



# Social Media Integration & Measurement



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# TERRACYCLE'S HIGHLY ENGAGED SOCIAL NETWORKS

**100,000+** Facebook Likes

**35,000+** Twitter Followers

**350,000+** Annual YouTube Views

**650,000+** Monthly Newsletter Circulation

**120,000+** Monthly Unique Visitors to Website

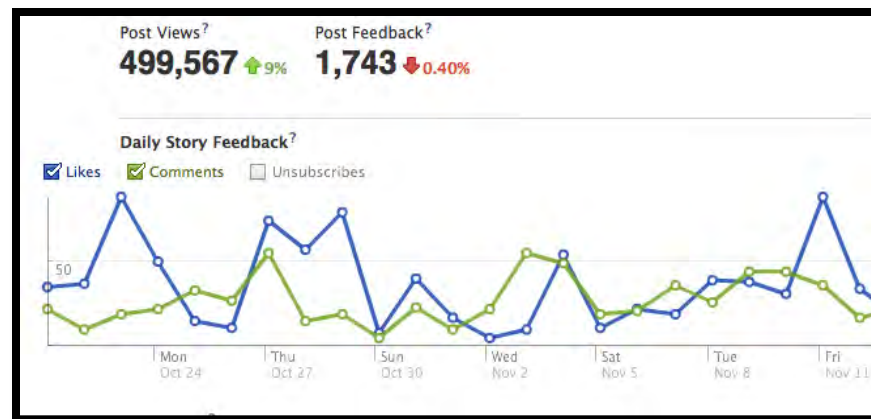
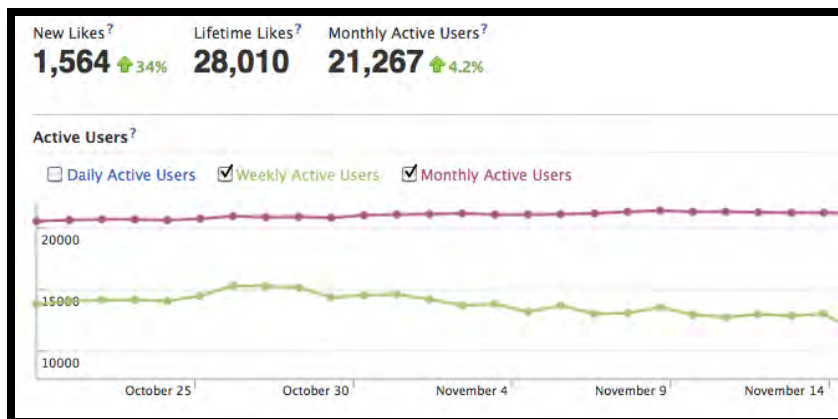
## Huge Engagement Rates on Social Networks:

### Of our ~100k FB fans:

- over 75% are Monthly Actives
- Over 50% are Weekly Actives

### Facebook Posts Average:

- >100 'Likes' and 'Comments'
- >18,800 'Views' per post
- >50 'Shares' per post



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# INTEGRATION OF SOCIAL MEDIA INTO ALL PHASES OF A PR CAMPAIGN:

- BEFORE
- DURING
- AFTER

## BEFORE

- **Research:** Use Twitter and LinkedIn to research journalists before pitching.
- **Connect:** Like or Follow journalists you work with. Only Add Friend on Facebook if you work with them a lot.
- **Schedule:** Build a calendar of schedule messages for client.



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# SOCIAL MEDIA CALENDAR

- Setting up a calendar in advance helps to save time, get clearance from client in advance and keep you organized during high pressure moments of the campaign.
- Organized by “phases” of campaign.
- Can become archive or template for reporting or future campaigns.

Week	Posting Date	Category	Post	Brand Feedback	Notes
January	1st Week in January	Pre Launch of the Brigade	Stay tune for an exciting Brigade launch that we have coming soon! Stay close to our website because everybody will want to be in this Brigade!		
	2nd January	Pre Launch of the Brigade	We are launching a Brigade for an item you have all been yearning to recycle. Can you guess what it is? The first person to guess the item will get a TerraCycle Prize Pack!  Clue is #Fresh		
	3rd Week in January	Launch of the Brigade	Breaking News! @TerraCycle is proud to announce @Febreze Air Care Brigade! For each non-aerosol item sent to TerraCycle, you will receive money toward the school or Nonprofit organization of your choice. <a href="http://bit.ly/xxxxxx">http://bit.ly/xxxxxx</a>		Have graphics created to correlate with the launch messaging.

