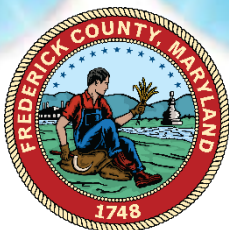




@FrederickRecycles

How to win friends and influence the public on Facebook.



Anmarie Creamer - Recycling Outreach Program Analyst
Frederick County Maryland Department of Solid Waste Management



Government in the Digital Age

- County website
- Interactive online maps
- Recycle Coach app
 - website & mobile
- e-Newsletter
- Social Media...

...which means “Facebook”



Facebook is a Gift. (Yes, really.)

- It's affordable for government budgets.
- It's easily manageable.
- It's highly accessible by the general public.
- And, science says so.





Behavioral Psychology 101

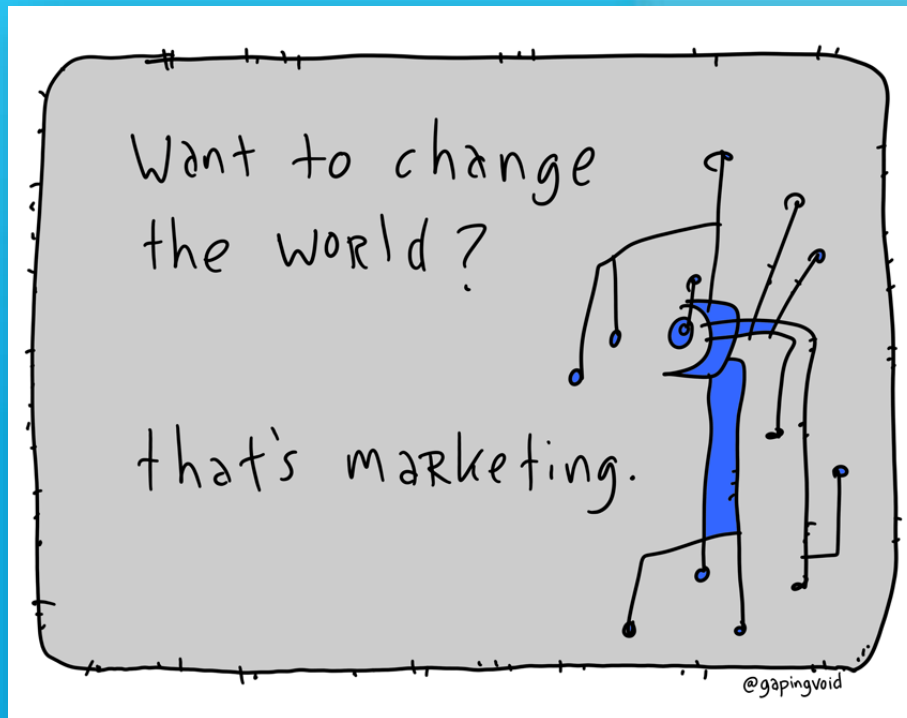
- Residents *think* they know everything they need to know.
- But they don't.
- They're less likely to listen to you.
- And they outnumber you.



This is where the gift of Facebook becomes priceless. (Or pretty darn cheap anyway.)

Using Psychology to Get What You Want

- The goal of **social media** is to create connections.
- The goal of **social marketing** is to create behavioral change.



Facebook provides a platform for your audience to do the work for you...

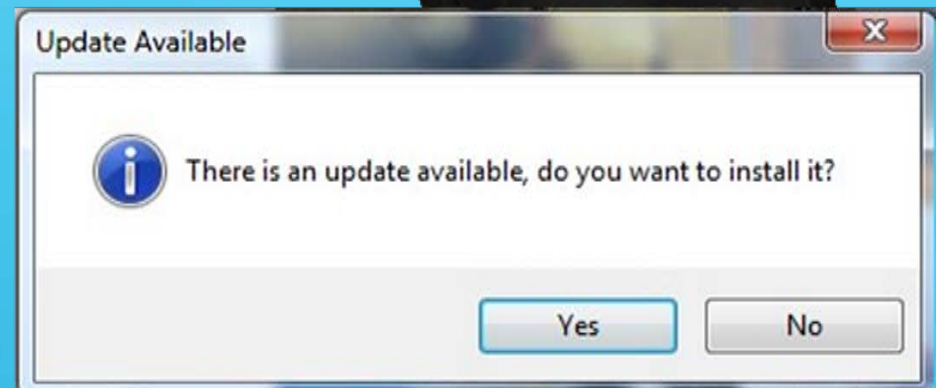
IF they get your message.

