Using Social Media to Reach Your Customers

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Portland Water Bureau

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Categories

- Syndicated Web Feeds
- Blogs
- Wikis
- Multimedia: Video & Photo Sharing, Podcasting
- Social Networking Sites
- Social News Sites
- Mashups
- Widgets
- Virtual Worlds

Reasons We Should Use SM

- ¾ Americans use social media
- Time spent on SM is growing 3 times more quickly than overall internet growth
- Allows us to be first, best source of info
- It’s free
- Our customers are there and expect us to be there too
- It’s viral

Overall Goals for Using SM

- Increased ability to provide customer service
- Better ability to tell our story (eliminate the middle man)
- Provide timely updates and important news
- Create transparency
- Take the edge off/give us a personality
- Reach new demographics

What’s Working?

1. This is **not** a how-to
2. This is **not** a definitive guide
3. This **IS** inspiration!
4. This **IS** show and tell!
5. This **IS** a jumping off point!
6. This **IS** the tip of the iceberg!

News/Emergencies

- Podcasts/YouTube: State of Rhode Island DOT
- Podcast/Blog: Virginia Water Radio
- Blog: Central Basin Water Cooler
- News Aggregator: Public Alerts

State of Rhode Island: Department of Transportation: Construction Management - Microsoft Internet Explorer provided by City of

http://www.dot.ri.gov/engineering/construction/projects/195relo/podcasts/index.asp

File Edit View Favorites Tools Help

State of Rhode Island: Department of Transportation...

- Customer Service
- Divisions +
- Engineering -
  - Overview
  - Construction Management/Projects
  - GIS Maps
  - Intermodal Planning
  - Materials & Research
  - Design Policy Memos
  - Project Presentations
  - Project Tracking
  - Posted Bridges
  - Quest
  - Standards & Specs
  - Engineering Guides, Manuals & Publications
  - Survey Section
  - Admin
  - Transportation Management Plans (TMPs)
- Human Resources
- News
- Programs +
- Publications
- Traffic +
- Links
- Contact Us

featured in the podcasts uses footage shot during construction, with small amounts of supplemental video and lots of still photos. Wait a minute - what's a podcast?

With this new technology, RIDOT seeks to reach a larger audience. Teens and young adults don't rely on traditional media, and RIDOT wants to make sure their needs for information are being met.

RIDOT's podcasts are designed to reach an typically under-targeted audience, young adults and the Spanish language market. You can access the podcasts here, and they are also available on YouTube in English and Spanish. We hope that the podcasts are spread through "viral marketing," that is, not just by RIDOT and the sites mentioned here, but also by those who view them and send them on to friends and family through email.

En Español

Podcast 1 - Iway Project Overview

Watch Podcast 1 on YouTube

Podcast 1 in WMV format

Podcast 2 - Building a Better Highway

Watch Podcast 2 on YouTube

Podcast 2 in WMV format

Podcast 3 - Bridge Design and Construction

Watch Podcast 3 on YouTube

Podcast 3 in WMV format

Podcast 4 - Iway Bridge Float

Watch Podcast 4 on YouTube

Podcast 4 in WMV format

Podcast 5 - New India Point Park

Watch Podcast 5 on YouTube

Podcast 5 in WMV format

Podcast 6 - A Revitalized Waterfront

Iway Update

Background information on the the Iway (I-195 Relocation) project.

View the Iway Podcasts

New Iway Split - June 2009

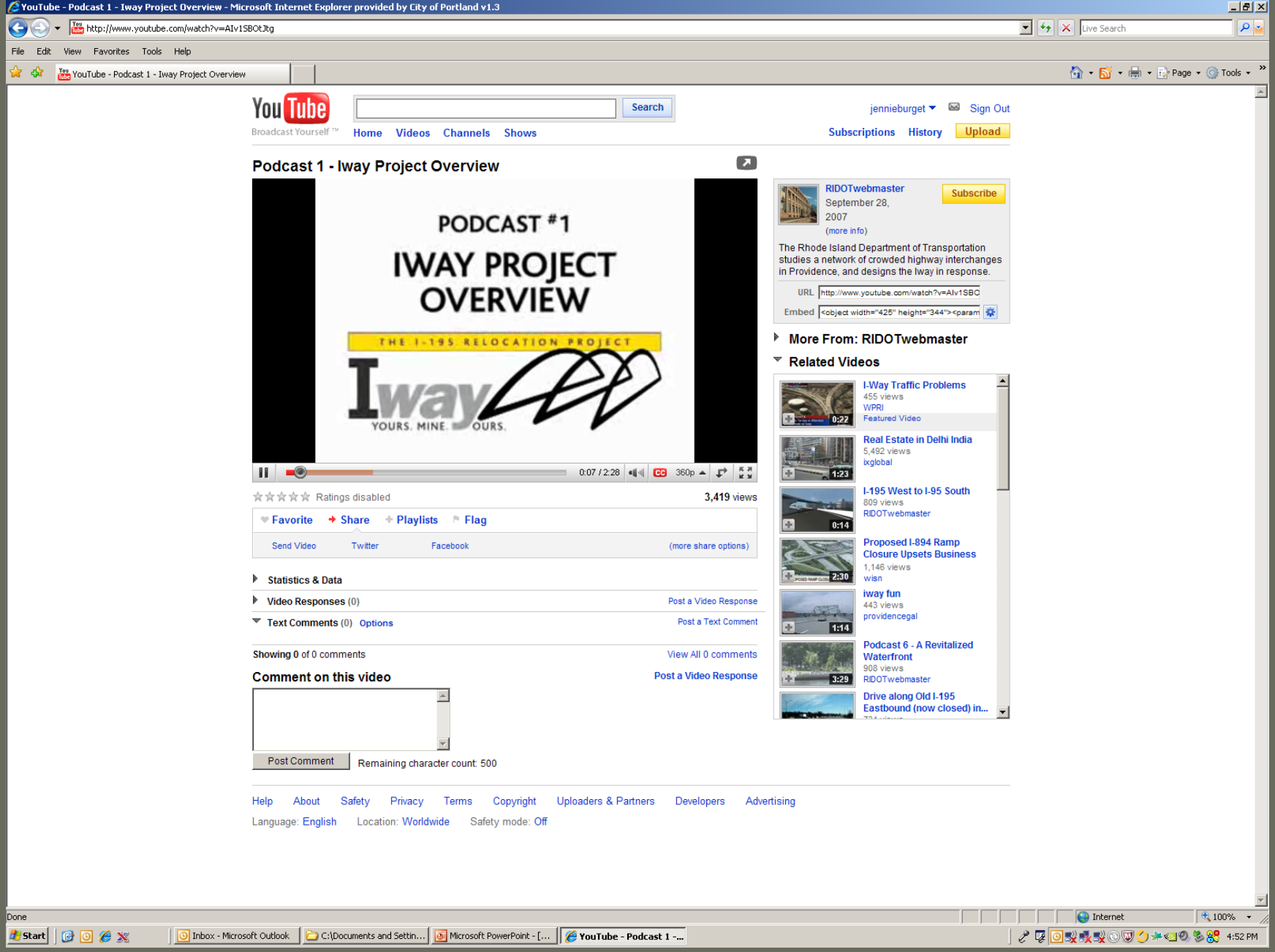
New Exit 20: I-95 South to I-195 East

Project overview map

Highlights

- RIDOT Organization Chart
- RIDOT Travel Advisories
- RIDOT Highway Cameras
- Traveler Information
- Detour & Construction Maps

State of Rhode Island DOT Podcast: Construction Project



YouTube: State of Rhode Island DOT

Virginia Water Radio - Microsoft Internet Explorer provided by City of Portland v1.3

http://www.virginiawaterradio.org/

File Edit View Favorites Tools Help

Virginia Water Radio

Virginia Water Radio

From the Cumberland Gap to the Atlantic Ocean

Home About Links Sponsors Contact

MONDAY, MARCH 15, 2010

Virginia Water Radio 8: Week of 3-15-2010

Welcome to Virginia Water Radio (Episode 8) for the week of March 15, 2010. This week's show is hosted by Alan Raflo, research associate at the Virginia Water Resources Research Center, located at Virginia Tech in Blacksburg. Our show presents news and notices that relate to Virginia's waters, from the Cumberland Gap to the Atlantic Ocean.

