DIGITAL MEDIA & MOBILE TECHNOLOGY FOR IMPROVED PUBLIC COMMUNICATIONS

Deputy Commissioner Vito A. Turso
Public Affairs

Associate Director Belinda Mager
Public Affairs

Game-Changing Initiatives for Solid Waste
The Cooper Union
June 10, 2015
COMMUNICATING MESSAGES “SOCIALY” YEARS AGO
SPREADING THE WORD
“Mr. Ed” Talking Broom

“This is Ed Koch, your Mayor. You know, the Sanitation Department can't sweep this street if you don't move your illegally parked car. *Puh-leez* get it out of here.”
COMMUNICATING MESSAGES “SOCIALITY” NOW
WHY USE SOCIAL MEDIA

Get out information quickly
- Snow alerts/Interruptions to service
- Disasters/Emergency situations

Service requests: missed collection, complaints, snow plows
- Accept service requests/Direct to 311 or proper agency

Learn how we are doing
- Positive or negative

Entertain
- #TBT photos, Equipment, Fun

Free
- Beside staff time, DSNY doesn’t pay to promote postings
## DSNY SOCIAL MEDIA

<table>
<thead>
<tr>
<th></th>
<th>TWITTER</th>
<th>FACEBOOK</th>
<th>INSTAGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DSNY Joined</strong></td>
<td>August 2011</td>
<td>August 2013</td>
<td>October 2014</td>
</tr>
<tr>
<td><strong>Followers/Likes</strong></td>
<td>June 2015: 16,000</td>
<td>June 2015: 11,300</td>
<td>June 2015: 500</td>
</tr>
<tr>
<td></td>
<td>June 2014: 9,500</td>
<td>June 2014: 3,200</td>
<td></td>
</tr>
<tr>
<td></td>
<td>June 2013: 4,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Audience</strong></td>
<td>NYC residents</td>
<td>Current &amp; former Sanitation Workers</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td>Two-way</td>
<td>Two-way</td>
<td>One-way</td>
</tr>
</tbody>
</table>
SERVICE CHANGES

- DSNY alerts the public of our snow readiness with Snow Alerts.
- City law requires we inform the public of services changes during emergencies.
- Reminder of “scheduled” service changes for holidays
New York City Department of Sanitation

Want to join NYC's Strongest? We offer great pay, benefits, and advancement opportunities. The filing period for the next Sanitation Worker exam will be open from October 1 until October 31, 2014. Go to www.nyc.gov/examsforjobs starting October 1 to register for the exam, which will be offered in February 2015.

JOIN NEW YORK'S STRONGEST!

Here's your chance to help the Big Apple shine.
- Great pay and benefits
- Great advancement opportunities

Filing period for Sanitation Worker exam:
Oct. 1 to Oct. 31, 2014
www.nyc.gov/examsforjobs

1,157,632 People Reached

65,131 Likes, Comments & Shares

28,995 Likes
1,356 On Post
27,639 On Shares

7,581 Comments
599 On Post
6,982 On Shares

28,555 Shares
28,315 On Post
240 On Shares

139,425 Post Clicks

41,023 Photo Views
8,755 Link Clicks
89,647 Other Clicks

NEGATIVE FEEDBACK
1,131 Hide Post
0 Report as Spam
224 Hide All Posts
0 Unlike Page
Today, two San Workers clearing snow & ice from a crosswalk helped a woman cross Queens Blvd at Yellowstone Blvd., in Forest Hills.

<table>
<thead>
<tr>
<th>People Reached</th>
<th>321,664</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes, Comments &amp; Shares</td>
<td>23,268</td>
</tr>
<tr>
<td>Likes</td>
<td>21,232</td>
</tr>
<tr>
<td>On Post</td>
<td>4,423</td>
</tr>
<tr>
<td>On Shares</td>
<td>16,809</td>
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<tr>
<td>Comments</td>
<td>1,275</td>
</tr>
<tr>
<td>On Post</td>
<td>567</td>
</tr>
<tr>
<td>On Shares</td>
<td>708</td>
</tr>
<tr>
<td>Shares</td>
<td>761</td>
</tr>
<tr>
<td>On Post</td>
<td>712</td>
</tr>
<tr>
<td>On Shares</td>
<td>49</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>19,933</td>
</tr>
<tr>
<td>Photo Views</td>
<td>6,933</td>
</tr>
<tr>
<td>Link Clicks</td>
<td>1</td>
</tr>
<tr>
<td>Other Clicks</td>
<td>12,999</td>
</tr>
</tbody>
</table>

NEGATIVE FEEDBACK

- Hide Post: 52
- Report as Spam: 1
- Hide All Posts: 42
- Unlike Page: 0
MEDIA RESPONSE

NYC Sanitation @NYCSanitation · 11 Apr 2014
First photo of 2 Sanitation Worker heroes from SI 3 who evacuated a dozen from 6 burning homes on Pitney Ave. pic.twitter.com/PpS1SYqAgU

NYC Sanitation @NYCSanitation · 11 Apr 2014
Aerial view of Pitney Ave homes that SI 3 San Workers Cocuzza and Visone evacuated. pic.twitter.com/iKVctdDvT

Staten Island fire ignited heroism among Sanitation workers and praise from their commissioner (with photos, video)

Sanitation Workers Helped Evacuate Burning Homes as Fire Erupted on Their Route: Officials
NYC Sanitation
@NYCSanitation

Our newest video – Paper’s Passage: From Waste to Product - compiled from 5,902 individual images!
youtube.com/watch?v=zM9Gt1...
3:26 PM - 20 Aug 2014

24,000 Impressions

Brooklyn District Superintendent Troy Tamburo ‘sweeps’ fiancée off her feet at surprise proposal in Marine Park, Brooklyn today. Congrats!

