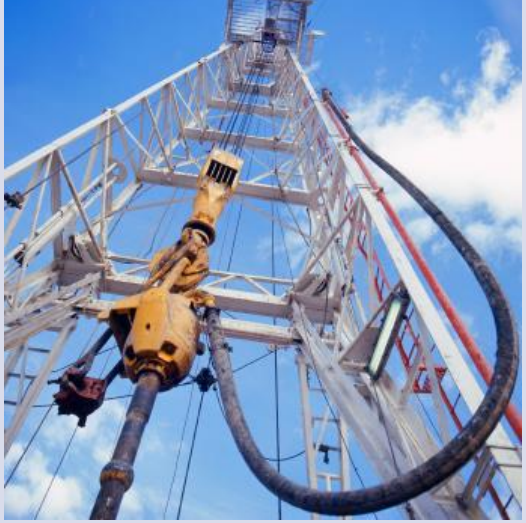


Interstate Oil & Gas Compact Commission

Welcome

Social Media Training

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What is Social Media

- It’s the way people interact
- A social instrument of communication

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What's the difference

The Donut Analogy by Douglas Wray

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What's the difference

I'm eating a #donut

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What’s the difference

I like donuts.

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What's the difference

foursquare®

This is where I eat donuts.

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What's the difference

Instagram

Here's a picture of my donut.

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What's the difference

YouTube

Let me show you how I eat my donut.

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What’s the difference

LinkedIn™

My skills include eating donuts.

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What's the difference

Pinterest

Here's my donut recipe.

INTERSTATE
Oil & Gas
COMPACT COMMISSION

What's the difference

last.fm

I'm listening to "Donuts"

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Why is it important

1. Two-way communication
   - Start dialogue
   - Reach out
   - Engage audience
   - Be in the know
   - Build relationships

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Why is it important

2. Establish…
   - authority
   - expertise
   - credibility

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Why is it important

3. Transparency
   - Put it out there
   - Let them decide

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Why is it important

4. Be Proactive, Not Reactive

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Environmental Groups- Environmental Defense Fund

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Environmental Groups- Environmental Defense Fund

Environmental Defense Fund
April 24

Four years after one of the worst environmental catastrophes in U.S. history, the Gulf oil disaster is far from over.

Click through for an infographic on the worst effects of the BP oil spill. www.edf.org/oDE #4yearslater

Like · Comment · Share 754

538 people like this. Top Comments -

Write a comment...

Chantal Antonakis It's banned in Europe but good enough for the US! Raise the standard!
Like · Reply · 25 · April 24 at 5:23pm

Ron Slater Could the American standards get any lower than it currently is when it comes to the environment and public health?
Like · 10 · April 25 at 8:03am

Write a reply...

Sheila Rekdal MASS MURDERS! Now why on Earth would anyone with a lick of sense or an ounce of caring do some thing that would compound the problem....? $$$$$$$$$$$$$$$$$$$?
Like · Reply · 23 · April 24 at 5:08pm

View 31 more comments

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Environmental Groups- Environmental Defense Fund

EDF
@EnvDefenseFund
Follow

Better late than never: EPA finally takes first step to collect safety data on fracking chemicals bit.ly/1oysX14 #TSCA

Reply Retweet Favorite ••• More

RETWEETS 32 FAVORITES 11

9:04 PM - 9 May 2014

CHERYL FOTIA @GrnGalFrmSoCal · May 9
@EnvDefenseFund *WHENWILL THEYACKNOWLEDGE "GEOENGINEERING"> CRAMMED DNR CHIMNEYS~! I NOTIC BAMAI N LA >"CLEAR BLUE SKYS" 3/4 DAY..
Details Reply Retweet

EDF
@EnvDefenseFund
Follow

EPA moved closer Friday to forcing industry disclosure of data on chemicals used in hydraulic fracturing: bit.ly/1iPNL3n