Click to Listen to Episode

NEWS

- The population level of Menhaden in the Chesapeake Bay continues to be an issue for federal and state fishery managers, scientists and others working on Bay restoration, and the Omega Protein Corporation of Houston, which operates a Menhaden harvesting operation out of Reedville, Virginia. Menhaden management received attention in the 2010 Virginia General Assembly: two failed bills would have transferred regulatory authority over Virginia's Menhaden fishery from the General Assembly to the Marine Resources Commission; while two successful bills extend until 2014 the current Bay Menhaden harvest quota of 109,020 metric tons; the quota was set in 2006 by the Atlantic State Marine Fisheries Commission and ratified by the General Assembly in 2007. Omega's current annual Bay Menhaden harvest in about 90,000 metric tons per year. Complicating the issue is a recent decline in funds available for research on Menhaden populations, according to the March 2 Richmond Times-Dispatch.
- The 2010 Virginia General Assembly also passed two bills—HB 1220 and SB 395—that delay stormwater regulations currently under consideration by the Virginia Soil and Water Conservation Board. The regulations establish criteria for the quality and quantity of stormwater generated from land-disturbing activities, such as construction. Implementation of the regulations will now

WELCOME TO VIRGINIA WATER RADIO

Our show presents news and information that relate to Virginia's waters, from the Cumberland Gap to the Atlantic Ocean. Virginia Water Radio is produced weekly by the Virginia Water Center.

Download the Podcast

Subscribe in RSS Reader

LISTEN ON THE RADIO

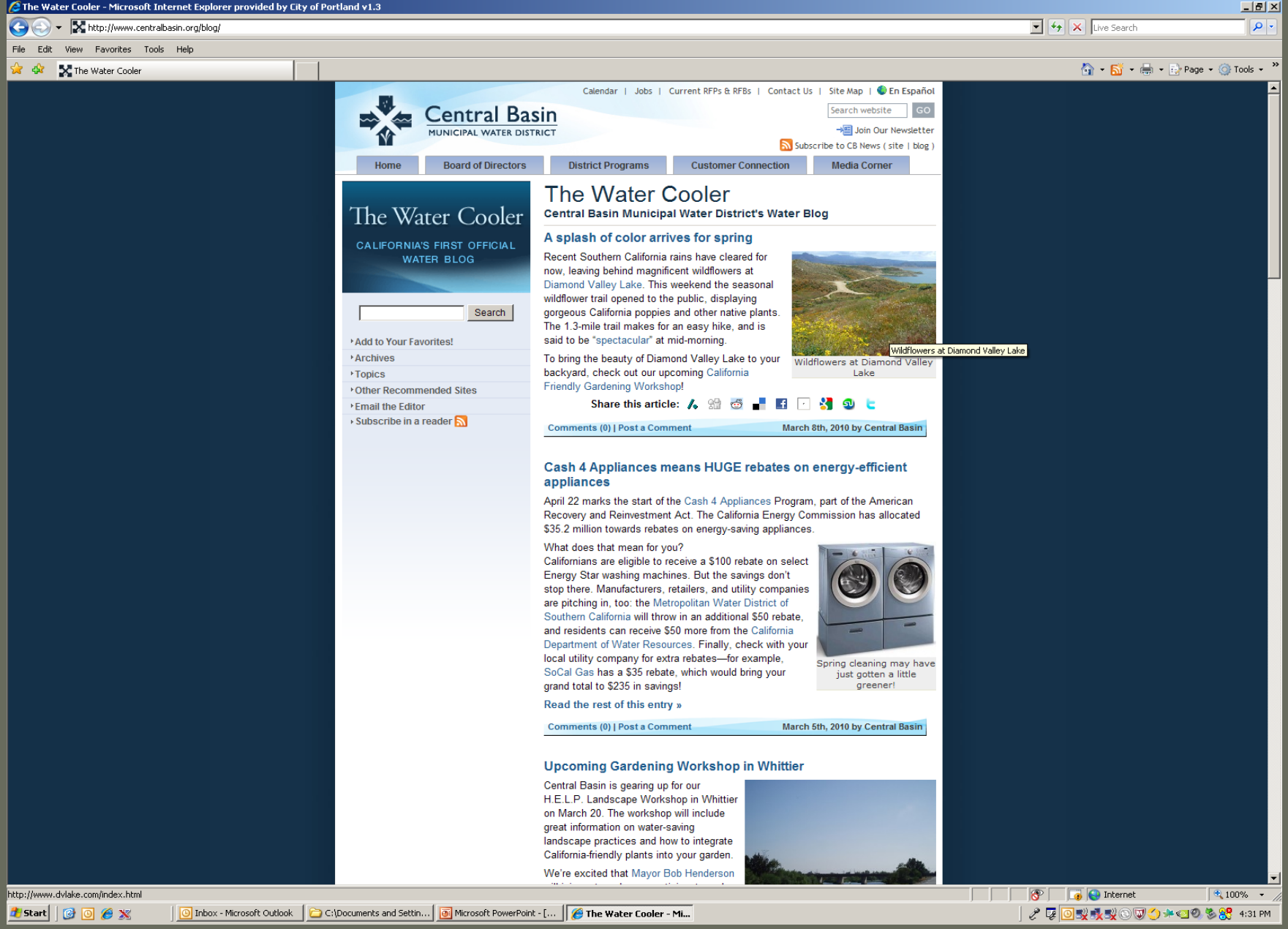
Listen on air and online every Wednesday, between 3 - 4 p.m., during "The River Roundtable" on WEHC 90.7 FM.

BLOG ARCHIVE

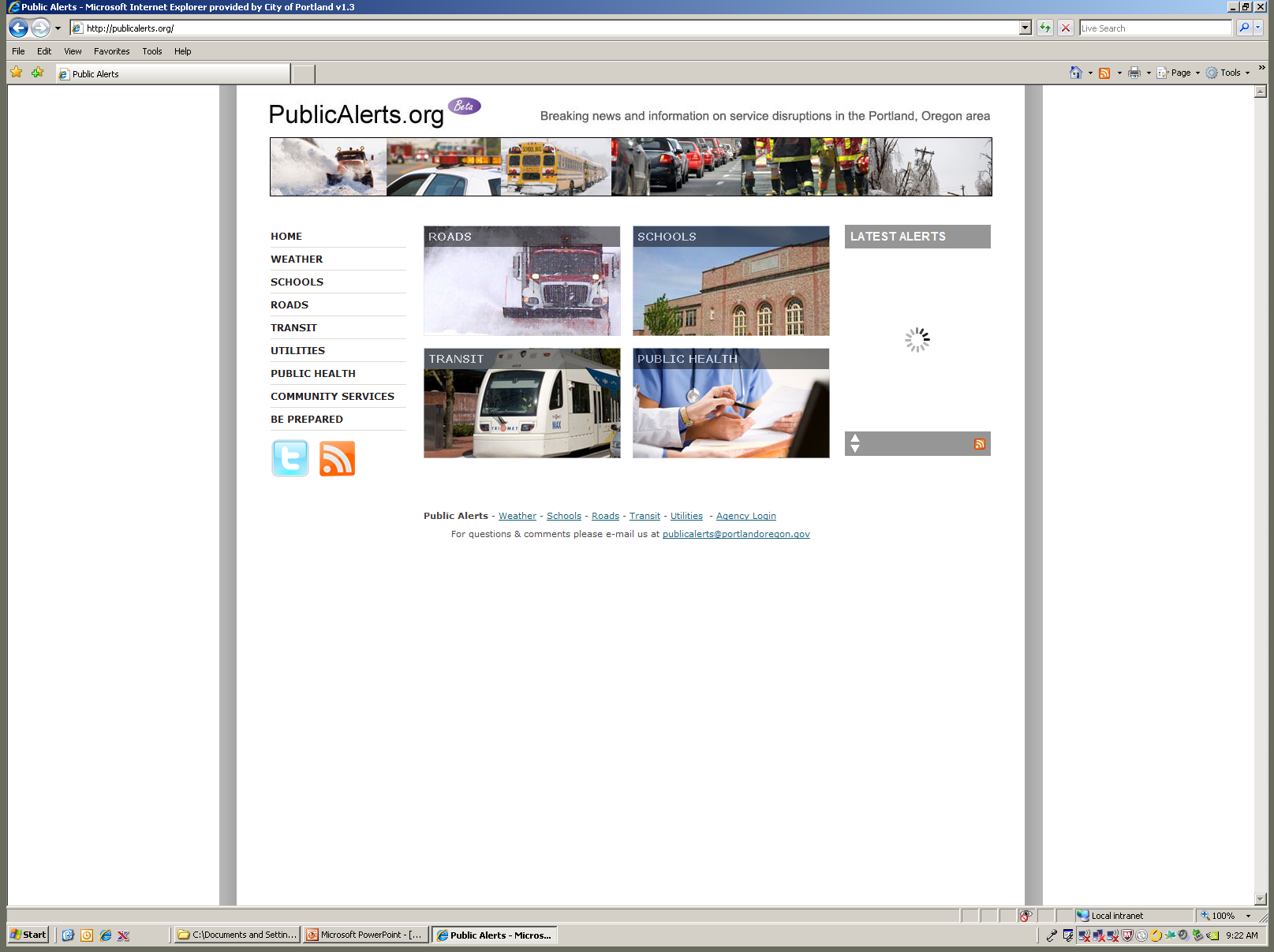
- ▼ 2010 (8)
  - ▼ March (3)
    - Virginia Water Radio 8: Week of 3-15-2010
    - Virginia Water Radio 7: Week of 3-8-2010
    - Virginia Water Radio 6: Week of 3-1-2010
  - ► February (4)
  - ► January (1)