Reaching Residents in an Evolving World

You can't change if you don't know change is needed.

But you can change – if you know that you have to.

Now downloading Recycling V6.2:
This update will install new knowledge of recycling processes, markets, contracts – and your impact on the program!



It's SOCIAL Media

bu·reau·crat

/ˈbyʊərəˌkræt/ 

noun

an official in a government department, in particular one perceived as being concerned with procedural correctness at the expense of people's needs.

synonyms: official, officeholder, administrator, public servant, civil servant, functionary; [More](#)

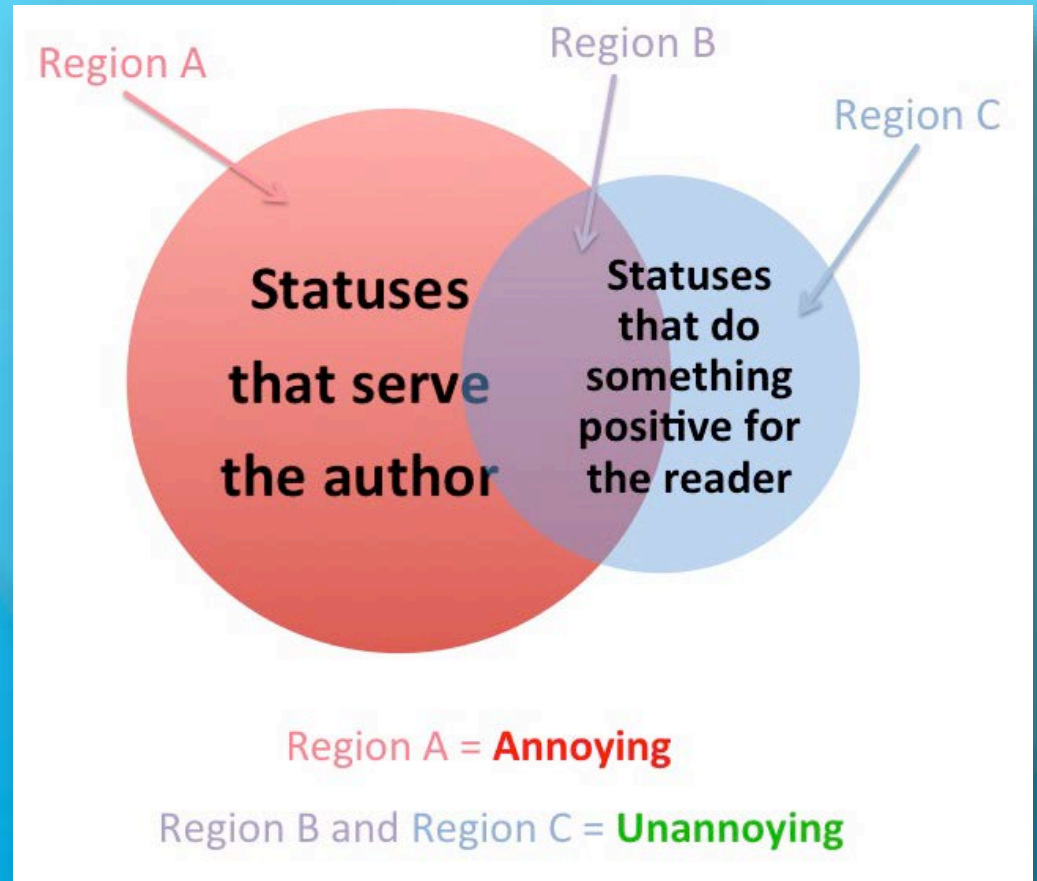
This is a very different game than your:

- Official website
- Press releases
- Handouts
- Mailers
- Cart tags



So, What Works on Facebook?