Reply Retweet Favorite ••• More

RETWEETS 10 FAVORITES 5

2:05 PM - 13 May 2014

Ryan Triolo @RyanTriolo · 23h
"@EnvDefenseFund: EPA closer to forcing industry disclosure of data on chemicals used in hydraulic fracturing: bit.ly/1iPNL3n"
Details Reply Retweet Favorite ••• More

INTERSTATE Oil & Gas COMPACT COMMISSION

Environmental Groups- National Resource Defense Council

INTERSTATE Oil & Gas COMPACT COMMISSION

Environmental Groups- National Resource Defense Council

INTERSTATE Oil & Gas COMPACT COMMISSION

Environmental Groups- Sierra Club

INTERSTATE Oil & Gas COMPACT COMMISSION

Environmental Groups- Sierra Club

The Sierra Club shared a link.
4 hours ago

The oil and gas industry spilled 26 million gallons of oil, fracking fluid, fracking wastewater, and other toxic substances during 7,662 accidents in just 15 states last year.

That's up 18% from the year before. More --> http://sc.org/LotsOfSpills

A whole lot of oil spilled in the U.S. in 2013
grist.org

Like · Comment · Share 723

687 people like this. Top Comments

Write a comment...

Jack Cook Instead of hating it, stop using it. The oil is being spilled because of the demand of us humans using it so wastefully. They aren't pumping it for shits and giggles – they are pumping it for us.
Like · Reply · 14 · 4 hours ago

7 Replies · 3 hours ago

Lori Rosenthal Disgusting. Yet they continue to claim this is safe for our nation.
Like · Reply · 8 · 4 hours ago

View 45 more comments

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Environmental Groups- Sierra Club

The Sierra Club
May 12

Oil disasters damage our environment, wildlife, our economy and communities. We cannot afford another oil disaster and continued reliance on dangerous fossil fuels.

Join us on Saturday, May 17 and call on your local leaders and the president to say NO to fossil fuels and YES to clean energy now! RSVP for an event near you! --> http://sc.org/May17th

Sierra Club @sierraclub
Follow

The number of spills reported at oil and gas production sites shot up nearly 18% last year: sc.org/1nDYy43

Reply Retweet Favorite ••• More

E&E Publishing, LLC

OIL AND GAS: Spills up 18 percent in U.S. in 2013
The number of spills reported at oil and gas production sites shot up nearly 18 percent last year, even as the rate of drilling activity leveled off.

