

Marketing WSS

Social Media Plan

Purpose: *Plan, review, approve, and track social media campaigns.*

Instructions: *Make a copy of this template. Example submission information is shown in parts of the template below in gray, italicized text. This text should be replaced or removed upon completion of the form. Email us at gs-w_wma_web@usgs.gov if you have questions.*

CAMPAIGN NAME	Marketing Water Science School. End of Summer 2019
CREATED BY / EMAIL	Mario Martin-Alciati. mmartin-alciati@usgs.gov
DATE(S) OF CAMPAIGN	Early to Mid August 2019
COMMUNICATIONS PLAN (if available)	
SOCIAL MEDIA PLATFORM(S)	<i>Twitter, Instagram</i>
NUMBER OF POSTS	
CAMPAIGN HASHTAG (if available)	<i>#STEM #LessonPlans #Teachers #EarthScience #TeacherGoals #TeacherLife #TeacherInspiration #TeacherIdeas #TeacherFun</i>
CAMPAIGN THEME (if available)	
RELATED INFORMATION	

SOCIAL MEDIA POSTS

Twitter

POST # (OF TOTAL #)	1 of 5
SHORT TITLE	<i>Engaging announcement</i>
PLATFORM	<i>Twitter</i>
ACCOUNT	<i>@USGS_Water, will get main @USGS to retweet</i>
POST DATE / TIME (PLANNED)	8/19/2019
POST DATE / TIME (ACTUAL)	8/19/2019
TEXT	<i>Have you checked out our new mobile-friendly USGS Water Science School? We've got tons of water-related information for people of all ages! #STEM #Waterscience #EnvironmentalScience #EarthScience</i>
LINK	https://www.usgs.gov/special-topic/water-science-school?utm_source=twitter&utm_medium=social&utm_campaign=Water-Science-School---Aug-2019
IMAGE (THUMBNAIL)	
IMAGE (LINK)	https://drive.google.com/file/d/1XVEQ6dUMrF0Xtx7n7d3l1b88mu2XBT3h/view?usp=sharing
IMAGE (ALT TEXT)	<i>screenshot of the new mobile friendly usgs water science school</i>

POST # (OF TOTAL #)	2 of 5
SHORT TITLE	<i>Interactive Water Cycle for teachers and students</i>
PLATFORM	<i>Twitter, will get main @USGS to retweet</i>
ACCOUNT	<i>@USGS_Water</i>
POST DATE / TIME (PLANNED)	8/20/2019

POST DATE / TIME (ACTUAL)	8/20/2019
TEXT	<i>The USGS Water Science School provides resources for #students and #teachers including our online & interactive beginner, intermediate, and advanced water cycle diagrams. #STEM #TeacherInspiration #LessonPlans #EnvironmentalScience #BacktoSchool</i>
LINK	https://www.usgs.gov/special-topic/water-science-school/science/water-cycle-schools-and-kids?qt-science_center_objects=0#qt-science_center_objects?utm_source=twitter&utm_medium=social&utm_campaign=Water-Science-School---Aug-2019
IMAGE (THUMBNAIL)	
IMAGE (LINK)	https://drive.google.com/file/d/1XwuePsWOB1OWzudmkOB1raGg2e3pPkGm/view?usp=sharing
IMAGE (ALT TEXT)	<i>Graphic showing snapshots of the beginner, intermediate, and advanced interactive USGS online water cycles</i>

POST # (OF TOTAL #)	3 of 5
SHORT TITLE	USGS WSS Water Vocabulary & definitions
PLATFORM	@USGS_Water, will get main @USGS to retweet
ACCOUNT	<i>#DYK the USGS Water Science School has an extensive web page of #WaterScience vocabulary terms and definitions? #EarthScienceTeachers #LessonPlans #TeacherLife #WaterScience #EnvironmentalScience (water emojis)</i>
POST DATE / TIME (PLANNED)	8/21/2019
POST DATE / TIME (ACTUAL)	8/21/2019
TEXT	
LINK	https://www.usgs.gov/special-topic/water-science-school/science/dictionary-water-terms?qt-science_center_objects=0#qt-science_center_objects?utm_source=twitter&utm_medium=social&utm_campaign=Water-Science-School---Aug-2019

IMAGE (THUMBNAIL)	
Video (LINK) (on mobile screens the video quality is good (not so much on desktop screens))	https://drive.google.com/file/d/1OBzjAymGUNGigZava7z00g3vLgLy8gEi/view?usp=sharing
IMAGE (ALT TEXT)	

