

# Water Environment Federation's Social Media Program

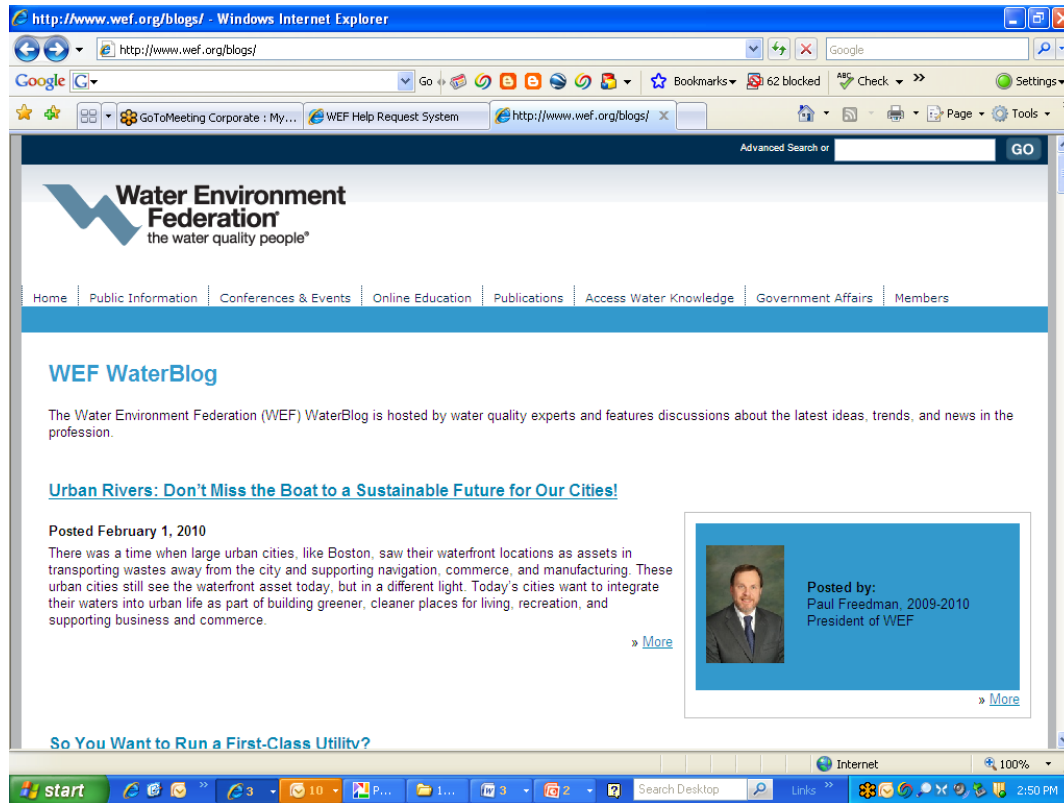
Presentation by:  
Rob Schweinfurth  
Hydrogeologist, WEF



# Social Networking Efforts

- WEF WaterBlog
- Facebook
- Twitter
- LinkedIn
- Discussion Forums

# WEF WaterBlog



- Includes hot topic issues, events and information for WEF Leadership

# WEF on Facebook

Posts by WEF Staff, Members, & Other Facebook Members:



# WEF on Twitter

Post Water News Information from Various Sources

<http://twitter.com/WEForg>



The screenshot shows a Windows Internet Explorer browser window displaying the Twitter profile for Water Environment Federation (WEForg). The browser's address bar shows the URL <http://twitter.com/WEForg>. The Twitter profile page includes the following information:

- Name:** Water Environment Fd
- Location:** Alexandria, VA
- Web:** <http://www.wef.org>
- Bio:** The Water Environment Federation® is a not-for-profit technical and educational organization representing water quality professionals around the world.
- Stats:** 146 following, 232 followers, 20 listed.
- Tweets:** 162
- Actions:** block WEForg, report for spam
- Following:** A grid of profile pictures of users followed by WEForg.