1. Lighten up
2. Use visuals
3. Get personal
4. Be open
5. Be available





1. Lighten Up!

- **Be conversational**
- **Use humor to:**
 - humanize your presence
 - create connection
 - make a lasting impression
 - increase engagement
 - promote post sharing





Recycling in Frederick County

March 12 · 🌐

We promised to only post timely, topical waste & recycling information, but here we are, all up in your newsfeed with a t-rex. But wait! It IS relevant... Please take a moment to ponder that the material of so much discussion on our page last week – PLASTIC – is a fossil fuel. That's right, your water bottle is made of dinosaurs. True story. So, please give plastic the respect it deserves by reducing its use whenever possible and recycling the things that can be. Want to avoid ... See More



👍 Like

💬 Comment

Jaylyn Magruder, Barbara Adele Fine, Sasha Furman Wright and 77 others like this.

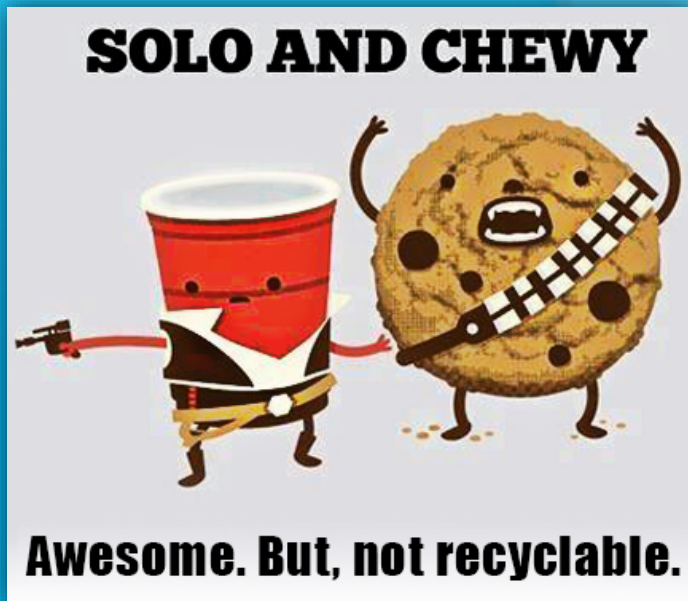
18 Shares

IT'S OK. YOU CAN STILL COMPOST IN WINTER.





2. Use Visuals



Custom Visuals

RECYCLING SERVICE POSTPONED



(WE'RE WORKING ON IT. SIGN UP FOR INSTANT UPDATES: CLICK "NEWS FLASH" AT WWW.FREDERICKCOUNTYMD.GOV/RECYCLE)



Recycling in Frederick County

February 4 · 🌐

Having a Superbowl party? Make sure greasy pizza boxes, Solo cups, potato chip bags, napkins, food waste and other non-recyclable items don't get tossed into a blue bin. When you recycle right, everyone wins. Learn more at: <https://www.frederickcountymd.gov/.../Avoid-Mistakes-Recycle-...>



👍 Like

💬 Comment

Jaylyn Magruder, Scott Betts, Jamie Cohen Fraunhoffer and 90 others like this.

Most Relevant ▾

33 Shares



**But remember...
your presence is as
important as your
pictures.**



Recycling in Frederick County

January 28 · 🌐

Today is officially "Spouse's Day." (No, really, it's a thing. Google it.) So, let's start a fight! 😬 In the comments, tag your beloved's name, then list the items they put in the recycle bin that **AREN'T** actually recyclable. Or, the things they toss in the trash can that really should be recycled. We'll chime in to help settle any longstanding recycling disputes. You're welcome.