View on web

RETWEETS 18 FAVORITES 3

6:04 AM - 13 May 2014 Flag media

INTERSTATE Oil & Gas COMPACT COMMISSION

How do I get started

1. Set a goal
2. Develop objectives
3. Create a plan/schedule

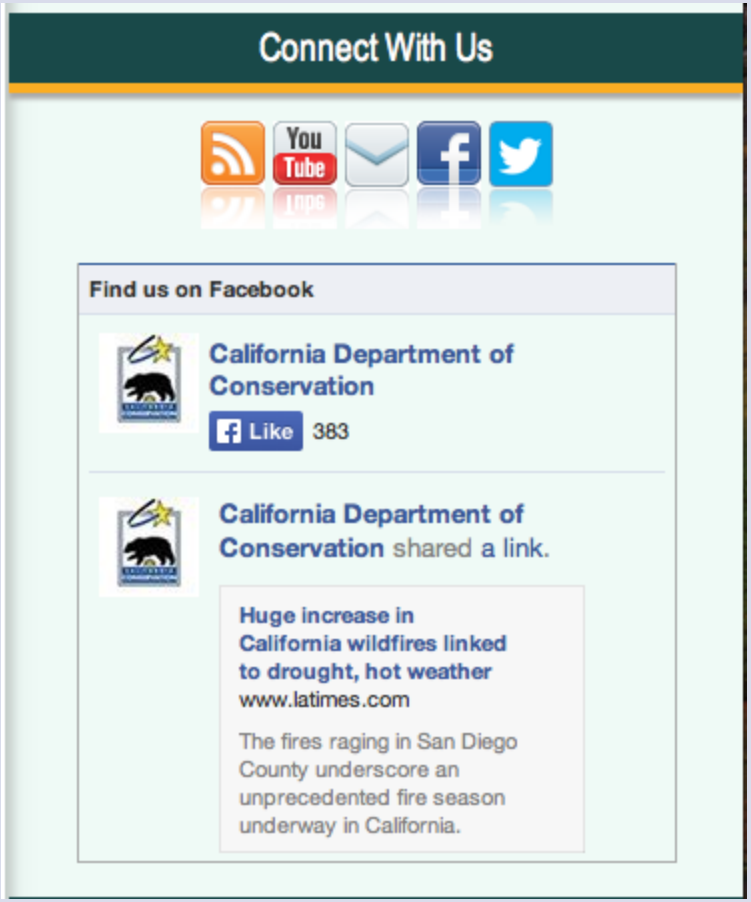
INTERSTATE
Oil & Gas
COMPACT COMMISSION

California Department of Conservation

- To deliver information to an evolving audience
- Stay connected to their following and engage the public
- Support the Mission of the department

INTERSTATE
Oil & Gas
COMPACT COMMISSION

California Department of Conservation



INTERSTATE Oil & Gas COMPACT COMMISSION

California Department of Conservation

INTERSTATE Oil & Gas COMPACT COMMISSION

Consumer Energy Alliance

INTERSTATE
Oil & Gas
COMPACT COMMISSION

California Department of Conservation

California Department of Conservation shared a link.
Yesterday · Edited

Governor Brown has appointed Steven Bohlen as the new State Oil and Gas Supervisor in the Division of Oil, Gas, & Geothermal Resources (DOGGR).

Steve is currently the program director for nuclear and domestic security at the Lawrence Live... See More

Office of Governor Edmund G. Brown Jr. – Newsroom
gov.ca.gov

Like · Comment · Share

3 people like this.

INTERSTATE
Oil & Gas
COMPACT COMMISSION

California Department of Conservation

INTERSTATE Oil & Gas COMPACT COMMISSION

California Department of Conservation

DeptofConservation @CalConservation · Dec 31
New rules governing the practice and regulation of Well Stimulation (Senate Bill 4) take effect 1/1/14. Details: conservation.ca.gov
Collapse · Reply · Retweet · Favorite · More
RETWEET 1
12:56 PM - 31 Dec 2013 · Details

DeptofConservation @CalConservation · Jan 31
Division of Oil, Gas, & Geothermal - new online tools to aid finding info and location of California wells. Details: conservation.ca.gov
Collapse · Reply · Retweet · Favorite · More
RETWEETS 2
12:26 PM - 31 Jan 2014 · Details

DeptofConservation @CalConservation · Nov 11
To all our veterans, we thank you for your service. Department of Conservation is now on Twitter.
Collapse · Reply · Retweet · Favorite · More
12:05 AM - 11 Nov 2013 · Details

INTERSTATE Oil & Gas COMPACT COMMISSION

Social Media Plan

- Which social media platform?
- Who’s is going to coordinate efforts?
- What are we going to post?

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Social Media Platform

Go back to your goal

- Facebook – Dinner Party
- Twitter – Water Cooler
- Instagram, Vine – Snacks
- LinkedIn – Cooking it up

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Social Butterfly

- Not an intern!!!
- Generic log-in
- Two or three with access
- Schedule planning meetings

INTERSTATE Oil & Gas COMPACT COMMISSION

Posting (Like, Comment, Share, Tweet, Retweet)

- Articles
- Studies
- Relevant information
- Proximity
- Events
- Meetings
- Public hearings
- Comment periods
- New hire/ job opportunities
- Newsworthy

INTERSTATE Oil & Gas COMPACT COMMISSION

Schedule/ Monitor

Theme: Introducing States First

(cross promo personal FB and Twitter accounts)

