

MEDIA RELATIONS POLICY

Orange County Water District

General Policy

The purpose of this media policy is to provide communication guidance to District employees, board members and various agencies and companies that work or act on behalf of the Orange County Water District (OCWD; the District).

The Orange County Water District is committed to effective communications utilizing all media platforms. Communications with the media shall be accomplished both responsively and pro-actively in an honest, professional and transparent manner. Communications by both OCWD staff and visitors on OCWD premises shall be conducted in a respectful manner that is consistent with this policy, and in no way be used for political campaign advertising and/or media outreach (either with relation to candidates or ballot measures), or to convey disparaging comments regarding any person or entity. Effective communication helps to ensure accurate information is conveyed to the public; keeps the public engaged and informed; promotes District achievements, activities and significant events; maintains public trust and confidence; and expands the general visibility of OCWD. It is the policy of the District to ensure responses to media questions/inquiries are accurate and timely.

OCWD Media Contact

All media inquiries should be directed to the director of public affairs or designee (designee is generally the principal communications specialist).

Media Requests

OCWD's media contact will facilitate media requests and develop appropriate responses. When necessary, issues will be researched and talking points will be developed in consultation with the general manager and appropriate staff. Official responses will be approved by the general manager or designee and the board president.

If an interview or quote is requested, the media contact will notify the general manager and the president who will approve the suggested spokesperson and/or quote. If it is not feasible to obtain their approval by the deadline provided, the director of public affairs or designee will provide final approval. A summary of media communication will be included in the District's weekly highlights

Release of Information Regarding Litigation, Personnel and Public Records

Depending on the nature of the media request, OCWD maintains the right, in certain circumstances, to withhold information or request more time to process a request. Inquiries regarding information about pending litigation or exposure to litigation will be referred to the District's general counsel. Inquiries regarding personnel-related information will be referred to the director of human resources. Requests deemed to be public record requests will be coordinated with the District's records management coordinator and will follow the established protocol for this process. (Refer to public record request form for more information)

Approved Spokespersons

The District's primary spokesperson will be the general manager or designee. Board members and executive staff, or designees, may also serve as spokespersons, depending on the nature of the issue. All spokespersons should refer to approved talking points, policies, messaging and collateral. Official spokespersons should complete the appropriate media training.

Media Releases

District news releases, statements and advisories are written and distributed by the public affairs department. The general manager or designee will approve all such documents. If a quote is included, the person to whom it is attributed will be provided an opportunity to review and approve the quote.

Monitoring and Tracking Media Mentions

Public affairs staff subscribes to a media monitoring service to track mentions of OCWD, its projects and programs, and the issues that affect the District and its

stakeholders. Staff will inform the board of directors and executive staff of all such mentions, including stories that name individual members of the board and staff. A comprehensive report of media clips will be distributed at the monthly communications and legislative committee meeting.

Website and Social Media

Public affairs staff manages the District's websites and social media channels. Published and posted content aligns with approved District collateral, messaging, policies and talking points and is approved by the director of public affairs or designee. In some instances, the general manager may provide approval as well.

The District recognizes the importance of engaging the community through various means. In addition to traditional methods of communication, OCWD will participate in strategic social media opportunities. Participation in social media provides many benefits, such as the rapid sharing of information.

The director of public affairs or designee will approve all social media posts. (Please refer to addendum 1, the social media guide, for more information.)

Media Credentials at OCWD Events

Media representatives wishing to cover an OCWD-sponsored event with limited space and/or a pay-to-enter fee are required to contact the public affairs department to be considered for access. Media access is for working media only and appropriate badges or access cards must be displayed at all times.

Complimentary media access to events with an entry fee will NOT be extended to family or guests of the media. Media is required to sign in at the designated media check-in and provide a business card before receiving access. With media access, journalists may sit in seats reserved specifically for press. All requests for video must be pre-approved. Broadcast journalists may be required to share a pool camera or common audio or video feed. Misuse of a media access will result in its immediate loss.

Emergencies

During crisis or major emergency, the director of public affairs will coordinate and implement the communications response to a crisis. The specific process is outlined in the GWRS crisis communication plan. (Please refer to addendum 2, excerpt from the crisis communication plan.)



