week.	Dec. 2018	Likes	1,500	Hootsuite
Average at least 100 post likes per month.	Dec. 2018	Post Likes	100/month	Hootsuite
225 click throughs from Facebook to TMWA's website monthly.	December 2018	Click Throughs	225/month	Google Analytics/Hootsuite
TACTIC: Twitter				
Description	Due Date	Measure	Target	Data Source
Increase Twitter following by 5,000 in 2019 by posting diversified content and following people within TMWA community.	Dec. 2018	Followers	5,000	Hootsuite
Average at least 100 post likes per month.	Dec. 2017	Post/Likes	100/month	Hootsuite
Average at least 40 retweets per month.	Dec. 2017	Retweets	40/month	Hootsuite
75 click throughs from Twitter to website monthly.	Dec. 2017	Click Throughs	75/month	Google Analytics/Hootsuite
TACTIC: Instagram				
Description	Due Date	Measure	Target	Data Source
Increase Instagram following by 3,000 followers in 2019 by posting twice weekly and following customers in the region.	Dec. 2017	Followers	3,000	Hootsuite
Average 200 likes per post.	Dec. 2017	Post Likes	250 likes/post	Hootsuite

CONTENT CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1:00 Facebook - BLOG	12:30 Twitter -PICTURE/VIDEO	1:00 Twitter - STATUS	1:00 Facebook - PIC/VID	1:00 Twitter - COMMUNITY		1:00 Facebook - COMMUNITY
	2:00 Twitter - BLOG POST	2:00 Facebook - PIC/VID	1:30 Twitter - COMMUNITY	1:15 Twitter -PIC/VID		
	2:45 Twitter - COMMUNITY	3:45 Twitter - REPEAT	2:00 Twitter -REPEAT	3:00 Twitter - COMMUNITY	3:45 Twitter - REPEAT	
			3:00 Facebook -Status		4:00 Facebook - COMMUNITY	
		5:00 Instagram		5:00 Instagram	5:00 Twitter - COMMUNITY	
	Google+ - BLOG POST	Google+ - PICTURE	Google+ - COMMUNITY		Google+ - PICTURE	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	12:30 Twitter -PIC/VIDEO	12:30 Twitter -COMMUNITY	12:30 Twitter - COMMUNITY	1:00 Facebook - PIC/VID		
	1:00 Twitter - COMMUNITY	2:00 Twitter - REPEAT	1:15 Twitter -PIC/VID	Twitter - COMMUNITY	2:45 Twitter - COMMUNITY	
	2:00 Twitter - COMMUNITY	2:45 Twitter - COMMUNITY	2:00 Twitter -REPEAT	2:00 Twitter -REPEAT	3:45 Twitter -REPEAT	
	5:00 Instagram	3:30 Facebook - PIC/VID	3:30 Facebook - PIC/VID	5:00 Instagram	4:00 Facebook - COMMUNITY	
	Google+ - COMMUNITY	Google+ - BLOG POST		Google+ - PICTURE	5:00 Twitter - COMMUNITY	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1:00 Facebook - BLOG	12:30 Twitter -PICTURE/VIDEO	1:00 Twitter - STATUS	1:00 Facebook - PIC/VID	1:00 Twitter - COMMUNITY		1:00 Facebook - COMMUNITY
	2:00 Twitter - BLOG POST	2:00 Facebook - PIC/VID	1:30 Twitter - COMMUNITY	1:15 Twitter -PIC/VID		
	2:45 Twitter - COMMUNITY	3:45 Twitter - REPEAT	2:00 Twitter -REPEAT	3:00 Twitter - COMMUNITY	3:45 Twitter - REPEAT	
			3:00 Facebook -Status		4:00 Facebook - COMMUNITY	
		5:00 Instagram		5:00 Instagram	5:00 Twitter - COMMUNITY	
	Google+ - BLOG POST	Google+ - PICTURE	Google+ - COMMUNITY		Google+ - PICTURE	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	12:30 Twitter -PIC/VIDEO	12:30 Twitter -COMMUNITY	12:30 Twitter - COMMUNITY	1:00 Facebook - PIC/VID		
	1:00 Twitter - COMMUNITY	2:00 Twitter - REPEAT	1:15 Twitter -PIC/VID	Twitter - COMMUNITY	2:45 Twitter - COMMUNITY	
	2:00 Twitter - COMMUNITY	2:45 Twitter - COMMUNITY	2:00 Twitter -REPEAT	2:00 Twitter -REPEAT	3:45 Twitter -REPEAT	
	5:00 Instagram	3:30 Facebook - PIC/VID	3:30 Facebook - PIC/VID	5:00 Instagram	4:00 Facebook - COMMUNITY	
	Google+ - COMMUNITY	Google+ - BLOG POST		Google+ - PICTURE	5:00 Twitter - COMMUNITY	