#recycleright



👍 Like

💬 Comment

3. Get Personal

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Branded Content

Events

Videos

Stories

People

Local

Your Fans | Your Followers | People Re...

Aggregated demographic data about the people they provide in their user profiles.

Women

78% Your Fans

0.0782%

2%

13-17

18-24

Men

21% Your Fans

0.156%

0.73%

Country	Your Fans	City
United States of Amer...	3,729	Frederick
Pakistan	15	Middletown
Egypt	8	New Market

Recycling in Frederick County
April 24 · 🌐

EARTH WEEK, DAY 5. Not that we're trying to start something, but...did you know that research has shown that men are more likely to litter and less likely to recycle than women? But, wait, there's hope! Studies also show that men are more likely to engage with eco-friendly organizations that are "overtly masculine." Honestly, we're not exactly sure what "overtly masculine" recycling messages look like, but we'll do our best. Because, obviously, we think that recycling is a tot... [See More](#)

RECYCLING?

YOU MEAN BEER CAN RENEWAL SYSTEM?

👍 🗨️ 🔄 Jessica Diaz and 112 others 22 Comments 17 Shares



Recycling in Frederick County

Published by Annmarie Creamer [?] · J

Get ready! Garden chemicals, stains & s fluorescent light bulbs, pesticides, rechar chemicals and other household hazardou free, safe disposal/recycling at our annual Spring Hazardous Drop-Off Event, this Saturday, June 9 from 8am to 12pm at the Public Safety Training Center (8349 Reichs Ford Rd). For full details, p www.FrederickCountyMD.gov/hazwaste #beseen



Brittany Goldwyn Merth Michael Merth of interest

Like · Reply · Message · 5w



1



Recycling in Frederick County We think so!

Like · Reply · Commented on by Annmarie Creamer [?] · 5w



Brittany Goldwyn Merth I love your page! I never thought a Frederick County recycling page could be so good. I don't know who is running your social media, but you're THE BEST!

Love · Reply · Message · 5w



3

SATURDAY
JUNE



Lauren Trouton Rich Trouton, We should take advantage of this.

Like · Reply · Message · 5w



2



Recycling in Frederick County Rich- she's totally right.

Like · Reply · Commented on by Annmarie Creamer [?] · 5w



2



Lisa Marie Fields Ryan Fields please drop off the mercury weve had for years

Like · Reply · Message · 5w



1



Recycling in Frederick County Ryan, we're here for you. And your honey-do list.

Like · Reply · Commented on by Annmarie Creamer [?] · 5w



3



I'M GOING TO DO THIS STUFF TO GO

(EVENTUAL IT AR...

 **Doree Lynn Miles** Which Goodwill locations do this? I've asked at the location off Rt. 40 and they didn't know anything about textile recycling... 😞
Wow · Reply · Message · 11w 

 **Recycling in Frederick County** Might be that you just caught an uninformed clerk off guard. Let's find out...Hey hip staff Goodwill Industries of Monocacy Valley, Inc.....Say it 'aint so?! Can you provide more info on which of your locations offer textile recycling? Thanks!
Anmarie Creamer (?) · 11w 

 **Goodwill Industries of Monocacy Valley, Inc.** Excellent question, Recycling in Frederick County and Doree Lynn Miles! As donations come in, our donation attendants and processors sort for textiles that can be sold and items that cannot be sold in the stores. Unsalable textiles from GIMV stores are transported to our warehouse, bundled and picked
Love · 11w

 **Recycling in Frederick County** Doree Lynn Miles - now we know! Staff in a store may just see stuff getting sent out to the warehouse, not knowing that the warehouse sorts and recycles what cannot be sold. Oh- and it's important to note that textiles must be DRY. Because mold
not
11w 

 **Doree Lynn Miles** THANK YOU! 
Love · Reply · Message · 11w

 **Recycling in Frederick County** See, this is what happens when social media uses its powers for good. 
Like · Reply · Commented on by Anmarie Creamer (?) · 11w