SINCE 1933

SOCIAL MEDIA RESOURCE GUIDE

TABLE OF CONTENTS

Social media sites	2
Guidelines	3
Responsibilities	3
Producers	4
Other organizations to watch	5
Holidays	6
Hash tags	8
Resources	
Definitions	11
Articles	14
Usage websites	16

SOCIAL MEDIA SITES

Facebook

[Facebook.com/OCWaterDistrict](https://www.facebook.com/OCWaterDistrict)

[Facebook.com/GWRSNews](https://www.facebook.com/GWRSNews)

[Facebook.com/OCWaterHero](https://www.facebook.com/OCWaterHero)

[Facebook.com/ChildrensWaterEducationFestival](https://www.facebook.com/ChildrensWaterEducationFestival)

[Facebook.com/pages/Orange-County-Water-Conservation/311225802335642](https://www.facebook.com/pages/Orange-County-Water-Conservation/311225802335642)

[Facebook.com/pages/Water-Advisory-Committee-of-Orange-County-WACO/111827158907574](https://www.facebook.com/pages/Water-Advisory-Committee-of-Orange-County-WACO/111827158907574)

Twitter

[Twitter.com/OCWDWaterNews](https://twitter.com/OCWDWaterNews)

[Twitter.com/OCWaterHero](https://twitter.com/OCWaterHero)

[Twitter.com/OCWaterFest](https://twitter.com/OCWaterFest)

YouTube

[Youtube.com/OCWDWaterNews](https://www.youtube.com/OCWDWaterNews)

[Youtube.com/OrangeCountyWater \(WACO\)](https://www.youtube.com/OrangeCountyWater)

Instagram

[Instagram.com/OCWD](https://www.instagram.com/OCWD)

GUIDELINES

- Before posting, research person/place to see if they are using a certain hash tag or link
- Be mindful of political sensitivities and stay away from politically sensitive issues (ex: climate change)
- Stay informed of recent board activity
- Always incorporate OCWD's message and/or branding
- Do not delete or respond to negative comments; notify principal communications specialist or director of public affairs
- Try not to use more than three hash tags per tweet
- Use photos when possible
- On Facebook, upload a photo to use with a link if one does not auto populate
- Schedule posts on Twitter so they are at least 30 minutes apart and on Facebook so they are at least one hour apart
- Tag and mention others involved to increase engagement (ex: speakers, sponsors, tour guests, producers, partners, industry organizations)
- Can't find something to post? Share another user's post (when appropriate)
- Do not like or comment as OCWD
- When re-tweeting on Twitter, use "RT @name" versus hitting the re-tweet arrows at the bottom so it will show up on OCWD's page from OCWD versus their organization.
- If you start a tweet with a username (ex: @ocwdwaternews) your tweet will only go to that account holder. Place the username in the middle or end of your tweet for it to be seen by all your followers.

RESPONSIBILITIES

Principal Communications Specialist/Director of Public Affairs

- Post and track weekly social media calendar on H drive
- Review and approve posts
- Respond to negative feedback from users
- Post about: board meetings, holiday closures, announcements, legislation, media mentions

Senior Communications Specialist

- Take photos at events and presentations
- Post about: speakers bureau, board member happenings, in the community, hydrospectives, stories from hydrospectives

Community Outreach and Education Coordinator

- Post about: tours

Communications Specialist

- Check accounts daily for feedback
- Keep list of holidays
- Post about: festival, events, construction, water hero, holidays, water awareness days, trivia, history, fun facts

PRODUCERS

Name	Facebook	Twitter	Hashtag
Anaheim	/anaheimoc	@city_of_anaheim	#anaheim
Buena Park	/cityofbuenapark	@buenaparkca	#buenapark
East OC WD			#eastorangecounty
Fountain Valley			#fountainvalley
Fullerton	/cityoffullerton	@fullertonca	#fullerton
Garden Grove	/gardengrovecityhall	@citygardengrove	#gardengrove
Golden State WD			#goldenstate
Huntington Beach	/huntingtonbeachcity	@cityofhbpio	#huntingtonbeach
Irvine Ranch WD	/irvineranchwaterdistrict	@irwdnews	#irvine
La Palma	/cityoflapalma	@cityoflapalma	#lapalma
Mesa Water District	/mesawaterdistrict	@mesawater	#mesa
Newport Beach	/cityofnewportbeach	@newportbeach	#newportbeach
Orange	/cityoforange		#orange
Santa Ana	/pages/City-of-Santa-Ana/200089073336831	@cityofsantaana	#santaana
Seal Beach			#sealbeach
Serrano WD			#serrano
Tustin	/cityoftustin	@cityoftustin	#tustin
Westminster			#westminster
Yorba Linda WD	/yorbalindawaterdistrict		#yorbalinda

