

SOCIAL MEDIA FOR WATER UTILITIES HELPFUL LINKS WORKSHEET

EMA is excited about the new opportunities to use Social Media to meet the business needs of our clients. According to Gartner (IMTech, 2010), social media investment occurs at three levels:

- No cost
- Low cost
- Justified business investments

EMA recognizes that many utilities and municipalities are in the no cost/low cost phase of deployment. We offer the following helpful links to help our clients realize immediate business benefits from social media at no cost. In addition, EMA stands ready to help our clients leverage social media apps to directly communicate with their internal applications (see Integration Services).

The following types of links are included in this resource:

- Start Here:
 - a. GSA links to user agreements more applicable to government organizations.
 - b. Find Your User Name.
- Posting Tools
- Monitoring Tools
- Collaboration Tools
- URL Shorteners

START HERE

GSA links to user agreements more applicable to government organizations

https://www.apps.gov/cloud/main/start_page.do

Find Your User Name

<http://www.checkusernames.com>

<http://www.namechk.com>

<http://www.knowem.com>

POSTING TOOLS

How will your organization comply with public records laws for information posted via social media? Some utilities print every post and comment. Others have been able to leverage e-mail for posting and receiving comments, and leverage their e-mail archival system to support social media. This may not be effective for all social media services.

<http://Ping.fm> – allows posting to multiple social media services with one post.

<https://posterous.com/> -- allows posting to multiple sites via e-mail.

MOBILE TOOLS

UberSocial is a mobile app for monitoring and posting that works from Blackberry or iPhone devices. <http://www.ubersocial.com/>

MONITORING TOOLS

TweetDeck (www.tweetdeck.com) – Monitor multiple searches and services

Google Analytics (www.google.com/analytics) – Analyze traffic data

Facebook.com/insights – Measure of influence

Government and Social Media Wiki @ http://www.govsm.com/w/Main_Page NOTE: This site uses <http://facebook.grader.com>, <http://klout.com>, <http://twitalyzer.com> and <http://tweetlevel.edelman.com> to generate influence ratings for government sites.

COLLABORATION TOOLS

HootSuite (<http://hootsuite.com>) – Supports posting to multiple sites, collaboration, and many other features.

URL SHORTENERS

Warning: When a URL shortening service has been used by “malware” to a certain level, ALL URLs from that service will be blocked. At that time, you will be required to start using a new shortening service. We will attempt to update this sheet with a new recommendation if we learn that one of these services has been blocked.

Bit.ly (<http://bit.ly>)

CREATIVE COMMONS COPYRIGHTS

Copyright protection is “all or nothing” and inapplicable to significant web and social media content. Creative Commons rights have greater resolution. This site helps you understand

rights on things available on the Internet (can you use them or not) and may be appropriate for some content you post as well. For example, we've applied a creative commons license to this worksheet.

<http://creativecommons.org/>

Last Update: June 17, 2011

Latest version of this worksheet: http://www.ema-inc.com/e_business.html#SocialMedia



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