POST # (OF TOTAL #)	4 of 5
SHORT TITLE	WSS photo galleries
PLATFORM	Twitter
ACCOUNT	@USGS_Water, will get main @USGS to retweet
POST DATE / TIME (PLANNED)	8/22/2019
POST DATE / TIME (ACTUAL)	
TEXT	Rushing flood waters, scientists stunning fish, water bubbles in outer space, and houses wearing stilts. Browse through dozens of water-related pictures, each with explanatory text in the Water Science School Gallery. #EarthScience #BackToSchool
LINK	https://www.usgs.gov/special-topic/water-science-school/science/water-science-photo-galleries?utm_source=twitter&utm_medium=social&utm_campaign=Water-Science-School---Aug-2019
IMAGE (THUMBNAIL)	
IMAGE (LINK)	https://drive.google.com/file/d/1Cvb-n1uLrb2wfw0YDvepUIHBxgn9dAXE/view?usp=sharing
IMAGE (ALT TEXT)	

POST # (OF TOTAL #)	5 of 5
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SHORT TITLE	Water properties
PLATFORM	Twitter
ACCOUNT	@USGS_Water, will get main @USGS to retweet
POST DATE / TIME (PLANNED)	8/23/2019
POST DATE / TIME (ACTUAL)	
TEXT	<i>#DYK 1 cubic foot of water at 32 degrees weighs 62 lbs? Or that 1 cubic foot per second (the units we use to measure streamflow) is 449 gallons per minute?! Find more water facts at the USGS Water Science School! (water emojiis)</i>
LINK	https://www.usgs.gov/special-topic/water-science-school/science/water-properties?utm_source=twitter&utm_medium=social&utm_campaign=Water-Science-School---Aug-2019
IMAGE (THUMBNAIL)	
IMAGE (LINK)	https://drive.google.com/file/d/1IDBvWPnI9Z7key6vH9oJ2MOh3Vlcxg8h/view?usp=sharing
IMAGE (ALT TEXT)	

POST # (OF TOTAL #)	6 of 6
SHORT TITLE	How much water on earth
PLATFORM	Twitter
ACCOUNT	@USGS_Water, will get main @USGS to retweet
POST DATE / TIME (PLANNED)	8/26/2019
POST DATE / TIME (ACTUAL)	
TEXT	<i>How much water exists on, in, and above the Earth? Where is all this water located? In what forms does all this water exist? (see link) #WaterScience #EarthScienceTeachers #LessonPlans #TeacherLife</i>

	#WaterScience #EnvironmentalScience
LINK	https://www.usgs.gov/special-topic/water-science-school/science/how-much-water-there-earth?utm_source=twitter&utm_medium=social&utm_campaign=Water-Science-School---Aug-2019
IMAGE (THUMBNAIL)	
IMAGE (LINK)	https://www.usgs.gov/media/images/all-earths-water-a-single-sphere Globe water bubble image
IMAGE (ALT TEXT)	

Instagram

POST # (OF TOTAL #)	1 of 3
SHORT TITLE	WSS promotion 1
PLATFORM	Instagram
ACCOUNT	@USGS_streamgages
POST DATE / TIME (PLANNED)	8/19/2019
POST DATE / TIME (ACTUAL)	8/19/2019
TEXT	<p>Have you checked out the new mobile-friendly USGS Water Science School?</p> <p>We've got tons of water related information for #students, #teachers, and everyone else. Have you ever wanted to know more about water basics, water properties, the water cycle, surface water, groundwater, water quality, or water use? Check it out! (water emojiis)</p> <p>#STEM #TeacherInspiration #LessonPlans #waterscience #EnvironmentalScience #EarthScience #BacktoSchool</p>
LINK	N/A
IMAGE (THUMBNAIL)	

IMAGE (LINK)	https://drive.google.com/file/d/1XVEQ6dUMrF0Xtx7n7d31b88mu2XBT3h/view?usp=sharing
IMAGE (ALT TEXT)	

POST # (OF TOTAL #)	2 of 3
SHORT TITLE	<i>Water cycle diagrams</i>
PLATFORM	<i>Instagram</i>
ACCOUNT	<i>@USGS_streamgages</i>
POST DATE / TIME (PLANNED)	8/21/2019
POST DATE / TIME (ACTUAL)	
TEXT	<i>On our new USGS Water Science School website you can find our interactive beginner, intermediate, and advanced water cycle diagrams. #TeacherInspiration #LessonPlans #EnvironmentalScience #STEM #waterscience #EarthScience #BacktoSchool</i>
LINK	N/A
IMAGE (THUMBNAIL)	
IMAGE (LINK)	https://drive.google.com/file/d/1XwuePsW0B1OWzudmk0B1raGg2e3ppkGm/view?usp=sharing
IMAGE (ALT TEXT)	