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## DURING

- **Press Release Distribution:** Use various networks to distribute press release to wider audience at no cost.
- **Build a Multimedia Release:** Create a free multimedia release by building a Facebook tab with videos and photos that is available to anyone.  
<http://bit.ly/TCStaticHTML>
- **Create opportunity for Cross-Promo Opps:** Let journalist know you will tag them when you share the article on social networks and ask them to do the same.
- **Add a Related Contest:** Consider adding on a social media contest once earned media opps start to run out, can keep story relevant.

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# PROTECTING THE PLANET FOR BABY CONTEST



## East Vancouver woman wins baby-food essay contest

Monday, July 4, 2011

Fisher's Creek — Jaynee Haygood's short essay about the steps she's taking to make this world greener for her children was chosen as the grand prize winner in the Protecting the Planet for Baby Contest, sponsored by TerraCycle and Sprout Organic Baby Food. In her essay, she mentions everything from recycling to vermicomposting and says she wants her growing babies "to see the simple changes that I make so they can teach their babies when they grow up." For her efforts, she will receive a \$100 cash prize for the green project of her choosing, a month's supply of Sprout Organic Baby Food, and TerraCycle products. Because her kids are no longer babies, Haygood said she will donate the baby food to an area emergency-services provider to the homeless, Share. TerraCycle is a recycling and "upcycling" company that collects nonrecyclable and difficult-to-recycle waste, and uses it to make affordable, eco-friendly products.



Hits: 22

Impressions: 1,048,284

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## AFTER:

- **Share your Stories:** Media coverage is easy and effective content.
- **Cross-Promotional Value:** Tag journalists, outlets and brands whenever you post coverage to social media networks. They might return the favor.
- **Public Praise is the Best Kind:** Thank journos with a personalized tweet or recommendation on LinkedIn.
- **Every “Like” Counts:** Include social media metrics such as shares, likes, RTs, etc. in wrap-up reports.

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# Give your Press hits more "legs"




 **PRI's The World** @pritheworld 13 Nov  
Cigarette butts beware: Vancouver is coming after you [ow.ly/qNlz2](http://ow.ly/qNlz2) cc @AlbeZakes @terraCycle  
Retweeted by Albe Zakes  
Expand

 **Albe Zakes** @AlbeZakes 13 Nov  
A thrill and honor to be on @pritheworld to discuss @terraCycle's new cigarette #recycling program in Vancouver [pri.org/stories/2013-1](http://pri.org/stories/2013-1)  
Expand


 Search for people, jobs, companies, and more...  
Home Profile Network Jobs Interests

**Recent Updates**

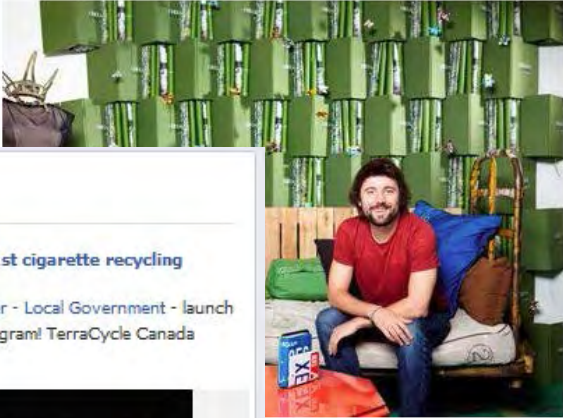
**TerraCycle** TerraCycle Review #Holiday Gift Guide <http://bit.ly/1aP8jQP>

 **Terracycle Review #Holiday Gift Guide - Things That Make People Go Aww**  
bit.ly · Terracycle takes waste ranging from candy bar wrappers, drink pouches, old circuit boards to Aveeno lotion containers and create NEW products out of them. Not only can you make money by sending in your waste to them, you can buy ... Continue reading...