Week 1 (Nov 25-29)	
What is States First: Promo Video	Monday
State Update: Estimated Baaken Dec. Production	Monday
States First priorities: Web link	Monday
Who Regulates:Video - Reg & Enforcement	Tuesday
In the News: Search state reg/gov	
Photo - Gov. Bryant from Annual Meeting - link to presentation	Tuesday
O/G Development also boosts state economies	Friday

Theme: Growing Support & the Environment

Week 2 (Dec 2-6)
States First in Environmental Protection: Video - Bryant
Governor letter of support (Letter Doc)
Press Release: letter of support
CEA supports SFI - link to release and/or news story
SF in the News (Retweet) - news story or governor tweet
Fact: Percentage of production supporting SFI (link to SFI site -About)
Hydraulic fracturing - Protecting Ground Water

Theme: Seeking solutions/Continuous Improvement

Week 3 (Dec 9-13)
States First in Seeking Solutions: Video - Foerster/Helms
Read about how states are seeking solutions (Web - Priorities)
State Update: updates for Texas, Colorado, ND?? (News RT or State PR)
Continuous Improvement: Video - Scott Perry/Success
State Update: Marcellus Shale regulatory news or news about potential
UIC Conference - Registration information (tie into reg exch)

Theme: Technology & Conservation

Week 4 (Dec 16-20)
States First in Technology: Video - Bryant
Technology RT (Alaska??)

States First
An Initiative of the IOGCC & GWPC

INTERSTATE
Oil & Gas
COMPACT COMMISSION

Schedule/ Monitor

hootsuite™

writing a post | Send Now | Search Twitter...

smallbizshift | Facebook Pages | + Add Stream

Mentions (smallbizshift)

CoCreateATX 12:27pm via Web
@smallbizshift our pleasure, big fans of #smallbiz here in #Austin where we like keepin' it wierd
Show Conversation

soffront 12:18pm via HootSuite
Enjoy the weekend @chanesteiner @TSCB @iannarino @LucileReysset @mikewittenstein @rwang0 @smallbizshift @AllThingsCRM @CRMTweet @EeeGeee #FF

Effective_Edge 10:57am via Web
Thanks to our newest followers, @smallbizshift, @drsearslean, @KuangRui and @zecurion! #FF

CompleteDocSolu 9:50am via Web
#FF @AlexFortuna2717 @smallbizshift @sharonallen8 @staceyhanke @JohnGriffiths52 @FredCuellar @Miamicondos1 @dancebootcamp @Photizo_Group

AustinDetails 9:15am via HootSuite
#FF @smallbizshift @loosecubes @thrillistaustin @FreelanceAustin @problogger @FreelanceSw @Austin360Hot @FreelanceAustin @desktimeapp

Page Feed (Small Business Shift)

Small Business Shift Jul 06, 9:05pm 0 comments • 0 likes
From the archives: Facebook Places & Your Business http://bit.ly/9AwKrk
Facebook Places & Your Business - Claim Your Facebook Place
Facebook Places could be a great way to promote your business. Learn about Places and how to claim your business's Facebook Place.

Small Business Shift Jul 06, 8:01am 0 comments • 0 likes
The SBS Weekly - all the web news your business needs from the past week:
Get More Website Visitors With Blogging & Great Title Tags, Plus News On Google's Social Network
us1.campaign-archive2.com
Welcome to your weekly update from Small Business Shift. This week, I've written a couple articles about improving your website - discussing the benefits of adding a blog to your site, and looking into title tags, one of the the easiest ways to increase your search engine traffic. There are also a

Small Business Shift Jul 05, 4:22pm 0 comments • 0 likes
Title Tags: Important,

Sent Tweets (smallbizshift)

smallbizshift 8:28am via Web
@WeePiggiesJamie @CoCreateATX @AustinDetails @ADArtPhoto - Thanks for all the FF's!

