

# Communication Workshop

Using Social Media to promote the utility platform and partnerships of municipal utilities

Networking Event 25th of November 2022

# LinkedIn or Facebook?



## Business Network

- Share things you're interested in and engaged in regarding **your business/ profession**
- **Text in the focus** but with an eyecatcher: e.g. picture, video, sharepic, infographics
- **Topics:** Technical topics, professional achievements, success stories, professional career & commitment
- **Audience:** Professionals, CEOs, Decision-makers, Entrepreneurs with strong interest in technical topics
- **Required time:** 1 post/week



## Private Network for friends, family and business contacts

- Share things and topics we like and stand for.
- **Combination of** text, pictures, videos
- **Topics:** personal AND business highlights, heart topics of any kind (can be water saving technologies but also hiking in the forest)
- **Audience:** Broad public >35 years
- **Required time:** 3 posts/week

# ... or simply:



I like coffee!



This is a picture of my coffee #morningroutine  
#coffeeatitsbest #barristalifestyle



I am basically also barrista.



Just having some #coffee.



Video: 7 ways to make your coffee.



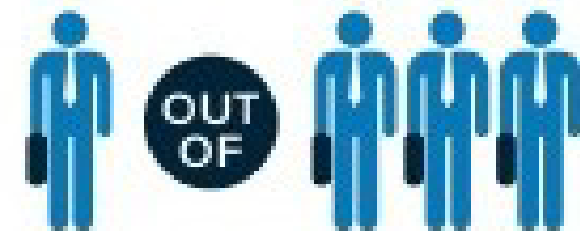
# Why LinkedIn?

**OVER 25 MILLION** LINKEDIN PROFILES  
ARE VIEWED EVERY DAY

## INTERESTING LinkedIn FACTS



INCREASE IN LINKEDIN  
VIEWS BY INCLUDING  
A PHOTO



1 OUT OF 3 PROFESSIONALS  
ON THE PLANET ARE  
ON LINKEDIN



COMPANY PAGE WITH  
THE MOST ENGAGED  
FOLLOWING



CONVERSATIONS PER  
MINUTE OCCURRING IN  
LINKEDIN GROUPS



PERCENTAGE OF  
LINKEDIN VISITS  
VIA MOBILE



1 IN 20 LINKEDIN  
PROFILES BELONG  
TO RECRUITERS

# 10 Steps to create good content

1) **Goal:** Why am I posting this on Social Media? Does the post meet any of my goals?

*Increase visibility of the utility platform and utility partnerships as a new instrument to achieve Sustainable Development Goal 6 of the 2030 Agenda (Water and Sanitation for all by 2030).*

2) **Audience:** Have I addressed my target group?

These are stakeholders you might want to reach out to:

- *Internationale Organisationen (GWOPA etc.)*
- *GIZ, SKEW*
- *Global Water Operators' Partnerships Alliance (GWOPA)*
- *German Water Partnership, VKU*
- *Different water utilities you would like to mention, e.g. Hamburg Wasser, Miyahuna Water and Sanitation Company (Jordan), KASHWASA (Tanzania), etc.*
- *Donors: BMZ, EU, etc.*
- *Connective Cities*
- *Personal profiles of your colleagues..*
- *International project partners*
- *Municipalities, operators*
- *Students, universities*
- *Internal: company, colleagues, management*
- *Customers*
- *(Water) associations*
- *Politicians, decision-makers from municipalities*

# 10 Steps to create good content

3) **Consistency:** Does my post feature my key messages and buzzwords?

***Buzzwords:***

- Utility Platform
- Water Operator Partnerships (WOPs)
- Partnership at eye level / Exchange / Peer-2-Peer / Partner
- Engagement
- Development cooperation
- Sustainability / SDGs (SDG6, SDG17)

***Avoid the following terms:***

Mentee, Global South or similar

4) **Tone:** Would I talk to my target group like this in person? Does my target audience understand what I write?

5) **Links:** Are relevant people linked? Who else could be marked?

# 10 Steps to create good content

**6) Hashtags:** Did I highlight important things with #hashtags? Have important hashtags been used? (Consistency!)

*Use the following hashtags:*

#wops #utilityplatform #sdg17 #sdg6 & project-related hashtags (max. 5 hashtags per post!)

**7) Teaser:** Short, funny, provocative, on point! Only the first 2 lines of a post are visible. They must make you want to read on!

