



# MnTAP: Social Media

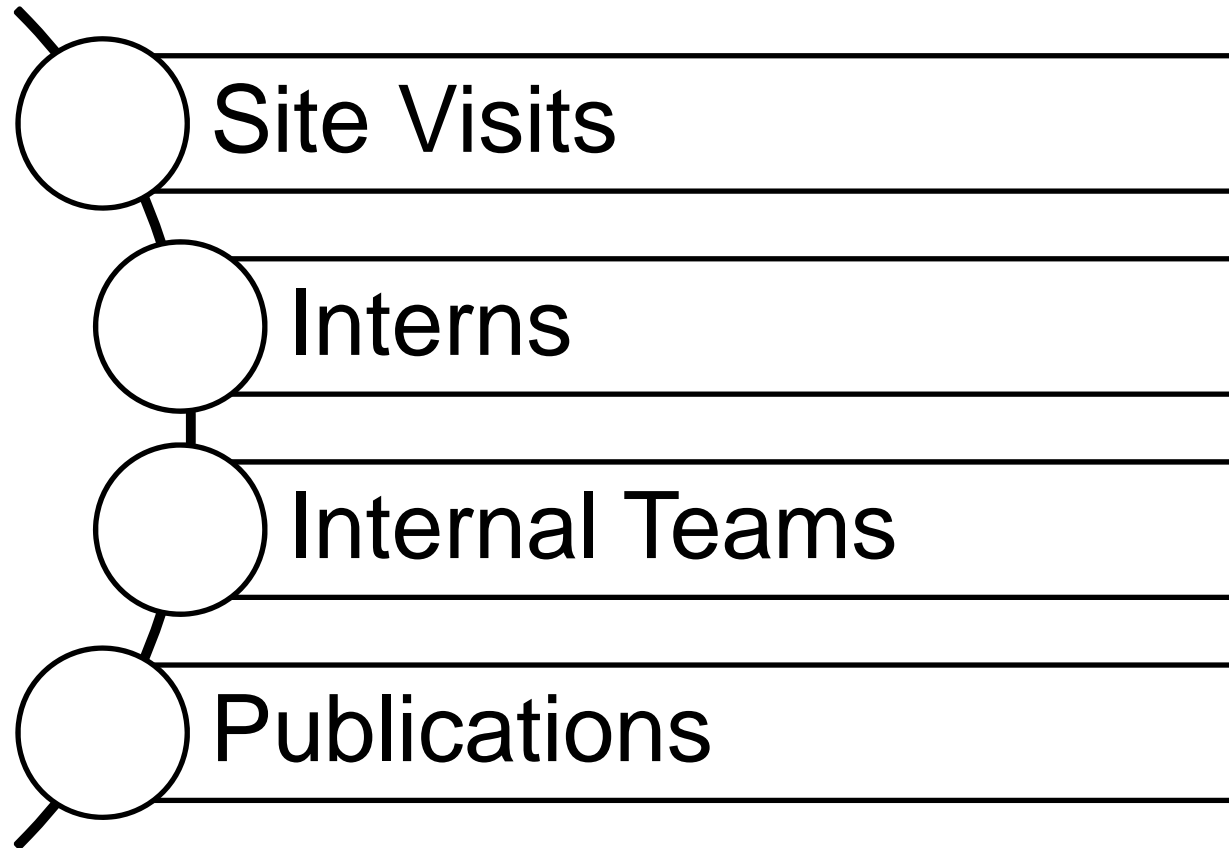
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9/15/11

# MnTAP Overview

- Funded by the state (MPCA) since 1984
- Located at the University of Minnesota
- 8 staff, with backgrounds in engineering and science
- Free\* and non-regulatory technical assistance

# MnTAP Services



# Social Media: Testing the Waters

- Linked in
  - MnTAP Program
    - Listed current events and program services and highlights
- Twitter
  - Materials Exchange Program
    - Tweeted Hot Item of the Day at 10 am each day

# Social Media: Initial Target Audience

- Manufacturing clients
- Project partners
- Materials Exchange users

# Social Media Early Results

- Linked In
  - Little to no engagement
  - Stopped after six months
- Twitter
  - Largely project partners following
  - No traffic on exchange as a direct result from tweeting
  - Contacted by business journal

# Early Lessons Learned

- Being consistent is key to keeping audience engaged and attracting new followers
- Messaging needed to differ from our other efforts
- Shifting our target audience may yield better results

# Current Target

- Potential and past interns
- Media
- Project Partners
- Manufacturers



# Linked In

- Not a current focus
- Plan to reevaluate in six months
- Interns reported that they received job contacts as a result

# Facebook

Used primarily to recruit new interns and maintain contact with past/current interns.