4. Be Open

Page Inbox Notifications Insights Publishing Tools Promotions **1** **Settings** Help ▾

General	Page Visibility Page published Edit
Messaging	Page Verification Page is verified Edit
Edit Page	Visitor Posts Anyone can publish to the Page Anyone can add photos and videos to the Page Edit
Post Attribution	Audience Optimization for Posts The ability to select News Feed targeting and restrict the audience for your posts is turned on Edit
Notifications	Messages People can contact my Page privately. Edit
Messenger Platform	Tagging Ability Other people can tag photos posted on my Page. Edit
Videos	Others Tagging this Page People and other Pages can tag my Page. Edit
Page Roles	Page Location for Frames Other people can use your Page's location for photo and video frames. Edit
People and Other Pages	Country Restrictions Page is visible to everyone. Edit
Preferred Page Audience	Age Restrictions Page is shown to everyone. Edit
Authorizations	Page Moderation No words are being blocked from the Page. Edit
Branded Content	Profanity Filter Set to strong Edit
Instagram	Similar Page Suggestions Choose whether your Page is recommended to others Edit
Featured	Page Updates Page posts are automatically published when you update Page info, reach milestones, receive reviews and more. Edit
Crossposting	Post in Multiple Languages Ability to write posts in multiple languages is turned on Edit
Page Support Inbox	Translate Automatically Your posts may show translations automatically for people who read other languages Edit
Wi-Fi Network	

Be Open: Invite Some Friends



Recycling in Frederick County

Published by Anmarie Creamer [?] · July 9 at 9:49 AM · 🌐

Did you know that by the year 2050 it is likely that there will be more plastic than fish in our oceans? Starbucks just announced a goal to reduce one small bit of all that waste: they aim to eliminate plastic straws from all of their stores. Click the link below to see an interesting 1-minute video from CNN on the impact of plastic in the environment.

Then, share this post or comment below to tell us what you're doing to reduce the use of plastic. We'll select someone at random to win a reusable canvas tote bag, a refillable mug and a spiffy recycling t-shirt! #reduce #reuse #recycle



MONEY.CNN.COM

Starbucks is eliminating plastic straws from all stores

CEO Kevin Johnson called the move a "significant milestone" in the...

👤 3,764 people reached







Boost Post

👍👍👍 Lynn Suter, Pam Wheeler and 96 others

16 Comments 25 Shares

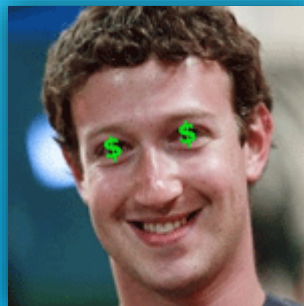
Invite to Like Recycling in Frederick County

All 22 👍 20 😱 2

-  Lori Bickford Runion Invited ⚙️
-  Brenda Fox Invite ⚙️
-  Debbie Himes Shores Liked ⚙️
-  Janet Beitzel Clark Invited ⚙️
-  Doree Lynn Miles Invited ⚙️
-  Stacy Bowles Invite ⚙️

5. Be Available

- Notification Settings
- Facebook Pages App



Very responsive to messages

On Facebook

- Get a notification each time there is activity on your Page or an important Page update.
- Get one notification every 12 - 24 hours on all activity and updates on your Page during that time.
- Off

Edit your notification settings for:

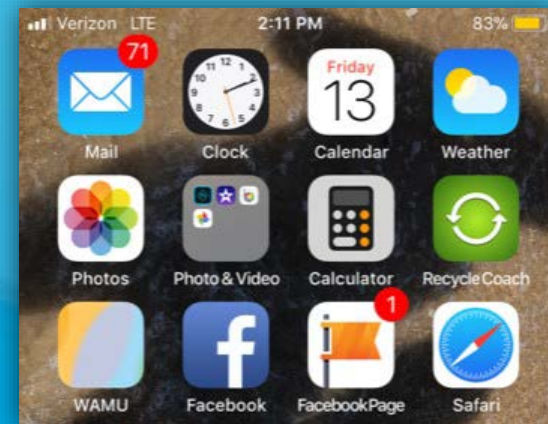
New Page Check-in	Turn On
New Page Mention	Turn Off
New Post Comment	Turn On
Edits to Comments you have written	Turn Off
New Subscribers to events	Turn On
New Followers of Page	Turn On
New Likes on Page post	Turn On
New Likes	Turn On
Edits to Posts you have written	Turn Off
New Shares on Page posts	Turn On