**8) Media:** Did I include images, gifs or videos in my post?

**9) Pleasant texts:** Simple language, short texts - for longer posts: paragraph breaks, bullet points, emojis

**10) Call-to-Action**

# Good Practices



**Lubomila Jordanova** • Follower:in  
Mitbegründerin und CEO von PlanA.Earth GmbH und Mit...  
21 Std. •

The German Federal Association for Consumers has proposed a ban on the "carbon neutrality" label, as they suggest is misleading consumers. ... mehr anzeigen

[Übersetzung anzeigen](#)

**Do you agree with the proposed ban on the "carbon neutrality" label EU-wide?**

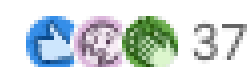
Die Person, die die Umfrage erstellt hat, kann sehen, wie Sie abgestimmt haben. [Mehr erfahren](#)

**Yes**

**No**

**Not sure**

204 Stimmen • Noch 6 Tage



11 Kommentare • 2 direkt geteilte Beiträge

## GOOD

- Teaser on point: Topic is clear
- Survey drives interaction
- Survey makes people think deeper about a topic

## CAN BE IMPROVED

- No stakeholders linked (e.g. Association for Consumers)

# Good Practices



Omar AL-Ajaji [in](#) • 2.

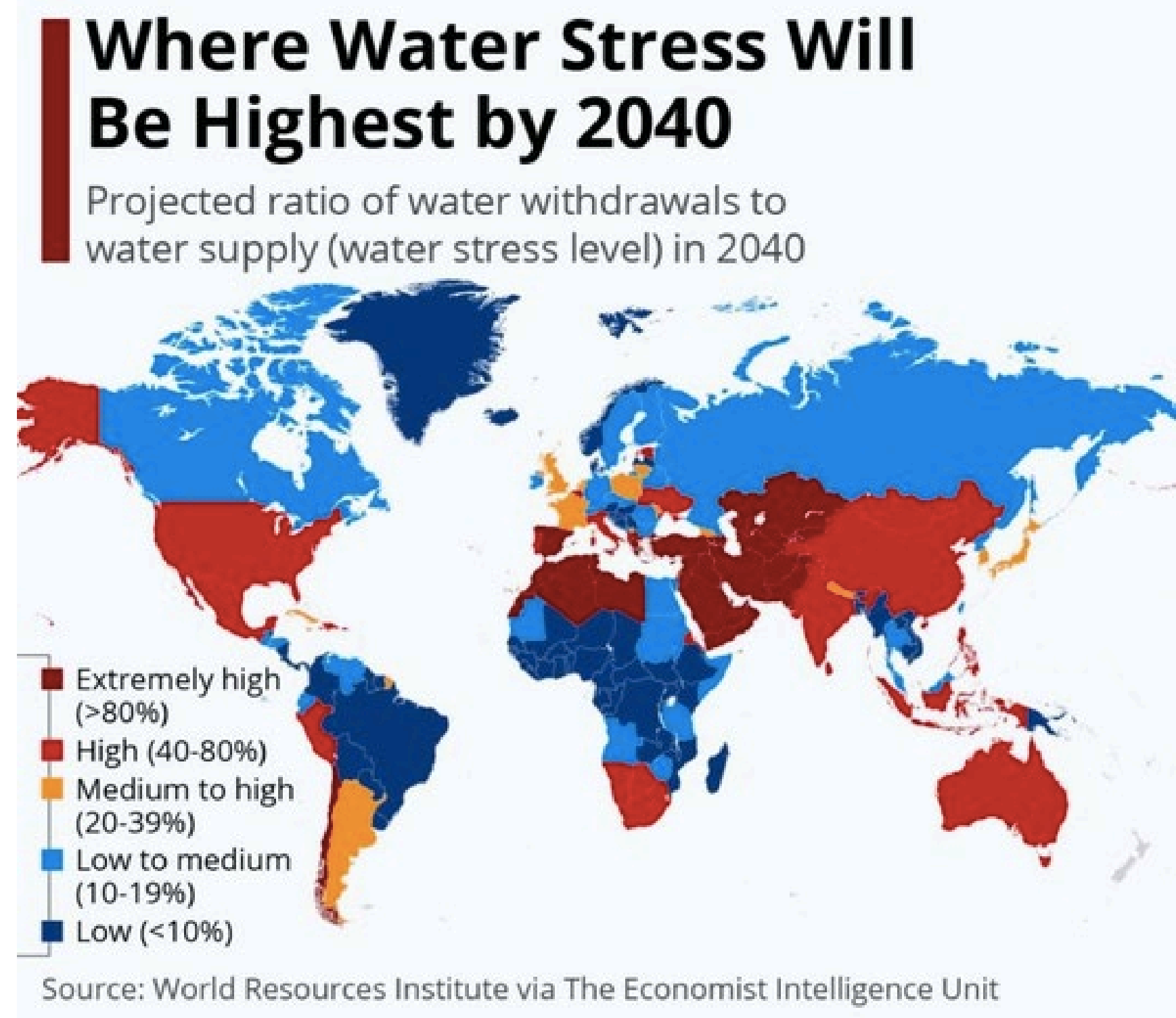
Climate Change & Sustainability Senior Consultant at EY. (opini...  
2 Wochen • Bearbeitet •