34,304 People Reached
2,144 Likes, Comments & Shares
1,818 Likes
1,220 On Post
598 On Shares
248 Comments
104 On Post
144 On Shares
78 Shares
68 On Post
9 On Shares
9,250 Post Clicks
4,269 Photo Views
0 Link Clicks
4,991 Other Clicks

NEGATIVE FEEDBACK
5 Hide Post
0 Report as Spam
6 Hide All Posts
1 Unlike Page
DIGITAL MEDIA & MOBILE TECHNOLOGY FOR IMPROVED PUBLIC COMMUNICATIONS

Director of Public Education Marni Aaron
Bureau of Recycling and Sustainability

Game-Changing Initiatives for Solid Waste
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PRESENTATION OVERVIEW

This presentation will introduce the following:

- NYC Recycles social media channels
- NYC Recycles Photobooth app
- Instameet launch campaign
- Multi-lingual campaign
NYC RECYCLES: FACEBOOK

As of 5/26/2015:

- 4,011 Likes
- 1,298 Engaged users last week
- Highest reaching post: 26,064 unique timelines
- Most engaged post: 1,381 Likes, Comments and Shares
@NYCRECYCLES: TWITTER

As of 5/26/2015:

- 2,873 Followers
- 90 New followers in last month
- 84,100 Impressions in last month
- 4,196 Profile visits in last month
@NYCRecycles: Instagram

As of 5/26/2015:

- 261 Followers
- 51 Posts
NYC RECYCLES: PHOTOBOOTH APP

A utility app to capture, organize, share, and publish photo content from various events.

- Highlight programs through various custom photo frames
- Create Facebook albums
- Engage participants via email, Facebook, and Twitter
- Build email database

Earth Day 2015
NYC SAFE EVENTS - BROOKLYN 2015
MARCUS GARVEY VILLAGE GREENING DAY
Select Event

EVENT NAME #1

EVENT NAME #2

EVENT NAME #3

EVENT NAME #4

ADD

NEXT
NYC Recycles
REUSE NYC
refashioNYC
e-cycle NYC
Golden Apple
NYC Compost Project
Organics Collection
NYC SAFE Disposal

GO
Summer Streets 2014
FACEBOOK UPLOAD

Enter a caption to share it with your photo.

Photo Caption

Are you sure you want to upload this photo without collecting attendee information?

CANCEL  UPLOAD
SHARE PHOTO
Enter your email address to receive your photo.

First Name

Last Name

Email

Twitter

Photo Caption

- Share my photo on NYC Recycles Facebook and Twitter page and allow DSNY to use my photo elsewhere.
- I would like to receive NYC Recycles updates via mail.

CANCEL  SEND
MARCUS GARVEY VILLAGE GREENING DAY

Updated about 7 months ago
2014 Golden Apple - Super Recyclers, Citywide Winners

Updated about 11 months ago · Taken at PS 29 Brooklyn · Elementary Division
INSTAMEET

Instagram has 300 million monthly active users and 15x more engagement than Facebook.

NYC Recycles took a unique approach to launch Instagram account.

An Instameet is designed to bring Instagrammers together in order to:

- Rally for a cause
- Meet like-minded people
- Take advantage of a unique picture-taking opportunity
INSTAMEET

Gave people an exclusive, behind the scenes look at Trash Museum.

- #TreasureInTrash
- Unique opportunity normally closed to the public
- October 1-17: Social media promotion and call for participants
- October 17: Registration closes
- October 20: Instameeter announced/invited
INSTAMEET

Activation launched @NYCRecycles Instagram page. People had to like us on Instagram, and then enter via EventBrite.

- People entered: 51
- People chosen: 10
- Current Instagram followers: 229
- Pictures posted via #: 40
- Likes on #: 2,176
MULTILINGUAL CAMPAIGNS

50% of New Yorkers speak a language other than English.

Focusing communication to only English would neglect millions of New Yorkers.

They are seeking communication, as is evident by NYC’s Spanish language social channels:

- 8,500 total followers
As of January 2015, NY State Law bans electronics from the trash. It’s illegal to set out these items for DSNY collection. See inside for acceptable recycling and donation options.
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A partir de enero de 2015, la ley del Estado de Nueva York prohíbe los productos electrónicos en la basura. Es ilegal colocar estos artículos para recolección del Departamento de Sanidad de la Ciudad de Nueva York (DSNY). Consulte el interior para conocer las opciones acceptables para reciclaje y donación.

自2015年一月起，紐約州法律禁止垃圾中有電子產品。將下列的電子廢品置出給紐約市環衛局（DSNY）收集是非法的。請見內頁有關可接受的回收品以及多項選擇的捐贈途徑。
MULTILINGUAL CAMPAIGNS

3-language electronics disposal ban:
As of April 1, 2015, you can be fined $100 for placing electronics, such as computers and TVs, at the curb for disposal.
- Mailer to over 600,000 homes with zip codes where Spanish or Chinese is predominantly spoken
- Posts on Facebook and Twitter
- Twitter shared on official NYC pages including @nycgob, NYC’s Spanish language account (7,659 followers)

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將下列的電子廢品置出給紐約市環衛局（DSNY）收集是非法的。
請見內頁有關可接受的回收品以及多項選擇的捐贈途徑。
THANK YOU

nyc.gov/sanitation
@NYCSanitation