OTHER WATER DISTRICTS

Name	Facebook	Twitter	Hashtag
Brea	/breacityhall	@cityofbrea	#brea
El Toro WD			#eltoro
Emerald Bay WD			#emeraldbay
La Habra		@lahabraca	#lahabra
Laguna Beach Co WD	/lagunabeachwater	@lagunabeachh2o	#lagunabeach
Moulton Niguel WD			#moultonniguel
Santa Margarita WD	/smwdnews	@smwdwater	#santamargarita
South Coast WD	/southcoastwd	@southcoastwater	#southcoast
Trabuco Canyon WD			#trabuco canyon

OTHER ACCOUNTS TO MONITOR FOR CONTENT IDEAS

Name	Facebook	Twitter	Hashtag
American Groundwater Trust	/pages/American-Ground-Water-Trust/169203150484	@water_education	
American Water Works Assoc.	/americanwaterworkassociation	@awwaace	#awwa
Assoc. Of CA Water Agencies	/pages/ACWA/55659593247	@acwawater	#acwa
CA Coastal Commission	/californiacoast	@thecacoast	#cacoast
CA Groundwater Coalition	/pages/California-Groundwater-Coalition/150262335052316		
CA Water Foundation		@waterfdn	
FEMA	/fema	@fema	#fema
Groundwater Foundation	/groundwaterfoundation	groundwaterfdn	#groundwaterfdn
Groundwater Resources Assoc.	/pages/Groundwater-Resources-Association-of-California/294327849613	@graofcalifornia	
Groundwater Voices	/groundwatervoicescoalition	@groundwaterca	
MWDOC	/pages/Municipal-Water-District-of-Orange-County/122742807774775	@mwdoc	#mwdoc
NWRI	/nwriwater	@nwriwater	#nwri
OC Coastkeeper	/coastkeeper	@occoastkeeper	#coastkeeper
OC Stormwater	/ocstormwater	@ocstormwater	
Ocean Institute	/oceaninstitute	@oceaninstitute	#oceaninstitute
OCSD	/ocsewers	@oc_sewers	#ocsd
Ready OC	/readyoc	@readyoc	#readyoc
Recycle Used Oil	/ocusedoil		#recycleusedoil
SCE	/sce	@sce	#sce
SoCal Water Committee	/socalwater	@socalwatercomm	#scwc
WACO	/pages/Water-Advisory-Committee-of-Orange-County-WACO/111827158907574	@waco_h2o	#waco
Water Education Foundation	/watereducationfoundation	@wateredfdn	
Water Replenishment District	/waterreplenishment	@waterreplenish	
Water Research Foundation	/pages/Water-Research-Foundation/208125259335869	@waterrrf	
WaterReuse Association	/pages/WaterReuse-Association/159612280761520	@waterreuseassoci	#waterreuse
Water – Use It Wisely	/wateruseitwisely	@wuiw	#wuiw

2015 WATER HOLIDAYS

January 10	GWRS Anniversary (2008)	#gwrs
February 2	World Wetlands Day	#worldwetlandsday
March 8-14	National Groundwater Awareness Week	#groundwaterawarenessweek
March 22	World Water Day	#worldwaterday
April 22	Earth Day	#earthday
May	American Wetlands Month	#americanwetlandsmoonth
June 8	World Ocean Day	#worldoceanday
June 14	OCWD Anniversary (1933)	#ocwd
July	Smart Irrigation Month	#smartirrigationmonth
August	Water Quality Month	#waterqualitymonth
End of August	World Water Week	#worldwaterweek
Mid-September	Water Monitoring Day	#watermonitoringday
September 27	World River Day	#worldriverday
September __	Coastal Cleanup Day	#coastalcleanupday
September __	Protect Your Groundwater Day	#pygwd