+ Folgen

Water crisis will impact the most populated regions by 2040.

Around 74% of natural disasters between 2001 and 2018 wer ... mehr anzeigen

[Übersetzung anzeigen](#)



## GOOD

- Teaser on point: Topic is clear
- Interesting fact in teaser: encourages to read the whole post
- Map is easy to understand

## CAN BE IMPROVED

- No hashtags to outline important buzzwords (e.g. #watercrisis #disasters)

# Good Practices



## GOOD

- Teaser short and on point: Topic is clear
- Hashtags mark the relevant topics of the post
- Picture underlines statement in teaser
- Links to website/ article for further information


# Good Practices


## GOOD

- Icons and paragraph breaks makes the text pleasant to read
- Buzzword “fascinating” encourages to get more information
- Links to website/ article for further information

## CAN BE IMPROVED

- No hashtags to outline important buzzwords
- Concrete screenshot of the map would generate more interest
- Teaser with one statement would help to understand what the post is about

 **Dana Muntean** • 2.  
🌱 Head of Sales at Plan A | 🌍 Founder at... [+ Folgen](#)  
22 Std. • Bearbeitet • 🔒


 What a fascinating map!  
📍 What if every policymaker, company and person trying to stop climate change could see a clear picture ... [mehr anzeigen](#)

[Übersetzung anzeigen](#)

