ETCleanFuels Public & Fleet Outreach:
The Communication Tools We Use
Agenda

✓ AFVs as rolling billboards, teaching tools
✓ Social Media
  • Facebook
  • Twitter
  • Hootsuite & Instagram
  • Tips & Tricks
✓ Fuels Fix

ETCleanFuels’ 2014 Platinum Partners:
Using an AFVs as a Rolling Billboard

Had this early model GX (2003 NGV) for a month in 2003 and placed some magnets on sides to show at meetings, events.
Using an AFVs as a Rolling Billboard

The Biodiesel Brigadier wowed & shocked people aged 2-92 from 2004 through 2008. Many school kids sniffed the tailpipe when running B100!
Using an AFVs as a Rolling Billboard
Using an AFVs as a Rolling Billboard

2012 Nissan Leaf (w/ graphics) has been great way to have hands-on education tool at our finger tips.

This is from EarthFest in April 2014 in downtown Knoxville.
Key Social Media (SM) Tenets for Us

✓ Why are you using social media? Who do you want to reach?

✓ We are working to build & maintain relationships with a variety of audiences:
  fleet managers, specific industry partners and leaders, other nonprofit or
  environmental organizations, state or federal gov’t leaders, etc.

✓ We (I) have to try some social media to learn about them. I can’t just hear about it
  from someone else... I have to see it and try it for myself using my tools.

✓ Control your time involvement (notifications)

✓ MY TOOLS: Samsung S5 – Desktop &
  laptop – iPad mini

Your SM efficiency has a lot to do with the tools you have and how you use them.
SM - Putting your toe into new channel?

✓ For any major social media tool, it’s about who YOU connect with. Just because there are many women interested in recipes on Pinterest doesn’t mean you can’t connect with others in your state or region about alt fuels there, and build better relationships with them.

✓ What works for someone else will not necessarily be your experience.

✓ You get out what you put into it – Develop your followers then communicate, and have a dialogue

✓ It takes time to build your social network in any SM tool! Don’t expect fast returns.

✓ There are plenty of fakes, scammers, and the like:
  • Facebook has 83 million illegitimate accounts
  • Creating fake Twitter accts is a business: Co’s buying/selling followers
  • Talk to other coalition coordinators (or the staff that do the Tweeting, posting, etc.) and see how they manage their accounts (& handle the BS).
Facebook – East TN EV Owners Group

Great way to stay in-touch with area EV fans, share new EV info locally, & call for their support for events and similar.
Twitter – Our most used Tool

For reference:

@CleanFuelsOhio
Tweets: 5,253
F’ing: 1,600
F’ers: 3,228
~5 ppl.

@CFL_CleanCities
Tweets: 311
F’ing: 217
F’ers: 183
1-2 ppl.
Twitter – Tips & Tricks

✓ Ran into Twitter’s “ceiling” on following new members of 2,000 due to our followers being only 1,400 at the time. With intern Josh Sales’ help in Sept., cleaned up our “following” – from 2,000 down to just under 1,700 by simple deleting the inactive or spam accounts... more clean-out to come.

✓ Use freebies such as www.ManageFlitter.com to help you begin managing your Twitter account! See
  ▪ Who’s not following you back... & unfollow them!
  ▪ Fake accounts (both followers and following)
  ▪ Your best Power Post time (also can use Tweriod for this)

✓ If you want a picture to show up with your Tweet, then you MUST include it via Twitter using Twitpic (cannot use Hootsuite). Just use Twitter directly to setup the Tweet and pull the image from your phone or desktop to add.
Hootsuite – Managing Multiple SM Platforms
Hootsuite – Managing Multiple SM Platforms

- Allows you to manage all these SM: Facebook, Twitter, LinkedIn, Google+ & YouTube
  
  Power for us is easily switching between and managing our 3 Twitter accounts (@ETCleanFuels, @FuelsFix, @jgoverly) to Tweet, RT and favorite

- See more up to 4 “streams” all at once – Home feed, Sent, Mentions, Search

- Allows you to SCHEDULE messages for all your platforms. Helps increase your Tweeting efficiency. (Downside is your are not interacting with your audience)

- RT’ing in Twitter? Twitter doesn’t let you edit (MT) the Tweet… so use the Hootlet plug-in for Twitter! It gives you WAY more control over your RTs including editing + selecting account you want to RT from.

- With browser plug-in, can go straight from Website to posting to your fav. SM
Hootsuite – Weekly Report

Account Activity

Team Progress
Looks like you haven’t added any team members yet

Twitter

@ETCleanFuels
5 new mentions / 2 followers gained
2 clicks on most popular tweet
Lockheed Martin claims nuclear energy breakthrough http://ht.ly/CUjD

@fuelsfix
21 new mentions / 0 followers gained

@jgoverly
8 new mentions / 0 followers gained

Create a Report to Track Twitter Activity

Facebook

East Tennessee Clean Fuels Coalition
2 new likes / 0 unlikes
Top Countries: United States (501) United Kingdom (4) India (4)

View More Facebook Analytics

LinkedIn
Instagram – FB, Twitter, Flickr, Tumblr & 4Sq in One

- Post once – hit 5 channels (or more than one at a time)
  
  *Only allows you to post to those 5 SM outlets; no other choices*

- Instagram – Very visual medium which fits our vehicles and stations work
  - Must have photo or image to post! Works great for events
  - Not text/character limited *(but must remember Twitter limit if including)*
  - Can include links, handles, hashtags, emoticons, etc.
  - Now has fairly advanced photo editor built in
  - Can NOT upload via your desktop! Meant for phones and tablets.

- Either select the photo you want to use or take one, edit the photo and then select the SM channels you want that post to

- You can use Instagram to easily post to FB, if that is one of your major SM choices
Instagram – FB, Twitter, Flickr, Tumblr & 4Sq in One
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Fuels Fix – Promoting all CC Coalitions

Why did we do it?
✓ As most know, started off just in SE (4 yrs) with intent to share our regional stories more across state boundaries
✓ Was a different, non-DOE way to promote ALL of us... the people and the CC community
✓ Also a potential new revenue stream

Key stats
✓ All-time: 6,760 reads, 38k impressions (how many times it is served via a viewer like Issuu’s)
✓ Reads are growing over the last year into the higher 100’s (600-800) /issue, as are “Avg. Time Spent” now in the 4-6 min. range (previously more like 2-3 min.s)
Fuels Fix – Promoting all CC Coalitions

How to Share

✓ **Send as direct email to your stakeholder list**; Include as sidebar item in your emails
✓ Use SM to share – FB, Twitter, Instagram, etc. – We include cover shots and as we can article shots (in link to you all) to make it easy to add visuals
✓ **Request recipients sign-up to receive reminder emails** – include link
✓ Use email or SM to send directly to certain people that you think would like to read
Fuels Fix – Can we help?

Would you like your own 4-page Fuels Fix coalition handout??

✓ You choose cover – will look like mini-Ezine
✓ Discuss one or several big projects you are doing inside in with article(s)
✓ You choose contents, but can include one ore more sponsors that get the advertising post(s) in the handout
✓ Have ready for any events where you provide info to potential stakeholders
✓ We work with you and build it, and provide you with the print-ready finished InDesign file (or can produce for soft distribution as PDF)
“Do not follow where the path may lead. Go, instead, where there is no path and leave a trail.”

- Ralph Waldo Emerson

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