smallbizshift 8:27am via Web
@kite5web - Thanks for sharing my Google Places story

smallbizshift 8:20am via Web
Google Maps reviews missing? They'll be back - RT @rustybrick Google Maps Reviews Bug Being Fixed http://t.co/8FdBzJx
1 retweets

smallbizshift Jul 07, 4:29pm via Web
RT @googlemaps 'Download map area' added to Labs in Google Maps for Android. Have map available, even w/o WiFi or data - http://t.co/zO0peQW

smallbizshift Jul 07, 9:27am via Web
@RockLaManna - Thanks for sharing my weekly newsletter with your followers!

smallbizshift Jul 06, 9:05pm via HootSuite
From the archives: Facebook Places & Your Business http://bit.ly/9AwKrk

@smallbizshift/localmarketi List

rustybrick 12:42pm via TweetDeck
RT @LisaBarone: Just formally accepted the offer to speak at @TEDxAlbany in November. So, there's that.

mattmcgee 12:41pm via TweetDeck
Whoa. 9,000 ... how'd that happen? #crazy

localoptimizer 12:32pm via Web
7 non stop phone calls in a row is 6 too many. need to get some work done also. don't like that nonstop phone stuff anymore

mattmcgee 12:29pm via TweetDeck
RT @carimcgee: Retweeting @HDonoho: Lemme be clear. I will not watch read or buy anything to do with Casey Anthony. RT people. RT.

rustybrick 12:15pm via RustyTweeter
Video: Google Real Time Search & Maps Reviews Gone, Buying Links Notifications & Bing Powers Baidu English http://ser.bz/nnOSRX

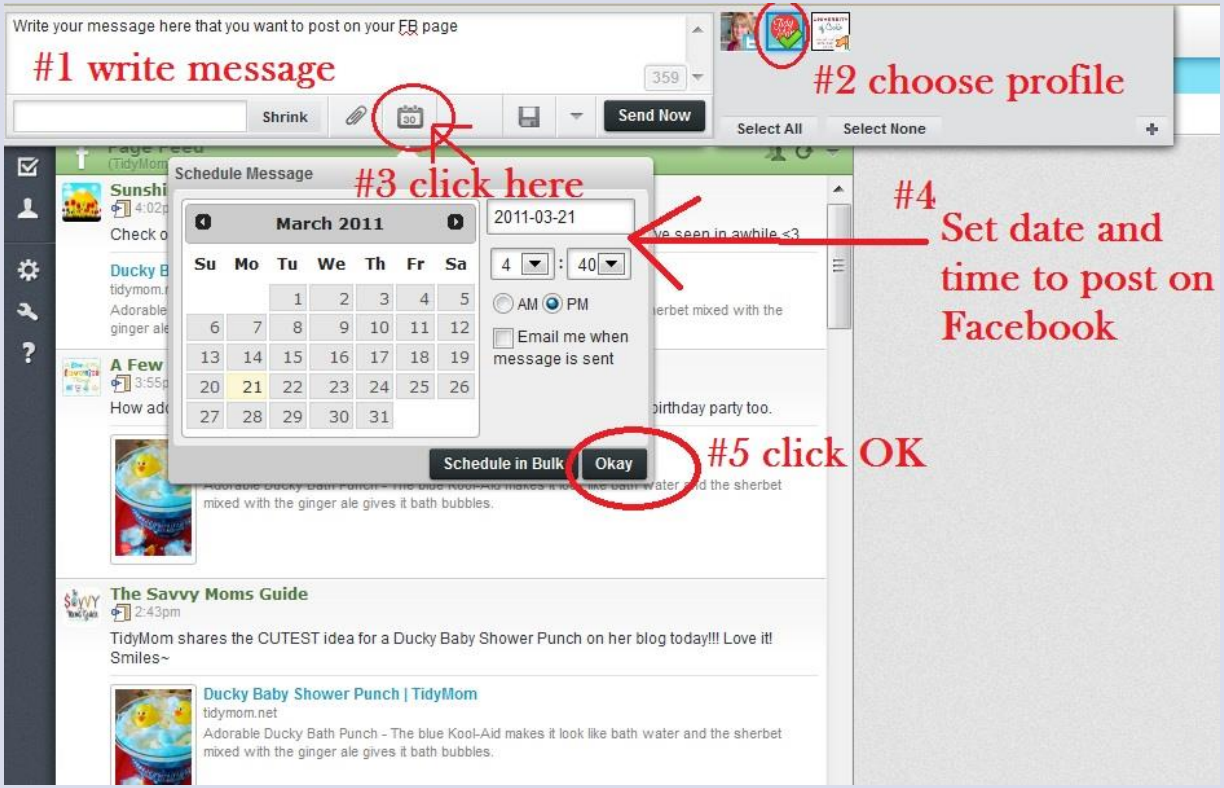
VR4SmallBiz 12:03pm via HootSuite
New @janinepopick post on @IncMagazine: Turning Negative Customers Into Positive Ones http://ow.ly/5zX7i