Start | Inbox - Microsoft Outlook | C:\Documents and Settin... | Microsoft PowerPoint - [... | Virginia Water Radio -... | 4:06 PM

Virginia Water Radio Blog/Podcast



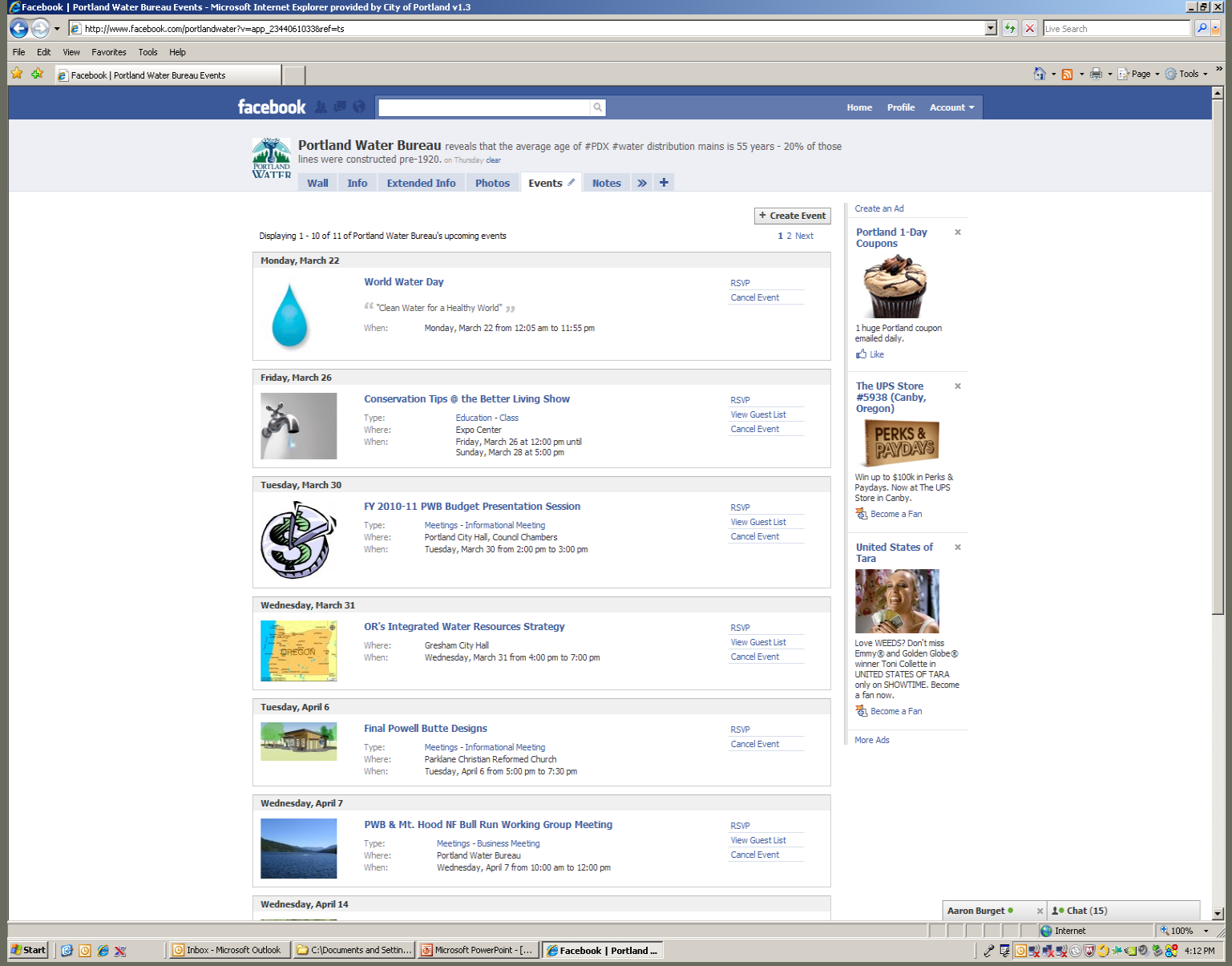
Blog: Central Basin's Water Cooler



News Aggregator: Public Alerts

Events

- Facebook Events Tab
- Blog: PDX Pipeline
- Twitter: Gain buzz around your events using #
- Twitter: Establish # and live Tweet to promote event or follow what others are saying



Portland Water Bureau: Facebook Events Page

Portland Events, Music, Art, Entertainment, Sustainability - Microsoft Internet Explorer provided by City of Portland v1.3

http://pdxpipeline.com/

Events, Parties & Free Tickets | March 18-21

Social Networks

Other places you can find us:

twitter facebook

- Myspace.com/pdxpipeline
- Twitter.com/pdxpipeline
- Filckr PDXPipeline Group
- PDXPipeline Facebook Group
- Vimeo Portland Group
- Qik Live-Stream Videos

Recent Posts

- 75+ Portland Weekend Events, Parties & Free Tickets | March 18-21
- Smash Putt: Portland's Adult Miniature Golf Apocalypse + Win Tickets
- Friday: Signal Path w/ Phutureprimitive Live Band @ Crown Room + Album Download
- This Weekend: Portland Oregon Women's (POW) Film Fest + Interview W/ POW Fest Executive Director, Tara L. Johnson-Medinger
- 2010 Bridgetown Comedy Festival Lineup + WIN Full Passes | April 22-25
- 2010 Portland Farmers Market Opens This Weekend + Pictures, Video, Pioneer Square Location
- Just Another Music Monday: Fanno Creek
- Portland St. Patrick's Day Parties: NE, NW, SE, SW, North
- Monday: Evening With The Distiller @ Davis Street Tavern & New Deal Distillery
- 75+ Portland Events,

line-up of Obo Addy, 3 Leg Torso, Loveness Wesa and the Bantus Band putting on a show to benefit the installation of clean drinking pumps in Tanzania. More info here – http://www.worldwaterdaypdx.com/

Life is a party, everyone is just waiting to be invited.
See you all out and about! Leigh Feldman

Portland Thursday Events, March 18

- **The Phunktion w/ Philly's Phunkestra Soul Orchestra @ Crown Room** (FREE – New Orleans funk, $2 pints, $2 whiskey)
- Liv Warfield, Gretchen Mitchell, DJ Wicked @ Dapper Cap (FREE – drinks, sales, music 6-10pm)
- The Fix @ Someday Lounge (FREE – hip hop dj's)
- Krushgroove Throwback @ Bar XV (FREE – old school hip hop, funk and throwback jam dj's)
- **Art Spark @ Disjecta (FREE – a gathering of artists to discuss future projects)**
- N-Type, Noah D, Ronin, Joe Nasty @ Whiskey Bar ($15 – drum'n'bass, dubstep)
- PDX Avant Beat Showcase @ Holocene ($5 – live instruments, percussion, electronic creations)
- Natasha Kmeto @ Kelly's Olympian ($4 – live electronic manipulations, glitch, electro dance)
- **POW Film Festival @ Hollywood Theater (FREE – over 44 films at this year's Portland Oregon Women's Film Festival)**
- From Pipeline: Free Movie Nights in Portland
- From Pipeline: 7th Planet Picture Show. Turkish Star Wars @ Mt Tabor Legacy | Free | 7PM
- From Pipeline: Cyclists Event – Eat. Drink. Vote. Rex! @ Grochau Cellars
- **From Pipeline: Portland Cello Project @ Kennedy School (FREE)**

Friday, Saturday and Sunday after the break… Read the rest of this entry »

Posted in art, events, film, music. Tags: pdxpipeline events, Portland Art, portland events, Portland Film, portland music. 1 Comment »

Smash Putt: Portland's Adult Miniature Golf Apocalypse + Win Tickets

March 18, 2010 — PDXPIPELINE

If you did not know by now, there is a temporary miniature golf / art exhibition in on West Burnside. It's called Smash Putt and it is here for less than a month. It's a different take on the traditional putt-putt style as there are mazes, buzz saws, golf ball shooting gatling guns and ummm…apparently "**roller skating dogs**". Perhaps the best part though, it is adult only and they serve drinks!