Messages

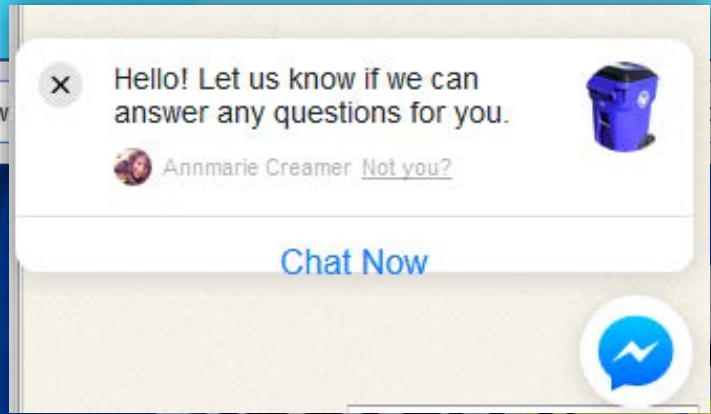
- Get a notification each time your Page receives a message.
- Off

Email

- Get an email each time there is activity on your Page or an important Page update.
- Off



Be Available: Facebook Messenger

A screenshot of the Facebook page for "Recycling in Frederick County" (@FrederickRecycle). The page features a blue recycling bin as a profile picture and a cover photo of a recycling bin with a sign that says "COUNTY". A "Saved Replies" overlay is visible, containing the following sections:

- Curbside Complaint**

Sorry to hear you've had issues with the recycling contractor's service. So that our staff can assist you, could you please send the details to recycle@frederickcountymd.gov or call 301-600-2960 (you can leave the info in a message if there's no answer). You can also report curbside issues (and even include photos) via our free Recycle Coach app. Thank you!
- Recycling Schedule**

Hello! You can find your specific collection days - and even sign up for custom recycling reminders - on our website <http://www.FrederickCountyMD.gov/recycle> Just click the "View Schedule" button.
- Cart Request**

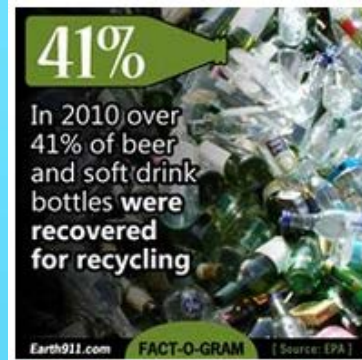
Thanks for your interest in recycling! Please visit www.FrederickCountyMD.gov/carts to see program information, all container options and place an online request.

The page also shows a navigation menu on the left with options like Home, About, Recycling Schedule, Email Sign-Up, Events, Photos, Videos, Notes, Posts, Community, and Info and Ads. A "Send Message" button is visible at the bottom right of the page.

What you need is not
an audience but
a COMMUNITY

Recycling Resources

- **Stalk all the cool pages**
- The Recycling Partnership
<https://recyclingpartnership.org/social-media-kit>
- Waste Management
<https://recycleoftenrecycleright.com/social>
- Earth911
<https://earth911.com/category/inspire/>



Social Media Management

- **Things that have worked (for us):**

- Saving lists & folders of content ideas
- Scheduling posts in advance
- Using the “Pages” app
- Boosted Posts
 - Facebook Blueprint
 - McAndrew!

- **Where we’re headed next:**

- More video content
- Instagram





Join us! @FrederickRecycles

**BE THE ULTIMATE
RECYCLING AMBASSADOR!**