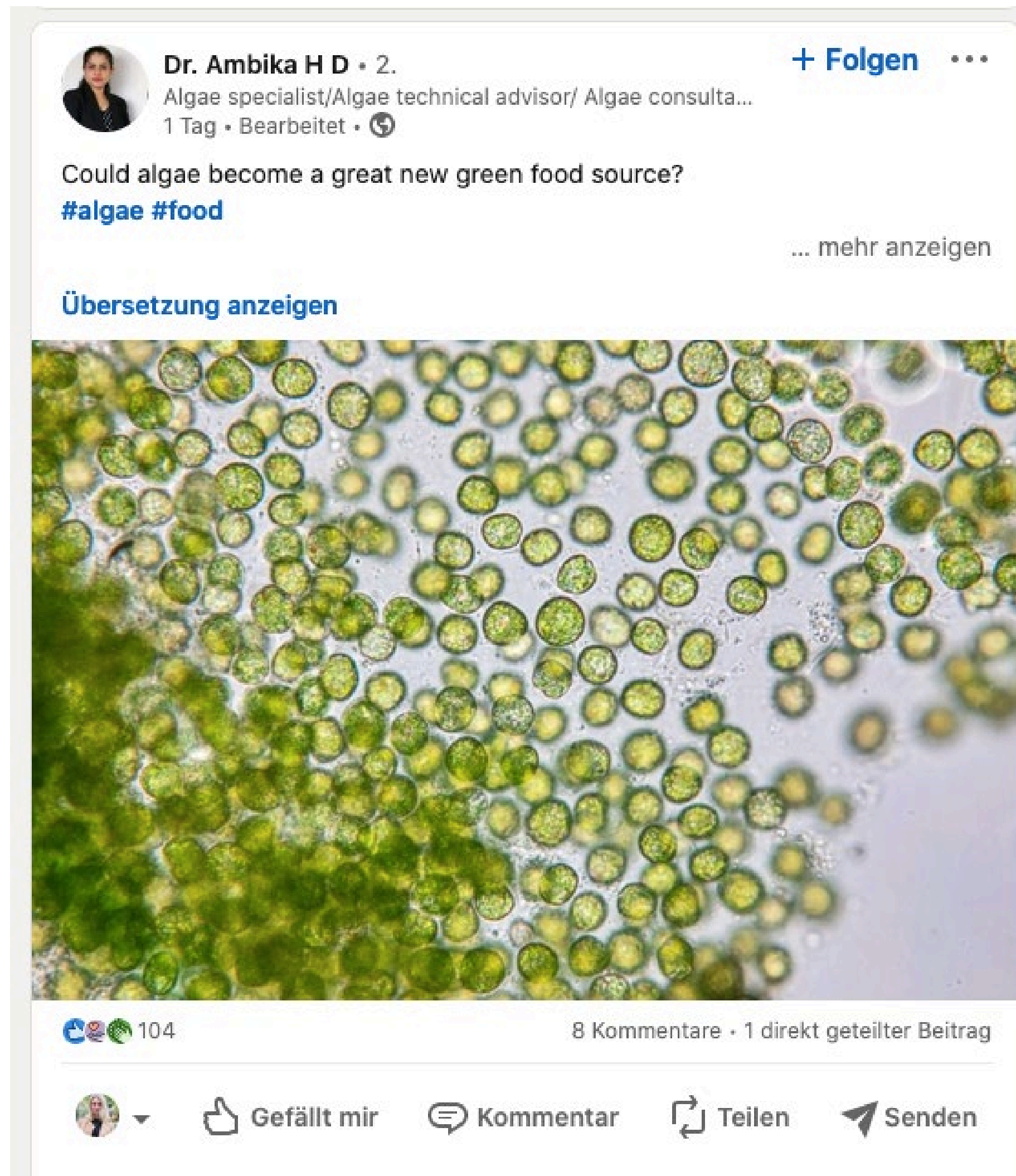
**CLIMATE TRACE**  
INDEPENDENT GREENHOUSE  
GAS EMISSIONS TRACKING



**Emissions Map - Climate TRACE**  
climatetrace.org • Lesedauer: 1 Min.

 33      2 Kommentare • 2 direkt geteilte Beiträge

# Good Practices



## GOOD

- Teaser is short and on point!
- Question to the audience to drive interaction
- Interesting picture as an eyecatcher
- Hashtags outline the topic of the post

# Good Practices



The Water Waste Infrastructure EGYPT starts today. We happy to welcome you on our stand 35. #water #infrastructure #egypt #AuCom

[Übersetzung anzeigen](#)



## GOOD

- Teaser is on point
- Pictures show personal commitment
- Hashtags mark the relevant topics of the company
- Promotion of the stand at the event

## CAN BE IMPROVED

- One picture is better than three – but must be a good one for being an eyecatcher

# How to reach a bigger audience

## Quantity:

- Post at least 1 time per week for the algorithm.
- Use the right #hashtags.

## Quality:

- Interesting, funny, controversial topics.
- Simple language, clear statements, entertaining content.

## Push interaction:

- Link relevant actors in posts and comments.
- Respond to comments, especially on your own posts (Engagement Rate!)
- Use popular posts of other users to start discussions in the comment section.

# How to reach a bigger audience

## Share:

- Share content of other users with similar interests on your own profile (always with an own comment!)
- Share your own and other user's content in groups with similar interests

## Be creative

- Create videos, images, sharepics, infographics
- Videos & images drive **up to 11 times more** interaction than text only

**Especially on LinkedIn: Stay professional!** Even though some discussions might become very emotional

# Group Work: Please prepare a LinkedIn Post

## Possible Topics for your Post:

- Communicate **impacts/results** of the Utility Platform
- Present **specific outcomes**, e.g. show the results from the energy analysis
- **Facts and Figures:** Underline scientific urgency of the Water Partnership.
- **Story Telling:** Why is the water topic so important to you, personally?
- Insights of your **working routine:** Share (curious, funny, thought-provoking, shocking) stories from work

# Next Steps

- **Research content:** research important topics and dates suitable for posts (publications, anniversaries, congresses, etc.), if necessary in coordination with your company's communications department.
- **Prepare content:** prepare all your content already in advance (can be updated before publication, if necessary).
- **Find "eye-catchers":** Select a "goodie" for each post --> image, video, sharepic, fact, story, infographic.
- **Schedule posts:** enter posts as fixed dates in the calendar.

## Where can I post my article?

- Use **your company channels** to draw attention to the utility platform
- Write on **your private channels** about events that move you
- Send us your article for the **Connective Cities Linked.In channel**. Currently we have the opportunity to publish a post twice a month on Fridays

Thank you very much!

Still open questions? Get in touch!

[info@lea-thin.de](mailto:info@lea-thin.de)

LEATHIN  
Political Communication

[www-lea-thin.de](http://www-lea-thin.de)