Reminder: We give out **free tickets** to our Portland Facebook Group including to many of the top music and art venues in Portland. We have several pairs to give out for **Smash Putt** this weekend so join & win if you like free stuff.

Photo is by K.C. Stimson. You can see more Smash Putt photos on Flickr here.

From Smash Putt:

SMASH PUTT!
Miniature Golf Apocalypse

As of March 12th, Smash Putt has officially assaulted Portland! An interactive art exhibition that defies the ordinary and has no equal, Smash Putt brings a unique twist on miniature golf to provide hours of vivifying exploration and mildly dangerous mechanized frivolity to the masses.

With ball destruction, centripetal actuators, accelerator pads, ball bouncers, moving walls, **roller-skating dogs**, and secret passages, no golf ball survives the onslaught of Smash Putt! For four short weeks, this new 13-hole course of deviousness and

hrs)

- Smash Putt: Portland's Adult Miniature Golf Apocalypse + Win Tickets
- 75+ Portland Weekend Events, Parties & Free Tickets | March 18-21
- 2010 Bridgetown Comedy Festival Lineup + WIN Full Passes | April 22-25
- …Portland EVENTS LIST

Twitter Feed

- I hear Road House: The Play @ Someday Lounge is already sold out tonight. 3 more chances to catch it. Info: http://pdx.be/roadhouse-03-19 1 hour ago
- Have pair of TIX to THE PAINTER SAM FRANCIS @ NW Film Center Sat. night. Email (pdxpipeline@gmail) to win by 4. http://pdx.be/film-03-20 1 hour ago
- Tomorrow! Portland Farmers Market Opens + Pictures, Video, Pioneer Square Location http://pdx.be/farmers-3-2010 #pdxevents 2 hours ago
- Reminder: Tonight - Signal Path w/ Phutureprimitive Live Band @ Crown Room + Album Download http://pdx.be/music-3-19 #pdxmusic 2 hours ago
- Nice coupon from Music Millennium: 20% off used CDs, DVDs & Vinyl; March 19-22 http://bit.ly/bnLjxY #pdxmusic 6 hours ago

Flickr Photos

Events Blog: PDX Pipeline

#worldwaterday2010 - Twitter Search - Microsoft Internet Explorer provided by City of Portland v1.3

http://twitter.com/#search?q=%23worldwaterday2010

See what people are saying about...

#worldwaterday2010 Search

Realtime results for #worldwaterday2010

sosintl: 1/2 off drinks on Monday when you give $7 or more at @bgiornocoffee toward water wells in India! #worldwaterday2010 http://bit.ly/brXAl
about 5 hours ago from Tweetie

melindagrantham: RT @sosintl: Help give someone clean water for less than $10! http://cot.ag/bhA4yV #WorldWaterDay2010 Spread the word!
1 day ago from CoTweet

courtney271: RT @ChristieWeehunt: Help give someone clean water for less than $10! http://cot.ag/bhA4yV #WorldWaterDay2010 Spread the word!
2 days ago from Tweetie

ChristieWeehunt: Help give someone clean water for less than $10! http://cot.ag/bhA4yV #WorldWaterDay2010 Spread the word!
2 days ago from web

johanetsebeth: RT @sosintl: Help give someone clean water for less than $10! http://cot.ag/bhA4yV #WorldWaterDay2010 Spread the word!
2 days ago from DestroyTwitter

sosintl: Help give someone clean water for less than $10! http://cot.ag/bhA4yV #WorldWaterDay2010 Spread the word!
2 days ago from CoTweet

aglschmid: RT @sosintl: Spread the Word! Help give someone clean water for less than $10! http://cot.ag/bhA4yV #WorldWaterDay2010
2 days ago from CoTweet

chase_willsey: RT @sosintl: Spread the Word! Help give someone clean water for less than $10! http://cot.ag/bhA4yV #WorldWaterDay2010
2 days ago from DestroyTwitter

abbygermer: RT @sosintl: Spread the Word! Help give someone clean water for less than $10! http://cot.ag/bhA4yV #WorldWaterDay2010
2 days ago from CoTweet

hannahnewlin: RT @sosintl: Spread the Word! Help give someone clean water for less than $10! http://cot.ag/bhA4yV #WorldWaterDay2010
2 days ago from CoTweet

Trending topics

#ff
#NowPlaying
#FollowFriday
#YEAisaidit
Justin Bieber
My World 2
#HCR
#Iloveitwhentrey
Susan Boyle
New Moon

Search tip

Use **near:** immediately before a location (or a zip code) plus **within:** immediately before a distance measurement to find tweets sent within a certain distance of a location. Example: near:NYC within:15mi will find tweets sent within 15 miles of "NYC".

Join the conversation

Sign up now to contribute what's going on in your world and to filter your view of Twitter down to the people and topics that interest you most.

Twitter: #worldwaterday2010

#marchmadness - Twitter Search - Microsoft Internet Explorer provided by City of Portland v1.3

http://twitter.com/#search?q=%23marchmadness

File Edit View Favorites Tools Help

#marchmadness - Twitter Search

less than a minute ago from UberTwitter

tomgrover: | I know that they are from the #WAC, but I just can't bring myself to cheer for the #nmsu parolees. #ncaa **#marchmadness** #usu #crime #dirty
1 minute ago from web

JduPont: First Duke game of the tourney! Let's go Devils! **#marchmadness**
1 minute ago from UberTwitter

Nacarano: @NickSpano I think Gus Johnson is great too man. Met him a while back and he's a real nice guy. #CBS **#MarchMadness** #FlaSt #Gonzaga
1 minute ago from web

MediaBeeswax: Zags are looking pretty solid right now **#marchmadness**
2 minutes ago from web

MaseDotCom: #FreestyleFriday **#MarchMadness** J-Parks vs Agent Orange...This will be a good one!
2 minutes ago from Swift

MsRaeAshante: RT @cockyasfuc: #randomthoughts I'm trying my best to get into **#MarchMadness** // but why do you have to try?!
2 minutes ago from UberTwitter

cbsncaatourney: TIPPING OFF: No. 5 Michigan St. vs. No. 12 New Mexico St. WATCH LIVE http://bit.ly/bPcEZN **#marchmadness** #ncaatournament #MMOD
3 minutes ago from TweetDeck

chadmcneeley: How's Your Bracket Looking? http://shar.es/mfXXo Mines kinda like garbage. Just looking for an #SU #Orange Championship. #NCAA **#marchmadness**
3 minutes ago from ShareThis.com

vleo26: beers and madness! **#marchmadness**
3 minutes ago from web

Houseonahillorg: Let's go FSU! **#marchmadness**
3 minutes ago from UberTwitter

krxfntn: alright, time to get this night going. #ShutItDown #BeatVermont #GoCuse #Orange **#MarchMadness** #hashtagsareneat
3 minutes ago from web

DavidSuarez: I'm still in 6th place at my office pool. 16 out of 24 correct. President Obama leads with 19. **#marchmadness**
3 minutes ago from TweetDeck

SJSWPMOH: The 3rd set of games on day 2 are off & running - who will be dancing on Sunday? let's find out! **#marchmadness**
3 minutes ago from TweetDeck

location (or a zip code) plus **within:** immediately before a distance measurement to find tweets sent within a certain distance of a location. Example: near:NYC within:15mi will find tweets sent within 15 miles of "NYC".

Join the conversation

Sign up now to contribute what's going on in your world and to filter your view of Twitter down to the people and topics that interest you most.

Error on page.

Start | Inbox - Microsoft Outlook | C:\Documents and Settin... | Microsoft PowerPoint - [... | Facebook | Portland Wat... | #marchmadness - Tw... | 4:24 PM

Live Tweeting: #marchmadness

Education/Awareness Campaigns

- Facebook Fan Page: “I Heart SF Water”
- Facebook Fan Page: DC Water & Sewer Authority
- Twitter: @alwaysh2osmart (Irvine, CA)
- YouTube

Facebook Fan Page: San Francisco Water

Facebook | DC Water and Sewer Authority - Microsoft Internet Explorer provided by City of Portland v1.3

http://www.facebook.com/#!/dcwasa?ref=ts

File Edit View Favorites Tools Help

Facebook | DC Water and Sewer Authority

facebook

Find People and More

Home Profile Account

Add to My Page's Favorites
Suggest to Friends
Remove from My Page's Favorites

The District of Columbia Water and Sewer Authority provides drinking water and wastewater services to residents, visitors and employees of the District and parts of the surrounding area.