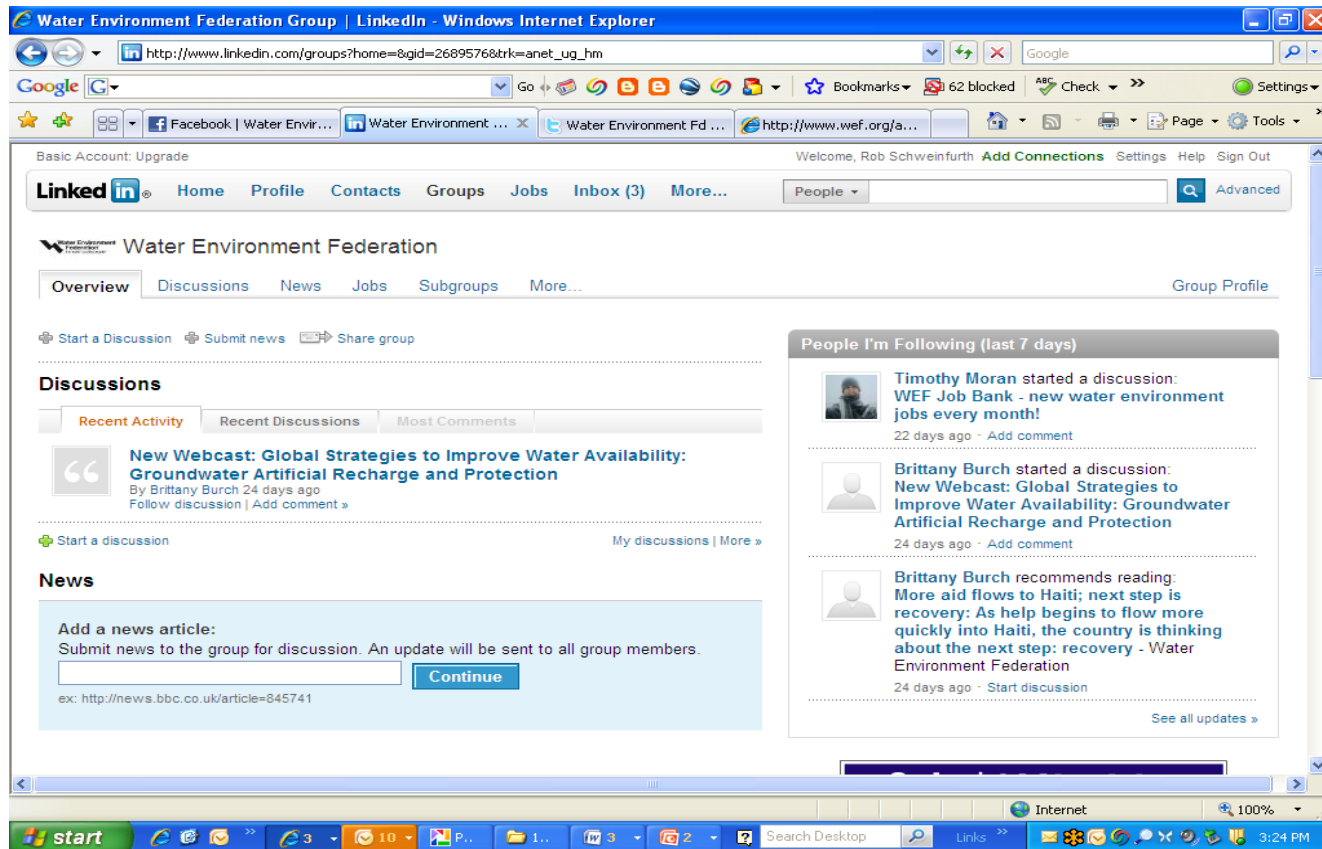
The main content area of the profile shows several tweets:

- A tweet asking: "Are you following #WEFTEC on Facebook yet? <http://bit.ly/d1DFTu>" (posted about 1 hour ago).
- A tweet: "Fed funds sought for Kettleman City water plant. Will request about \$7.9 mil through the Recovery Act. <http://bit.ly/cQ0atg>" (posted about 1 hour ago).
- A tweet: "Expert in Oklahoma says recycled water is the way to go for City of Norman. <http://bit.ly/agg7N7>" (posted about 1 hour ago).
- A tweet: "Success Story: #Milwaukee Metro Sewer District cleans 98.3% of waste and storm #water in '09. <http://bit.ly/9xi5K7>" (posted about 1 hour ago).