MailChimp

INTERSTATE Oil & Gas COMPACT COMMISSION

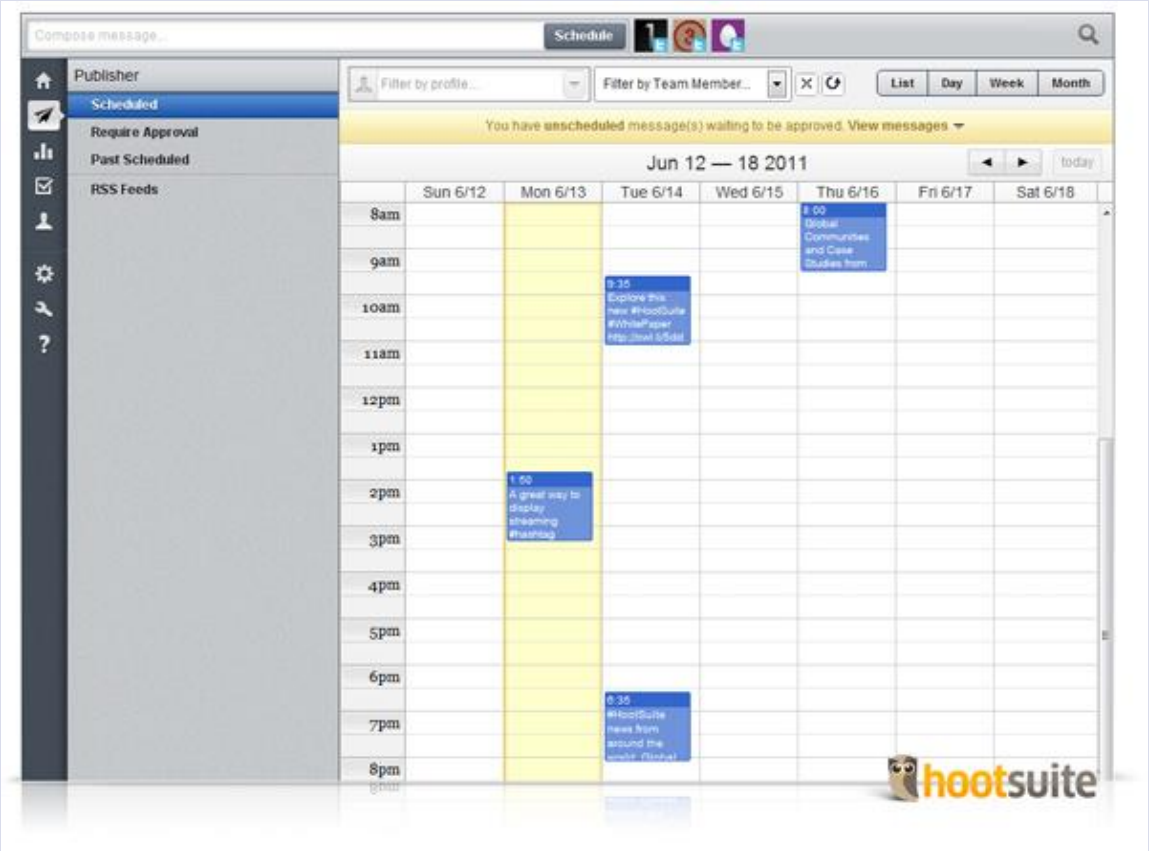
Schedule/ Monitor

hootsuite™



INTERSTATE
Oil & Gas
COMPACT COMMISSION

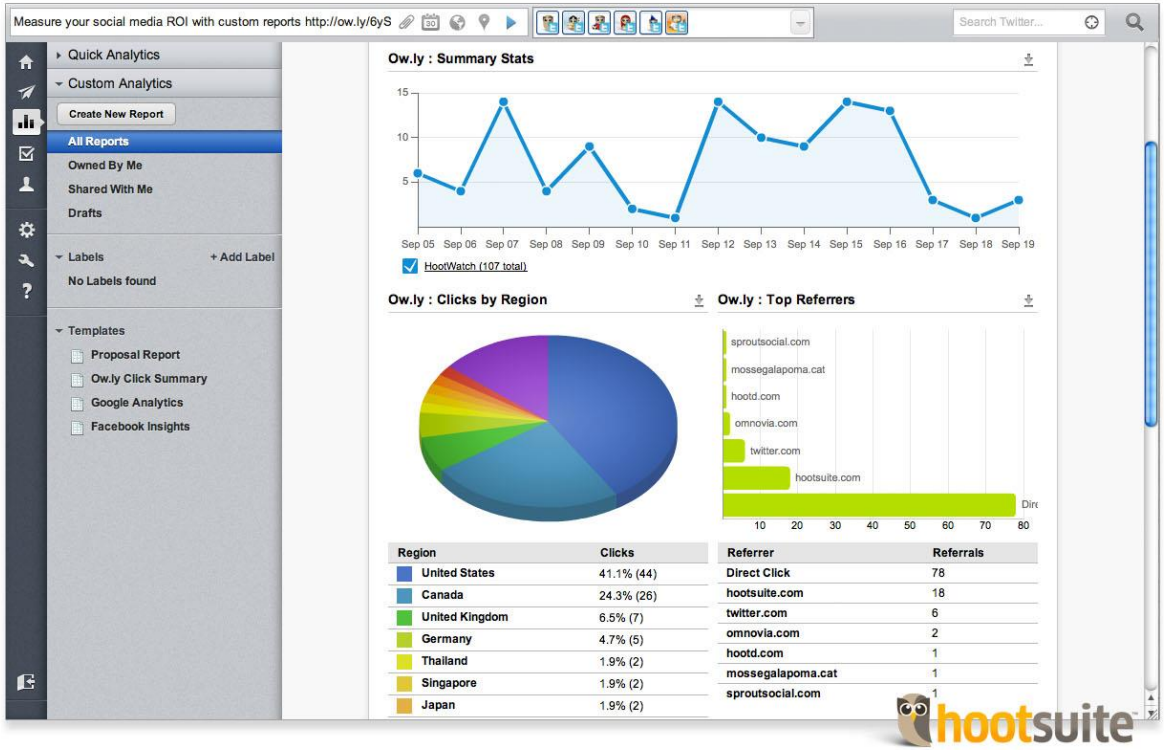
Schedule/ Monitor