Like (3) · Comment (1) · Share · 22 hours ago

 **TerraCycle** November 20

Titan of Trash: An Interview with Tom Szaky:  
The TerraCycle CEO and founder sets his sights on turning his business into the Google of garbage! <http://bit.ly/157mhs>



5  
Top Comments

 **TerraCycle** November 13

**TerraCycle launches the worlds 1st cigarette recycling program**  
TerraCycle and the City of Vancouver - Local Government - launch the worlds 1st cigarette recycling program! TerraCycle Canada <http://youtu.be/8TKWOlhoTgo>



Like · Comment · Share 33  
30 people like this. Top Comments -  
Write a comment...  
**Jenni Webb** H-O-T Like · Reply · 1 · November 13 at 5:44pm  
**Cathy Suresch** Every city should do this Like · Reply · 1 · November 13 at 5:53pm  
View 1 more comment

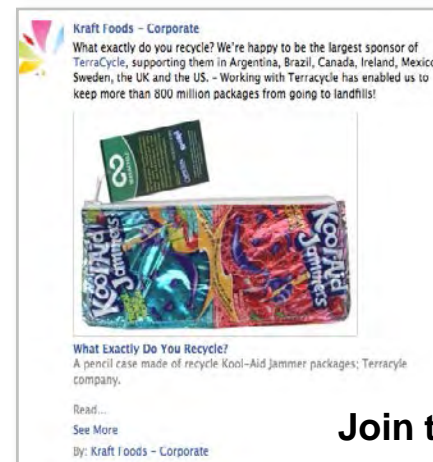
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## ONGOING

- **Stay On Top of Current Events:** Following other companies and industry experts in your/your client's field can help generate leads and trend stories.
- **ReTweet those New Journo Friends:** Retweeting or Sharing related articles will help keep you top-of-mind.
- **Content Sharing Opportunities:** If you develop an online relationship with other experts and outlets in your industry, they may share your content with their followers.

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These are examples of cross promotional posts generated by TerraCycle's relationships with our clients and other environmental experts. By asking your media contacts or relevant non-profits, industry groups, professional associations, government groups or websites to repost your content, everyone wins without spending a dollar!



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#makeastatement



# PLANNING AND MEASUREMENT TOOLS

## Free Planning and Scheduling Tools

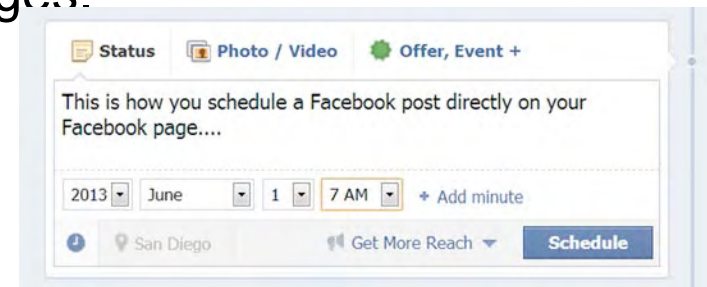
- **HootSuite:** <http://www.hootsuite.com>

Enables us to schedule posts for Twitter, Facebook and Google+ with one login up to a year in advance. Tracks history and has:



- **Facebook Scheduler Tool:**

Able to utilize all Facebook functionality (tags, links, video, pics etc.) in scheduled messages.



- **Bit.ly**

Shortens links and tracks clicks.

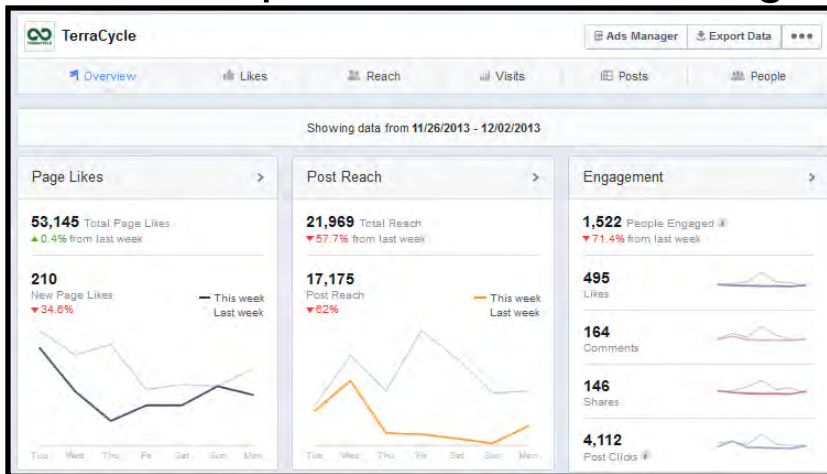


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## Free Monitoring Tools

- Facebook Insights

Most comprehensive monitoring available for Facebook.