At the bottom of the page, there is a link: <http://twitpic.com/12lbvm> - WEF Office buried after two snowstorms.

# WEF on LinkedIn

## Recently Opened: More Professional Oriented



The screenshot shows the LinkedIn group page for the Water Environment Federation. The browser title is "Water Environment Federation Group | LinkedIn - Windows Internet Explorer". The address bar shows the URL: [http://www.linkedin.com/groups?home=&gid=2689576&trk=anet Ug\\_hm](http://www.linkedin.com/groups?home=&gid=2689576&trk=anet Ug_hm). The page content includes:

- Navigation:** Home, Profile, Contacts, Groups, Jobs, Inbox (3), More...
- Group Overview:** Water Environment Federation, Overview, Discussions, News, Jobs, Subgroups, More...
- Discussions:** Recent Activity, Recent Discussions, Most Comments. A featured discussion: "New Webcast: Global Strategies to Improve Water Availability: Groundwater Artificial Recharge and Protection" by Brittany Burch, 24 days ago.
- News:** A form to "Add a news article" with a text input field and a "Continue" button. Example URL: <http://news.bbc.co.uk/article=845741>.
- People I'm Following (last 7 days):**
  - Timothy Moran started a discussion: "WEF Job Bank - new water environment jobs every month!" 22 days ago.
  - Brittany Burch started a discussion: "New Webcast: Global Strategies to Improve Water Availability: Groundwater Artificial Recharge and Protection" 24 days ago.
  - Brittany Burch recommends reading: "More aid flows to Haiti; next step is recovery: As help begins to flow more quickly into Haiti, the country is thinking about the next step: recovery - Water Environment Federation" 24 days ago.

# WEF Discussion Groups



The screenshot shows the WEF Forums website in a Windows Internet Explorer browser window. The address bar shows the URL: [http://www.wef.org/onlineeducation/page\\_forum.aspx](http://www.wef.org/onlineeducation/page_forum.aspx). The page content includes a navigation bar with "Home" and "Online Education" links, and buttons for "Login" and "Register".

**Please note our recently revised login instructions for posting topics or responses:**  
If you are not a WEF member, you will need to [register a new forum account](#). If you are a WEF member, you can either [login with your WEF member number](#) or you can [register a new forum account](#) if you would like to create a separate forum account.

**Welcome to the Water Environment Federation's brand new discussion forums!**  
The Water Environment Federation (WEF) is pleased to offer you free access to this online community where you can network with your peers and exchange knowledge with individuals who share your fields of expertise. If you are a long-time forum user, you will notice that WEF has recently revamped the forums to enhance usability and encourage greater forum activity. We hope you'll enjoy the improvements! Please submit any feedback to WEF's Web Manager at [jfuller@wef.org](mailto:jfuller@wef.org). See [login instructions](#) if you have forgotten your membership ID or password.

[WEF Discussion Forums](#)

SEARCH

Forum	Topics	Posts	Last Post
<b>Welcome to the WEF Discussion Forum</b>			
<a href="#">Forum Overview</a>	1	0	-
<a href="#">Before using the forums, please read the Terms of Use Agreement.</a>	1	0	-
<b>WEF Discussion Forums</b>			
<a href="#">Biological Nutrient Removal</a> Nitrogen and Phosphorus Removal	3	10	Friday, February 12, 2010 3:15 PM by Anonymous →
<a href="#">Biosolids and Residuals</a> Wastewater Residuals, 503 Regulations, Conditioning, Thickening, Dewatering	6	8	Wednesday, February 17, 10:27 AM by John Hefvy →

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start | 3 Int... | 7 Mic... | WEF 9... | Micros... | Search Desktop | Links | 12:36 PM

# Upcoming WEF Social Media Training

- For More In-Depth Information
- *Webcast: Hard Conversations in Hard Times: Social Media for Water Utilities - March 11, 2010; 2:00 to 4:00 pm*
- [www.wef.org](http://www.wef.org)



THANK  
YOU