George S. Hawkins, General Manager

Information

Location:
5000 Overlook Avenue, S.W.
Washington, DC, 20032

Phone:
(202) 787-2000

Fans

6 of 575 fans See All

Lyle Brecht, Bob Mullen, Brooke Rodgers, Claire Gavin, Christopher Jacob Dumelle, Elisa Kimberly Waske

Favorite Pages

1 Page See All

EPA- Water Is Worth It

Photos

2 of 10 albums See All

Water Main Break and the

DC Water and Sewer Authority

Become a Fan

Wall Info Photos Boxes Notes Events

Filters

DC Water and Sewer Authority Here's a Flickr set from last night's repairs near the Capitol.

Water Main Break and the Capitol
www.flickr.com
Flickr is almost certainly the best online photo management and sharing application in the world. Show off your favorite photos and videos to the world, securely and privately show content to your friends and family, or blog the photos and videos you take with a cameraphone.

10 hours ago · Share

DC Water and Sewer Authority

How to have a leak-free home
You can keep your home leak-free by repairing and, if necessary, replacing your leaky plumbing fixtures with WaterSense labeled models. These products use about 20 percent less water and perform as well as, or better than, standard models...

10 hours ago · Share

DC Water and Sewer Authority These pictures capture the challenge of having ancient pipes supply the nation's capital. Here we have crews working through the night to repair an 8 inch water main on Pennsylvania Avenue NW right in front of the Capitol building.

Water Main Break and the Capitol

Yesterday at 5:43pm · Share

4 people like this.

View all 5 comments

DC Water and Sewer Authority Team Blue is all of us at DC WASA!
Yesterday at 7:04pm · Report

Jack Pfeiffer I saw them working on it last night around 8pm. It was completely fixed by the time I road my bike to work today.
8 hours ago · Report

DC Water and Sewer Authority Here is San Francisco's campaign to keep grease out of the sewers. Ours is coming soon!

S.F. asks eateries to trap grease, save sewers
www.sfgate.com
There are plenty of undesirable things in San Francisco's sewers. But one, in particular, has grabbed the attention of city officials: FOG. Not to be confused with the city's weather element, this FOG is a...

Yesterday at 6:16am · Share

Vailferree Brechtel likes this.

Create an Ad

Are you a Screenwriter?
Earn an online BS in Film and Media Studies. Emphasizes screenwriting for Film, TV, Games or New Media. Get info.
Like

Lands' End Canvas
What would you do with $500? We've teamed up with Lucky Magazine to give away $20,000 in gift cards. Become a Fan, and enter to win!
Become a Fan

Portland Almost Free
1 ridiculously huge coupon emailed free to you each day. Portland's best restaurants, spas, events & more. Get today's!
Like

More Ads

Chat (16)

Done Internet 100%

Start | Inbox - Microsoft Outlook | C:\Documents and Settin... | Microsoft PowerPoint - [... | Facebook | DC Water ... | 4:43 PM

Facebook Fan Page: D.C. Water & Sewer Authority

Always Water Smart (AlwaysH2OSmart) on Twitter - Microsoft Internet Explorer provided by City of Portland v1.3

http://twitter.com/AlwaysH2OSmart

File Edit View Favorites Tools Help

Always Water Smart (AlwaysH2OSmart) on Twitter

created at twitbacks.com

Always Water Smart

IRVINE RANCH WATER DISTRICT

Irvine Ranch Water District

Public Affairs Staff

alwayswatersmart@gmail.com

949-453-5500

Always Water Smart is the conservation outreach program at Irvine Ranch Water District. IRWD customers have a proven track record of saving water. IRWD thanks its customers and asks them to do even more during this regulatory drought.

Website:

alwayswatersmart.com

IRVINE RANCH WATER DISTRICT

AlwaysH2OSmart

I Killed My Lawn...Ask Me How!: Gene Ratcliffe,Tree of Life Nursery, speaks on this @ FREE 3/26 IRWD Landscape Workshop http://bit.ly/9fAkci

about 5 hours ago via API

Hurry! Fix a Leak today thru 3/20 in IRWD & win up to $200 to cover your leak repairs http://bit.ly/ajB79T #saveh2o #irwd

about 8 hours ago via API

IRWDs weekly watering schedule can keep your So Cal lawn green this spring with more green in your pocket! http://is.gd/aM8Di #saveh20

about 21 hours ago via API

Hurry! Sign up for FREE 3/26 Landscape Workshop at IRWD: Learn to irrigate your garden for less $ http://bit.ly/9fAkci #saveh2o

10:31 AM Mar 18th via API

Observe Fix a Leak Week NOW through 3/20 in IRWD & win up to $200 to cover your leak repairs http://bit.ly/ajB79T #saveh2o #irwd

7:31 AM Mar 18th via API

Save 1000s of gallons of water each year by properly scheduling your sprinkler timer http://short.to/1ex9k #saveh20 #irwd

6:30 PM Mar 17th via API

Hurry! Sign up for FREE 3/26 Landscape Workshop at IRWD: Love your garden and your water bills! http://bit.ly/9fAkci #saveh2o

10:32 AM Mar 17th via API

If it isn't biodegradable, put it in the trash instead of the toilet. Learn more about what NOT to flush at http://short.to/1fe8j #saveh2o

7:35 AM Mar 17th via API

How to properly schedule your sprinkler timer & save 1000s of gallons of water each year http://short.to/1ex9k #saveh20 #irwd

6:31 PM Mar 16th via API

Under a hot sun, mulch helps prevent water loss from the surface soil of your gardens. http://is.gd/aag2r #saveh2o #irwd

10:33 AM Mar 16th via API

Never flush unused or expired prescriptions & over the counter medications down the toilet, or pour down a sink. http://short.to/1fe8j #irwd

7:34 AM Mar 16th via API

Time to replace the back-up battery in your sprinkler controller --to

Location Irvine, CA

Web http://www.always...

Bio Always Water Smart is the Irvine Ranch Water District (IRWD) water conservation program. IRWD is a local government agency.

