

Riding the Social Media Wave



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Wave of **THE NOW**

- Traditional Marketing vs. Social Media
- Designate Coordinator
- Creation of Media
 - Facebook
 - Twitter
 - You Tube
 - E-blasts



Learning to Ride

- Profile
 - Kari Gallegos-Doering
- Business Page
 - Gallegos Sanitation, Inc
- Friending/Fans
 - Workers/Family/Friends/Businesses
- Groups
 - The Adams Family- Vermicomposting
- Causes
 - You Have A Choice





Falling Off

- Time
- Insufficient number of personnel
- No strategy/goals
- Didn't plan for our "busy" season or times of the month (we're unable to give adequate attention to the sites)



Doggy Paddling

- Strategy
- Flavor
 - Education
 - Tidbits
 - Eco-facts
- Re-Friending
 - Fort Collins Community
 - Similar Organizations



Back on the Board

We are excited about the possibilities

- New Website
- Facebook/Twitter/Linked-In
- You Tube
 - How to Recycle, Compost, prepare yardwaste
 - GSI Sustainability Education in Northern Colorado
 - Parodies



Enjoy the Ride

“Social Networking tools such as Facebook are the communication wave of THE NOW. If we don't ride the wave, we will be left behind ... doggy paddling in the past.” Krystal Angelo