- Two sites
  - Fan Page
  - Intern group only (past and current)
- Update daily
- 33 Likes—mostly project partners

# Tracking: Weekly Email Update

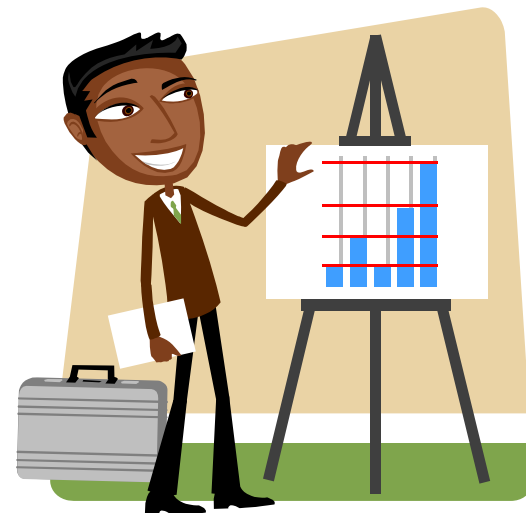
## Minnesota Technical Assistance Program (MnTAP)

8 monthly active users<sup>1</sup> since last week

33 people like this<sup>1</sup> since last week

0 wall posts or comments this week<sup>0</sup> since last week

23 visits this week<sup>11</sup> since last week



# Twitter

- **Materials Exchange**
  - 53 followers mostly project partners
  - Tweet listings, events, reuse tips, and features of system
- **MnTAP**
  - 135 followers a mix of media, project partners, interns and some manufacturers
  - Tweet services and P2/E2 tips

# Tracking: Twitter Stats

- **Twitter stats for MnTAP**
  - 139 [Followers](#)
  - 185 [Following](#)
  - 291 [Tweets](#)
- **Followers prediction**
  - 139 followers in 15 days
  - 0 days to get 139 followers

# Tools Used

- Tweetdeck
  - Set future updates
  - Update multiple or single accounts
  - See “real-time” mentions
  - Lifesaver!
- Students
- Stock of status updates

# TweetDeck

The screenshot displays the TweetDeck v0.37.5 interface. At the top, there's a search bar with the text "What's happening?". Below it, a navigation bar shows "From:" with icons for Facebook, LinkedIn, and Twitter. The main content area is divided into several columns:

- All Friends:** Contains tweets from MN\_Exchange, including one about "Up All Night" and another about a \$500 million stadium.
- Mentions:** Features tweets from MN\_Exchange and MnTAP\_UMN, such as "#MnTAP interns can address waste, energy, water, and other projects that you don't have time to tackle."
- Scheduled Updates:** Lists tweets scheduled for future dates, including one about "Premium efficiency motors" and another about "Fiberglass scrap".
- Search: #MnTAP:** Displays tweets related to the #MnTAP hashtag, including mentions of interns and projects.
- Mentions (right):** Shows tweets mentioning MnTAP\_UMN, such as "MT @mntap\_umn: #MnTAP is starting a project focused on reducing energy use in wastewater treatment."

Minnesota Technical Assistance Program

UNIVERSITY OF MINNESOTA

# Lessons Learned

- Social media is tough and needs a structured plan with identifiable goals
  - Significant Goals
- Many think social media is THE marketing answer but is only one key to marketing our services and getting our messages out



# Lessons Learned

- Linking additional information to social media bursts drives traffic to other media avenues
- It's a LARGE social media world out there and can be effective but truly needs dedication and a plan.

# Next Steps

- Officially launch social media campaign
- Gather feedback and incorporate in to messaging
- Look in to smart phone compatibility in terms of resource development