OTHER 2015 “FUN” HOLIDAYS (SMALL SAMPLING)

October 18, 2014	Bridge Day	#bridgeday
December 2, 2014	Giving Tuesday	#givingtuesday
December 4, 2014	World Wildlife Conservation Day	#wildlifeconservationday
December 11, 2014	International Mountain Day	#internationalmountainday
January 4	Trivia Day	#triviaday
January 10	Cut Your Energy Costs Day	#saveenergy
February 5	Weatherman’s Day	#weathermanday
February 10	Umbrella Day	#umbrelladay
February 16	Innovation Day	#innovationday
February 20	Introduce a Girl to Engineering Day	#womeninstem
February 27	Polar Bear Day	#polarbearday
March 6	Employee Appreciation Day	#employeeappreciationday
April	Lawn and Garden Month	#lawnandgardenmonth
April 12-18	National Volunteer Week	#nationalvolunteerweek
September	Disaster Preparedness Month	#natlprep
June 5	World Environment Day	#worldenvironmentday
November: 1 st W	Chemistry Week	#chemistryweek
November 15	America Recycles Day	#americarecyclesday
November 19	World Toilet Day	#toiletday

View Random Holidays here:

<https://www.daysoftheyear.com/>

<http://www.holidayinsights.com/moreholidays/>

<http://greenliving.about.com/od/greenprograms/a/Green-Holiday-Calendar.htm>

http://en.wikipedia.org/wiki/List_of_environmental_dates

2015 OCWD OBSERVED HOLIDAYS

January 1	New Year's Day
February 16	President's Day
April 5	Easter
May 25	Memorial Day
July 4	Independence Day
September 7	Labor Day
November 11	Veterans Day
November 26	Thanksgiving
November 27	Day after Thanksgiving
December 24	Christmas Eve
December 25	Christmas

2015 NON-OBSERVED HOLIDAYS

January 19	Martin Luther King Jr. Day
February 2	Groundhog Day
February 14	Valentine's Day
February 17	Mardi Gras
March 8	Daylight Saving Time Begins
March 17	St. Patrick's Day
March 20	First Day of Spring
March 31	Cesar Chavez Day
April 4	First Day of Passover
April 22	Administrative Professionals Day
May 5	Cinco de Mayo
May 10	Mothers' Day
May 16	Armed Forces Day
June 14	Flag Day
June 21	First Day of Summer
June 21	Fathers' Day
September 11	Patriot Day
September 13	National Grandparents Day
September 23	First Day of Autumn
October 12	Columbus Day
October 16	Boss' Day
October 31	Halloween
November 1	Daylight Saving Time Ends
December 7	First Day of Hanukkah
December 22	First Day of Winter
December 26	First Day of Kwanzaa
December 31	New Year's Eve

HASHTAGS

<p><u>Info</u></p> <p>Meetings Holiday closures Announcements Job openings</p>	<p>#OCWD #GWRS #WACO #workinwater #cadrought #oc #natlprep #prepared #cawater</p> <p>Holiday name ex) #thanksgiving Job name ex) #chemist, #engineer</p>	<p>#construction #infrastructure #technology #waterbond #drought #water #shakeout #beprepared #orangecounty</p>
<p><u>OCWD</u> <u>Communications</u></p> <p>Hydrospectives OCWD in the news Other news</p>	<p>#OCWD #GWRS #hydrospectives #drought #cadrought #cawater #ocwater #water #groundwater #aquifer #orangecounty #california</p> <p>Mention name of reporter, publication ex) @60Minutes</p>	<p>#recycle #environment #green #renewableenergy #waterissues #technology #sacramento #waterreuse #waterquality #watercycle #oc #ca</p>
<p><u>Legislation</u></p> <p>Local State National</p>	<p>#OCWD #cawater #ocwater #groundwater #waterissues #prop1 #orangecounty #waterbond #groundwater #oc #bdcp</p> <p>Name of bill ex) #AB12345</p>	<p>#GWRS #environment #green #renewableenergy #calegislation #legislation #sacramento #cawaterbond #capolitics #ca</p>