402 following | 470 followers | 23 listed

Tweets 407

Favorites

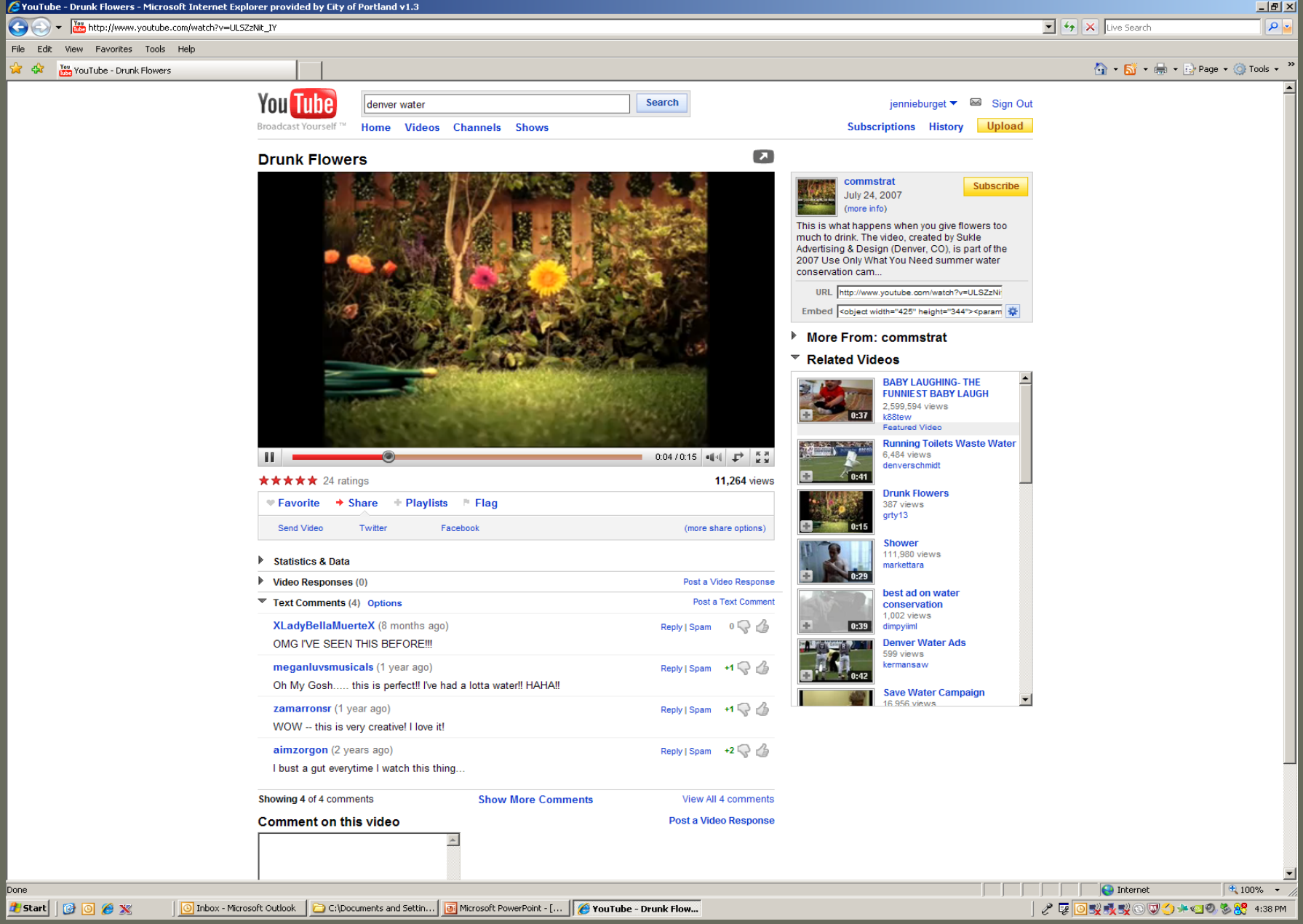
Following

View all...

RSS feed of AlwaysH2OSmart's tweets

Start | Inbox - Microsoft Outlook | C:\Documents and Settin... | Microsoft PowerPoint - [... | Always Water Smart ... | 4:48 PM

Twitter: @AlwaysH2OSmart



YouTube: Denver Water's Drunk Flowers

“One-on-One” Customer Service

Via Twitter

- @portlandwater There is nothing comical about shutting off water- so why use a typeface that tries (and fails) to imply such a feeling.
- @portlandwater is the water bureau renovating the new Rose Festival offices on the Waterfront downtown?
- @portlandwater No paperless option available? When will it?
- So how do we better protect it? RT @portlandwater: 90% of world's water is #groundwater!
- @portlandwater Sweet! thanks so much for the answer! The water here is sooo much better than down in Socal!

Phone Application Support - Microsoft Internet Explorer provided by City of Portland v1.3

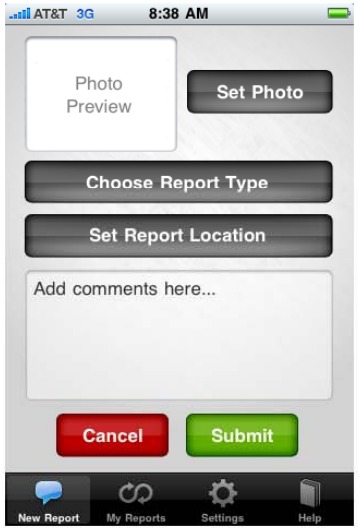
http://www.portlandonline.com/bts/index.cfm?&c=51917

City of Portland Citizen Reports is a new way to interact with the city concerning problems or issues with publicly maintained infrastructure. The application is compatible with any model of iPhone running iPhone OS 3.1.2 or higher and may be downloaded for free from iTunes. Note: The link will only work on computers that have a current version of Apple's iTunes software installed.

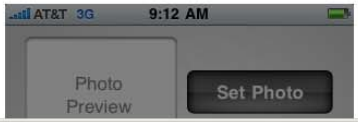
For questions & comments regarding the City Phone app, please email phone.app@ci.portland.or.us

INSTRUCTIONS:

The ***New Report*** screen is used to compose problem reports concerning various City of Portland infrastructures. A complete report consists of a photograph of the problem, a report type which categorizes the problem, report location and comments providing any information the user deems important. At minimum, a report must include a report type and location. Once completed, the ***Submit*** button sends the report to the City of Portland.

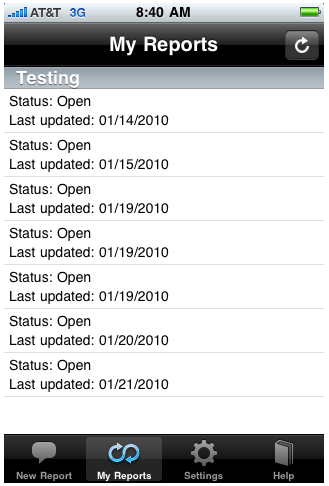


Pressing the ***Set Photo*** button displays a number of options concerning how a photograph will be attached to the report. ***Take New Photo*** will utilize the camera functionality on your iPhone to acquire a picture. This photograph will not be saved to the iPhone camera roll. ***Choose From Library*** allows you to choose an existing photograph from your camera roll. ***No Photo*** will remove the existing photograph that is attached to the report. ***Cancel*** closes this screen and makes no changes.

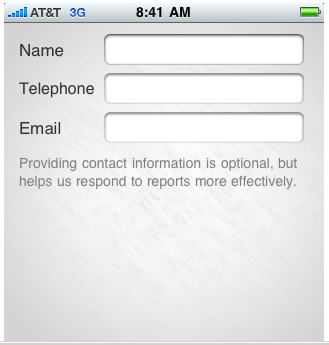


iPhone Application: City of Portland Citizen Reports

The ***My Reports*** screen displays a simple list of all your reports, grouped by the report type. Each report entry shows the status of the report as well as the last time the status was updated. This screen will be changing significantly in future versions to allow for much more detail about your report.



The ***Settings*** screen provides a place for you to give us contact information. Contact info is optional, you may submit reports anonymously, but having some means of getting back to you greatly improves our ability to respond to the report in an accurate and timely manner. The application will occasionally remind you about the importance of contact information if you have not filled it out.



Telling Our Story/Giving Us a Personality

- Blog: GovGab.com
- Blog: Water Blog
- Second Life: Long Beach Water
- YouTube: Southern Nevada Water Authority
- Flickr: Portland Water Bureau

Gov Gab: Your U.S. Government Blog - Microsoft Internet Explorer provided by City of Portland v1.3

http://blog.usa.gov/roller/

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GovGab Your U.S. government blog

Main | Next page »

Text Messages from CDC

By: Jake | March 22, 2010 | Category: Health

I know it's officially spring, but I wanted to remind you that H1N1 flu (also known as swine flu) is still a risk and you should take steps to stay healthy. Even though the H1N1 outbreak in the U.S. was mild over the winter, the World Health Organization still considers H1N1 a pandemic.

Luckily for us, the Centers for Disease Control & Prevention (CDC) has been providing information since the initial H1N1 outbreak last year. CDC uses traditional channels and social media to get the message out, but I have found their text messaging pilot to be very interesting. To subscribe, you text H&EALTH to 87000 and you will receive three optional questions and then approximately three text messages a week containing health information.

CDC's text messaging pilot started in September as a three-month pilot, but it's still in operation. Recently, CDC expanded the focus of the pilot and now offers health information about other health topics like heart disease, smoking and other important health topics. CDC is thinking about making the text messaging pilot permanent and they are interested to hear what you have to say.

What do you think of CDC's text messaging pilot?

Permalink | Post a Comment | View Comments [1] | E-mail This Entry |
Tags: h1n1 pandemic flu swine flu
Bookmark and share: BOOKMARK ... About social bookmarking

Life 100 Years Ago: My Centenarian Cousin

By: Stephanie | March 19, 2010 | Category: General

"Who would want to be 100 years old?" "Anyone who is 99," goes the joke.

I can't tell you how happy I'll be in a few weeks. My family and I will gather in Chicago to celebrate my second cousin's 100th birthday. Hattie is going strong—doesn't take any medication and can still belt out a hymn like nobody's business.

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Done Internet 100%

Start | Inbox - Microsoft Outlook | TweetDeck | Microsoft PowerPoint - [... | Document3 - Microsoft ... | Gov Gab: Your U.S. Go... | 2:37 PM

Blog: GovGab

Blog - Microsoft Internet Explorer provided by City of Portland v1.3

http://www.portlandonline.com/water/index.cfm?c=39678

Sustainability Coordinator

Look for many future blog posts from Kim about sustainability and the Portland Water Bureau!