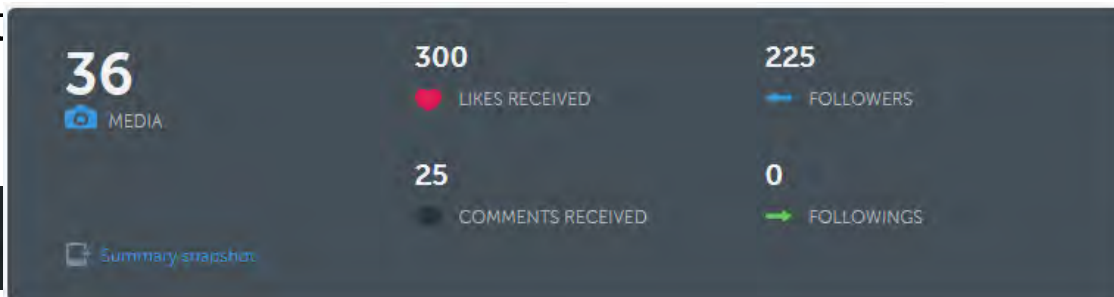


Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/04/2013 8:00 pm	Perfect timing! "Holiday Gift Giving with TerraCycle" - Must Read! <a href="http://bit.ly/1hyvVOG">http://bit.ly/1hyvVOG</a>	Image	Targeted	2.1K	59 Likes, 148 Comments & Shares	Boost
12/04/2013 2:30 pm	#UpcycledArt Marilyn Monroe Bottle Cap Portrait- This mosaic portrait consists of over 1800 collected	Image	Targeted	1.5K	44 Likes, 89 Comments & Shares	Boost
12/03/2013 3:00 pm	What do you think about this Garden Fork table?	Image	Targeted	2.9K	41 Likes, 242 Comments & Shares	Boost
12/03/2013 11:00 am	Hey friends, TerraCycle and Garnier USA want to give you the opportunity to have a Garnier Green	Image	Targeted	2K	81 Likes, 73 Comments & Shares	Boost
12/03/2013 8:00 am	Today is #GivingTuesday! Join in the celebration by giving back to the community. Visit	Image	Targeted	1.7K	12 Likes, 57 Comments & Shares	Boost

- Statigram: <http://statigr.am/>

Monitors total likes, likes per photo, most liked photo and provides growth



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## MORE Free Monitoring Tools

- **TwitterCounter:** <http://www.twittercounter.com>

App created by Twitter that monitors quantitative growth on Twitter, including number of tweets, followers, unfollows, etc.



- **Commune.it:** <http://www.commune.it>

Monitors qualitative engagement rates, identifies influencers and helps prioritize responses.



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## What was your goal? Did you accomplish it? Prove it!

### Facebook:

Social Network	Engagement	Results (ROI)
f	Facebook Posts	5 Posts
f	Facebook Shares	85 Shares
f	Facebook Comments	23 comments
f	Facebook Post Likes	44 likes
f	# of clicks from Links	1,722
f	Total Reach (Unique visits)	19,064

### Twitter:

Social Network	Services	Results
t	Twitter Messages	13
t	Twitter Messages Frequency	Twice a week
t	Twitter Retweets	12
t	# of clicks from Links	180
	Total Reach	205

We include as many varied measures of engagement in reporting as possible.

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## Reporting Tools

TerraCycle uses almost all of our planning and monitoring tools to help built reports, including TwitterCounter, Facebook Insights, YouTube Insights, Bit.ly and SumAll.

**SumAll:** <https://sumall.com>

Capable of monitoring engagement across all social media networks and provides clear graphs for reporting.



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1. Researching journalists on Twitter and LinkedIn can supplement media database information.
2. Connecting with journalists on social networks can help increase the reach of your press releases and pitches.
3. Press coverage doubles as social media content.
4. Social media contests can generate traditional PR opportunities.
5. Identify goals at the outset of a social media campaign and find the right tools to monitor, measure and report them.
6. Don't shortchange yourself! Include varied social media metrics in reports.

## THANK YOU!