<u>OCWD Projects</u> GWRS Prado Recharge Green Acres Construction	#OCWD #prado #greenacres #waterreuse #wetlands #green #greentechnology #greenacres #sustainable #reverseosmosis #groundwater #wastewater #sourcewater #landscape #oc #watershed	#GWRS #recharge #construction #showerstoflowers #environment #technology #conservation #waterreclamation #microfiltration #infrastructure #aquifer #hydrology #irrigation #delta #orangecounty #santaanariver
Project name or location ex) #burris, #anaheim		

<u>OCWD Events</u> CWEF GWAT Water Summit Open House Water and Wine Dedications Groundbreakings Other OCWD events	#OCWD #GWRS #waterfestival #CWEF #watereducation #waterandwine #wateropenhouse #ocwdtour #groundwater #prado #cawater #oc #grandopening #volunteers	#water #ocwatersummit #caeconomy #cabusiness #ocbiz #oceconomy #cadrought #conservation #infrastructure #environment #investinwater #sustainable #visitoc #OCSD
Location of the event ex) #disneysgrandcalifornian Mention sponsor ex) @rutantucker		

<u>OCWD Community Outreach and Education Programs</u> Tours Speakers bureau Community events	#thankyou #OCWD #communityoutreach #howkidscanhelp #waterresources #visitoc #takeatour Group name ex) #kiwanis, #lionsclub, #csuf Mention speaker ex) @sdewane	#waterreuse #GWRS #ocwaterhero #groundwater #waterquality #orangecounty #inthecommunity
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<u>Conservation, Water Education and Current Water Issues</u> Water saving tips Webinars & classes Drought stats Fun facts	#drought #cadrought #cawater #ocwater #waterwise #bewaterwise #waterwednesday #waterwisewednesday #waterreuse #recycle #brownisthenewgreen #saveourwater #plants #didyouknow #funfactfriday #triviatuesday #leaks #beach #watershed #bdcp	#environment #green #renewableenergy #wildlife #droughttolerant #earthday #watereducation #groundwater #aquifer #cafriendlyplants #savewater #getsmartaboutwater #droughttolerant #dyk #waterresources #waterconservation #conservation #ocean #coastalcleanupday #bethechange
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DAYS TO CELEBRATE

Monday: #MicrofiltrationMonday

Tuesday: #TapWaterTuesday, #TriviaTuesday

Wednesday: #WaterWednesday, #WaterWiseWednesday

Thursday: #ThirstyThursday, #ThrowbackThursday (#TBT)

Friday: #FunFactFriday, #FlashbackFriday

Saturday/Sunday: #SaveWaterSaturday (or Sunday), #WaterWeekend

RESOURCES

TWITTER DEFINITIONS

Tweet (n.) - A Tweet may contain photos, videos, links and up to 140 characters of text.

Tweet (v.) - The act of sending a Tweet. Tweets get shown in Twitter timelines or are embedded in websites and blogs.

@ - The @ sign is used to call out usernames in Tweets: "Hello @twitter!" People will use your @username to mention you in Tweets, send you a message or link to your profile.

@username - A username is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, Katy Perry is @katyperry.

(hashtag) - A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

Hashflag - A hashflag is a specific series of letters immediately preceded by the # sign which generates an icon on Twitter such as a national flag or another small image.

Mention (v., n.) - Mentioning other users in your Tweet by including the @ sign followed directly by their username is called a "mention." Also refers to Tweets in which your @username was included.

Reply - A response to another user's Tweet that begins with the @username of the person you're replying to is known as a reply. Reply by clicking the "reply" button next to the Tweet you'd like to respond to.

Retweet (n.), RT - A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution.

Direct Message - Use Direct Messages to have private conversations with people you follow who also follow you. Messages have a 140-character limit and can contain text, hashtags, links, photos and video.

Notifications tab, notifications - The Notifications timeline displays your interactions with other Twitter users, like mentions, favorites, Retweets and who has recently followed you. If you request it, we send notifications to you via SMS or through the Twitter for iPhone or Twitter for Android apps.

Favorite (n.) - Favoriting a Tweet indicates that you liked a specific Tweet. You can find all of your favorite Tweets by clicking on the favorites link on your profile page.