March 19, 2010 | Comments (0) | Post a Comment

The Average Age of Portland's Water Distribution Mains

Yesterday afternoon, I asked our Twitter/Facebook followers to guess the **average age** of the distribution **mains** in Portland's **water supply** network.

While many ventured a guess, no one hit the nail right on the head.

Here are the **guesses**:

@judiemiller guessed 75-80 years

Jeremey Bucholz guessed 62 years

Mitch Green guessed 75 years

Caitlin Reed guessed 112 years

Kelly Ray Mulholland guessed 68 years

Kim Nelson Mazeres guessed 42 years

Erin Stillwell guessed 80 years

Tom Chambers guessed 100 years

According to a 2009 Condition Assessment report, the **average age is 55 years old**. That's right, on average your water distribution main line has been serving water to Portland for over half a decade!

That being said, here are the **percentages** of main line constructed **during the following periods of time**:

Pre 1920 20%

1920-1940 19%

1941-1960 18%

1961-1980 19%

1981-2000 15%

Since 2000 9%

Jennie Day-Burget
Public Information Officer

March 18, 2010 | Comments (0) | Post a Comment

Tap Water Sticker Appears in Germany!

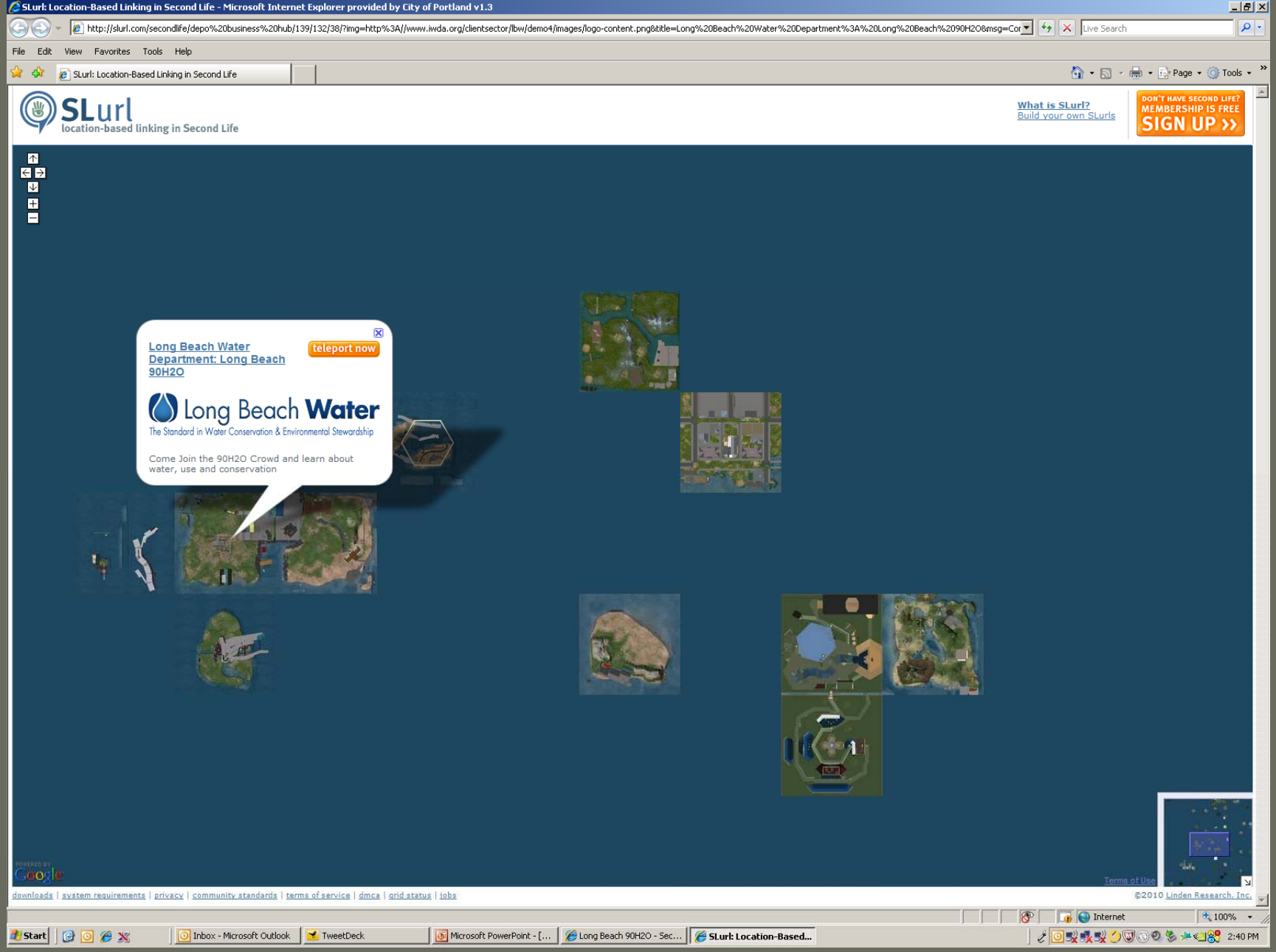
PWB Senior Engineer, Holly Walla, took her "I Only Drink Tap Water" sticker all the way to Germany! She is pictured, tap water sticker in tow, at Lorelei on the Rhine.

Did you know we've had more than 40 tap water sticker sightings from 8 countries and 12 states? We had sightings as far away as Dubai and Senegal!

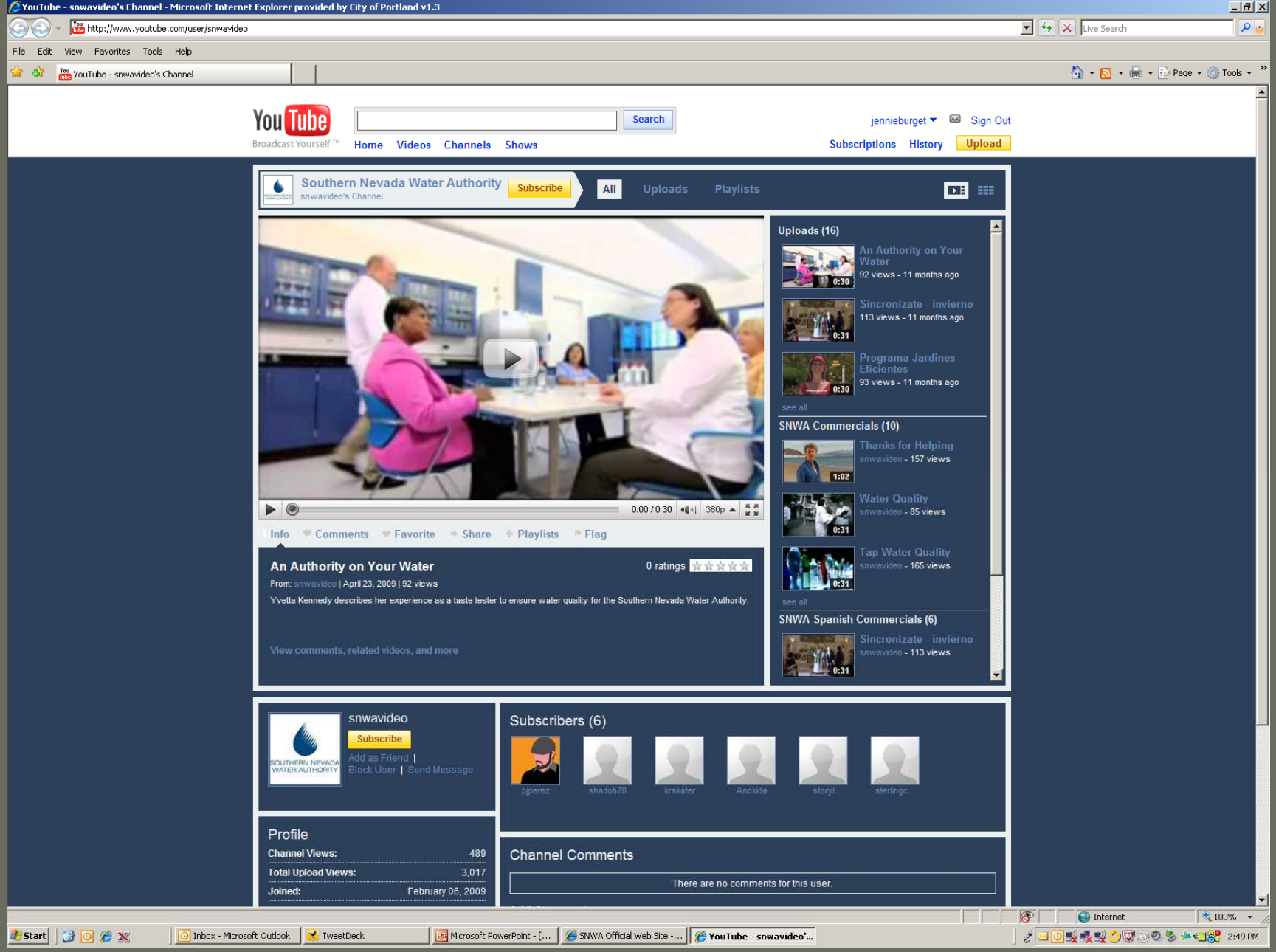
Check out our Tap Map to see all the places where our sticker has visited!