INTERSTATE
Oil & Gas
COMPACT COMMISSION

Schedule/ Monitor

hootsuite™



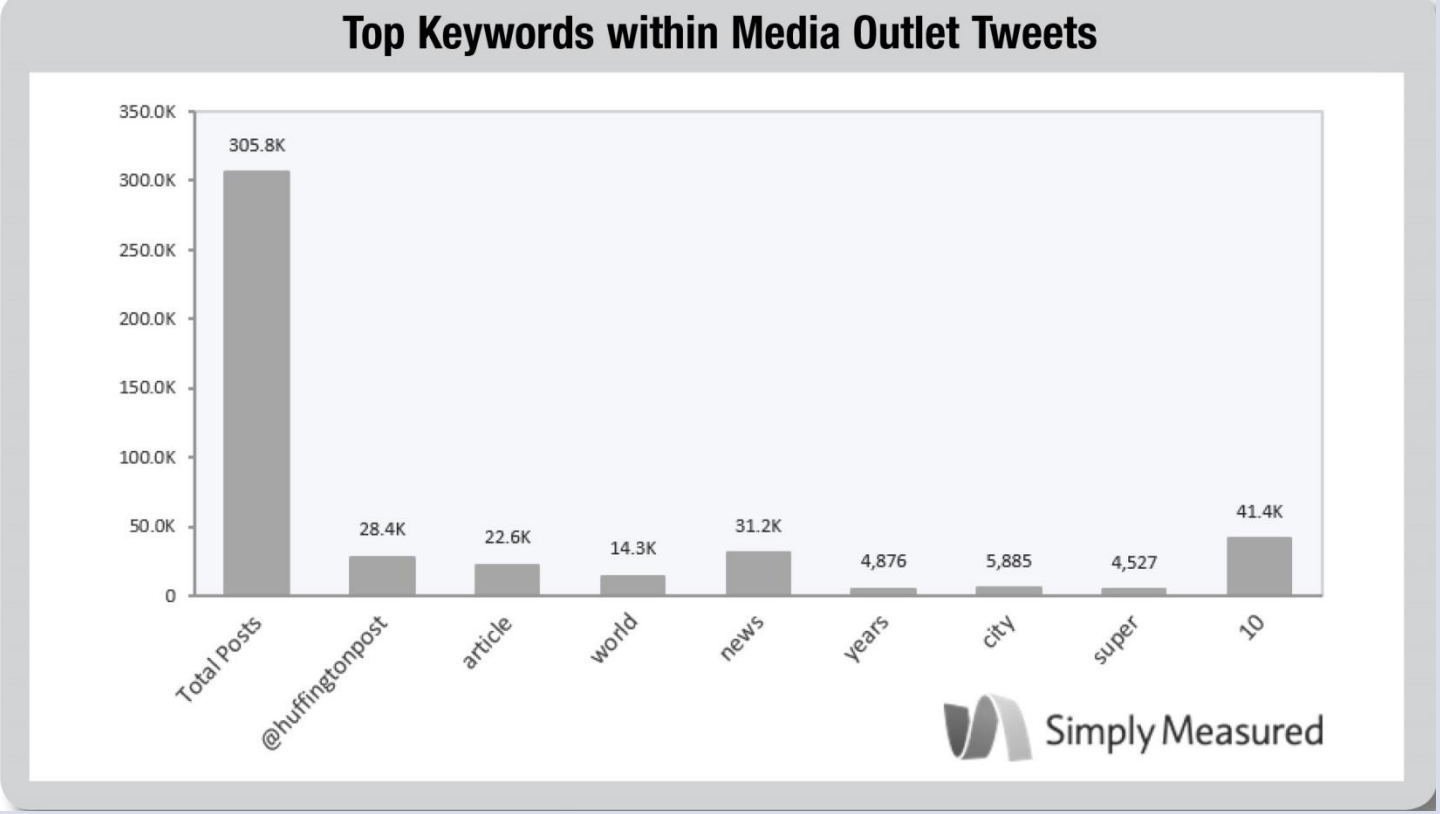
INTERSTATE
Oil & Gas
COMPACT COMMISSION

Tips & Advice

- Follow/ Like/ Comment/ Share/ Retweet
- Review what others are doing
- Measure the temperature
- Criticism will happen
  - Don’t get defensive
- It’s not about the raw data
  - Encourage thoughts

INTERSTATE Oil & Gas COMPACT COMMISSION

Tips & Advice



INTERSTATE
Oil & Gas
COMPACT COMMISSION