POST # (OF TOTAL #)	3 of 3
SHORT TITLE	<i>Water facts at WSS</i>
PLATFORM	<i>Twitter</i>
ACCOUNT	<i>@USGS_streamgages</i>

POST DATE / TIME (PLANNED)	8/23/2019
POST DATE / TIME (ACTUAL)	
TEXT	<i>#DYK 1 cubic foot of water at 32 degrees weighs 62 lbs? Or that 1 cubic foot per second (the units we use to measure streamflow) is 449 gallons per minute?! Find more water facts at the USGS Water Science School! (water emojiis)</i>
LINK	
IMAGE (THUMBNAIL)	
IMAGE (LINK)	https://drive.google.com/file/d/1IDBvWPnI9Z7key6vH9oJ2M0h3Vlcxg8h/view?usp=sharing
IMAGE (ALT TEXT)	

Facebook

POST # (OF TOTAL #)	1 of 1
SHORT TITLE	WSS promotion 1
PLATFORM	facebook
ACCOUNT	Main usgs facebook
POST DATE / TIME (PLANNED)	
POST DATE / TIME (ACTUAL)	
TEXT	<p><i>Have you checked out the new mobile-friendly USGS Water Science School?</i></p> <p><i>We've got tons of water-related information for #students, #teachers, and everyone else. Have you ever wanted to know more about water basics, water properties, the water cycle, surface water, groundwater, water quality, or water use? Check it out! (water emojiis)</i></p> <p><i>#STEM #TeacherInspiration #LessonPlans #waterscience #EnvironmentalScience #EarthScience #BacktoSchool</i></p>

LINK	https://www.usgs.gov/water-science-school?utm_source=facebook&utm_medium=social&utm_campaign=Water-Science-School---Aug-2019
IMAGE (THUMBNAIL)	
IMAGE (LINK)	https://drive.google.com/file/d/1XVEQ6dUMrF0Xtx7n7d3l1b88mu2XBT3h/view?usp=sharing
IMAGE (ALT TEXT)	

REVIEW and APPROVAL

PERSON/ROLE	NAME	DATE
Plan Creator	Mario Martin-Alciati	8/12/2019
Peer Reviewer	Howard Perlman, Tara Gross	HAP - 8/13/2019 TAG - 8/13/2019
Subject Matter Expert Review (if needed)	Jen Bruce	
Cost Center Review	Emily Read	8/12/2019
WMA Chief of Staff Review	Adrienne Bartlewitz	8/12/20019
OCAP Review (if needed)		

POST CAMPAIGN ANALYTICS

To be completed after launch concludes.

METRIC	POST #						CAMPAIGN TOTALS
	1	2				
Likes							
Reach							
Impressions							

Shares and Retweets							
Link-out Clicks							

SOCIAL MEDIA FORMATTING

TWITTER	<i>280 characters (including hastags), Url links don't count as characters, 2 minutes 20 second video limit (512 mb), 5MB photo and GIF size limit</i>
INSTAGRAM	<i>1 minute videos, need to click button to fit entire video in window, 30mb limit, 30 hashtags (don't count as text if posted as a comment) 2,200 characters in captions. 1080 x 1080px photos</i>
FACEBOOK	<i>1.75 GB and 45 minute video limits, (1080 HD 8mbps bitrate, 720HD video 4 mbps bitrate). 1640 px X 720 px minimum image size for quality</i>
DRUPAL CAROUSEL	<i>Aspect ratio: 1200 x 380 pixels, 5mb image size limit, Thumbnail 180 x 180, custom block 400 x 200 pixels</i>

OCAP SOCIAL MEDIA REQUEST FORMS

OCAP Requests should be submitted four days in advance of requested post date.

ALL REQUESTS	<i>http://communities.usgs.gov/blogs/usgsdev/social-media/</i>
TWITTER	<i>https://docs.google.com/a/usgs.gov/forms/d/e/1FAIpQLSfPyJjKYR4AE_4xZ4zjH7tgKVZAIHZ0JtS7scWH6szkRYkNjg/viewform</i>
FACEBOOK	<i>https://docs.google.com/a/usgs.gov/forms/d/e/1FAIpQLSf0p-LI7T9iX8vBWk3VraYB2V1WILR-4W83jLFY0cWCkofHUg/viewform</i>
INSTAGRAM	<i>https://docs.google.com/a/usgs.gov/forms/d/e/1FAIpQLScpkQ-zL7Cy1jWx-AuV4a8Kr1kovhxq4QGjzroKGCCiuloPPg/viewform</i>