Have one of our stickers and want to send in a sighting of your own? We'd love it! E-mail me! (*Please note: All tap water sticker sightings will be posted on the Water Bureau's Web site*)

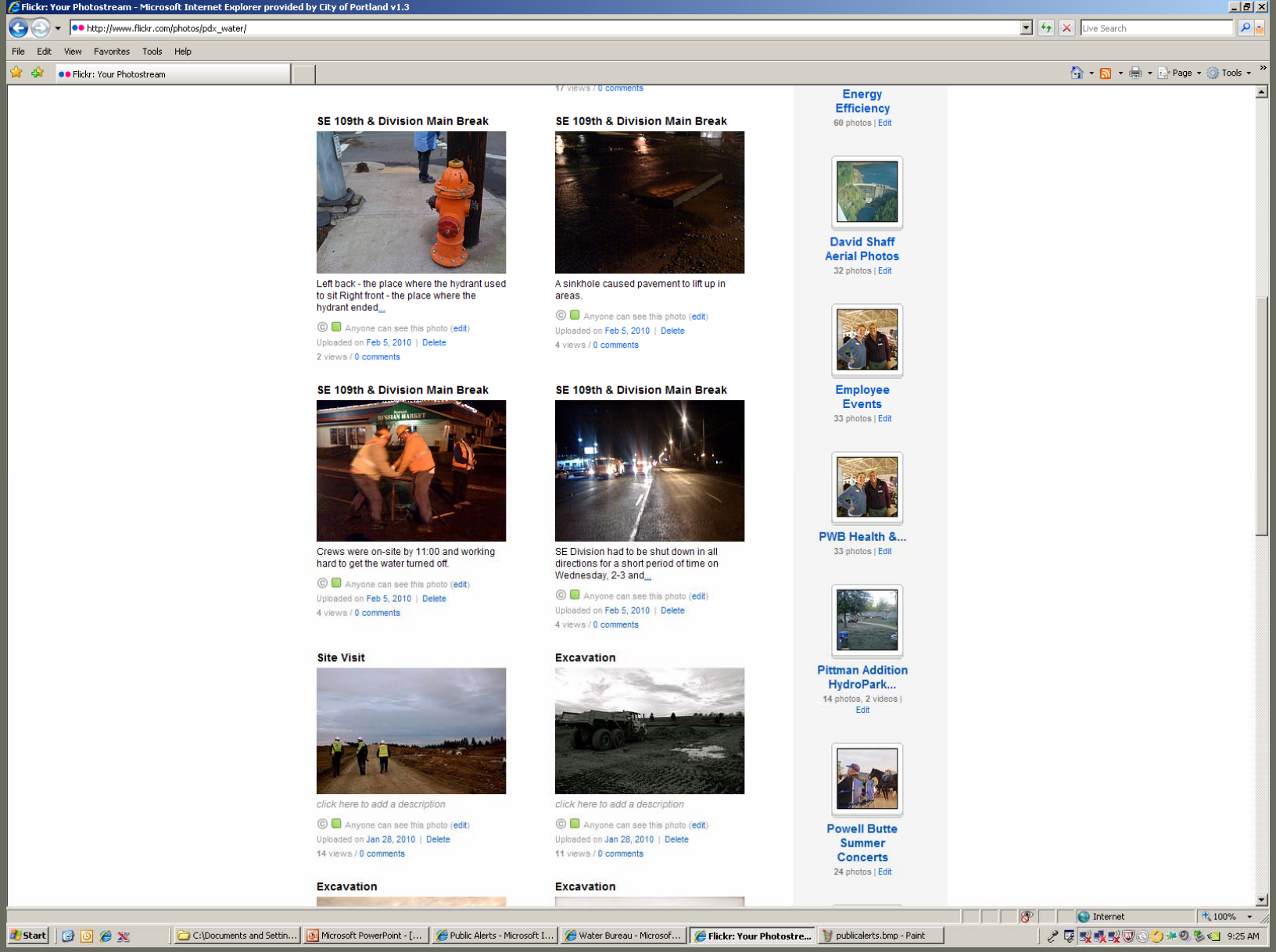
Blog: Portland Water Bureau, Water Blog



Second Life: Long Beach Water



YouTube: Southern Nevada Water Authority



Flickr: Portland Water Bureau

Media Interaction

- Blogging
- Twitter

Media Interaction via Blog

- This photo, from Portland Water Bureau's blog, shows the sinkhole near Southeast Division Street and 109th Avenue about 10:50 a.m…..
- As of 1 p.m., spokesman Jennie Day-Burget's Portland Water Bureau blog reported that crews had started repairs on the burst water main and damaged street…
- Article = event recap from Water Blog

Media Info via Twitter

KGW Sunrise Show – main break

- Any word on how long the blockage/clean up will last re:water main break?
- @wileypost1 @KGWSunrise SE 112th and Division main break - I would predict that crews will work through the night and into morning.
- What's next then? Will the Bureau have to pump all that water out into trucks? Or back under ground?
- And sorry. Full disclosure. I"m the producer for KGW Newschannel 8 @ Sunrise... We go to air this AM at 5:00
- @wileypost1 thx for disclosure! Water was pumped out and repair work has commenced. No one w/o water.
- Good to hear. Any idea whether road will remain partially closed?
- @wileypost1 they hope not. They think they will be able to reopen everything except SE 109 by AM rush hour.
- Great job with all the updates overnight. Very helpful re #SEMainBreak
- @wileypost1 Thanks for your attention to #SEMainBreak ! I'd like to think that we're learning and improving every day.
- No prob. Glad to see a city agency/PIO working as efficiently and diligently as you were. Cheers.

Media Question via Twitter

- does PDX do free home testing of tap water? It came up on today's Think Out Loud about water. http://bit.ly/a9hI8q - Emily
- @ThinkOutLoudOPB Customers can call 988-4000 to receive a free h2o test kit - lead, copper, zinc and iron tested - no charge
- Thanks for the info. Posted it here: http://bit.ly/d71stKJust tweeted the water bureau to find out what the do. Here is the reply…
- @ThinkOutLoudOPB Emily - General #PDX #water quality concerns can be addressed by our WQ Line 503-823-7525 - another great resource!
- @ThinkOutLoudOPB - bottled water v. tap water conversation occuring right now.. http://bit.ly/bfwNmQ

Recruitment

- LinkedIn: 80% of companies are using it as their primary tool to find employees
- Facebook job postings
- Twitter job links
- Craigslist postings

Facebook Fan Page: COP HR Job Postings

Most Important Lesson(s)…

- No right or wrong
- No true rules
- Sky is the limit

My Two Cents

- SM is not going away
- Whether YOU like SM or not is no longer relevant
- Your rate payers/tax payers are there… why not be there too?
- Anyone can do it
- It’s not that time intensive, though it does take maintenance
- Educate yourself! Try it!

Links

- Virginia Water Radio: http://www.virginiawaterradio.org/
- State of Rhode Island DOT: http://www.dot.ri.gov/engineering/construction/projects/195relo/podcasts/index.asp
- Central Basin Water Cooler: http://www.centralbasin.org/blog/
- Southern Nevada Water Authority You Tube: http://www.youtube.com/user/snwavideo
- Public Alerts: http://publicalerts.org/
- PWB Facebook Fan Page: www.facebook.com/portlandwater
- PWB Twitter: www.twitter.com/portlandwater
- PWB Water Blog: www.portlandoregon.gov/water/blog
- PWB Flickr: www.flickr.com/pdx_water
- PDX Pipeline: www.pdxpipeline.com
- GovGab: www.blog.usa.gov
- Citizen Reports: http://www.portlandonline.com/bts/index.cfm?&c=51917

Resources

- www.GovLoop.com
- LinkedIn Group: Social Media for Government
- www.WebContent.gov
- www.socialmediagovernance.com/policies
- http://business.twitter.com/twitter101/case_usgs

jennifer.dayburget@portlandoregon.gov