Follow (v.) - Subscribing to a Twitter account is called “following.” To start following, click the Follow button next to the user name or on their profile page to see their Tweets as soon as they post something new. Anyone on Twitter can follow or unfollow anyone else at any time, with the exception of blocked accounts.

List (n.) - From your own account, you can create a group list of other Twitter users by topic or interest (e.g., a list of friends, coworkers, celebrities, athletes). Twitter lists also contain a timeline of Tweets from the specific users that were added to the list, offering you a way to follow individual accounts as a group on Twitter.

FACEBOOK DEFINITIONS

Profile – Your profile is your collection of the photos, stories and experiences that tell your story. Your profile also includes your Timeline.

Friend - Friends are people you connect and share with on Facebook.

Page - Pages allow businesses, brands and organizations to connect with people on Facebook.

Timeline - Your Timeline is where you can see your posts or posts you've been tagged in displayed by date. Your Timeline is also part of your profile.

Activity log - Your activity log is a tool that lets you review and manage everything you share on Facebook. Only you can see your activity log.

Newsfeed - Your News Feed is an ongoing list of updates on your homepage that shows you what's new with the friends and pages you follow.

Notifications - Notifications are updates about activity on Facebook.

Follow - Follow is a way to hear from people you're interested in, even if you're not friends. The Follow button is also a way to fine-tune your News Feed to get the types of updates you want to see.

Like - Clicking Like is a way to give positive feedback and connect with things you care about.

Tagging - A tag links a person, page or place to something you post, like a status update or a photo. For example, you can tag a photo to say who's in the photo or post a status update and say who you're with.

YOUTUBE DEFINITIONS

Channel or Channel Page - YouTube.com/CHANNELNAME. A channel is the public page for a user account on YouTube. It contains uploaded videos, playlists, liked videos, favorite videos, channel comments and general activity. Some creators manage or create content across multiple channels.

Feed - A stream of activity either for one channel (via the channel page feed) or for multiple channels (the home page feed). Feed activities include uploads, updated playlists, video comments, channel comments, new subscriptions, bulletins, likes, favorites and sharing. Users control what feed activities they broadcast and, by subscribing to channels, what feed activities are broadcasted to them in their home page feed.

Avatar - The square image on your channel page that represents your channel across the site.

Thumbnails - The images selected to represent your videos or playlists on the site.

Like(s) - A user action that shows appreciation for a video. This action can be broadcast to subscribers in the feed.

Tags - Words or phrases used to describe the content of your videos. Added to videos at time of upload (see Metadata).

Favorite(s) - A user action that adds a video to their channel's Favorites playlist. This action can also be broadcast to subscribers.

Metadata - The textual information that describes a video, channel or playlist. Video metadata includes title, tags and description. Playlist metadata includes title and description. Channel metadata includes a description.

Bulletin - A message that channel owners can send to their subscribers. Bulletins show up in subscribers' feeds. Channel owners can attach videos to a bulletin.

Playlist - A playlist is a collection of videos that can be viewed, shared and embedded like an individual video. You can create playlists using any videos on YouTube. Videos can be in multiple playlists. Uploaded videos and favorite videos are default playlists on your channel.

Vlog - A video-blog. A casual, conversational video format or genre featuring a person talking directly to camera.

ARTICLES & STORIES

Good News, Everyone! Your Twitter Engagement Level Might Be As High As 0.46%
http://www.mediabistro.com/alltwitter/twitter-engagement-levels_b7765

31 Twitter Tips: How to Use Twitter Tools and Twitter Best Practices for Business

<http://www.forbes.com/sites/kenkroque/2013/08/30/31-twitter-tips-how-to-use-twitter-tools-and-twitter-best-practices-for-business/>

50 Tweetable Twitter Tips You Wish You Knew Years Ago

<http://blog.hubspot.com/marketing/twitter-tips-list>

A Scientific Guide to Writing Great Tweets: How to Get More Clicks, Retweets and Reach

http://www.huffingtonpost.com/courtney-seiter/a-scientific-guide-to-wri_b_5331506.html

62 Twitter Tips -- in 140 Characters or Less Each

http://www.huffingtonpost.com/simon-young/62-twitter-tips-in-140-ch_b_4271311.html

Rethinking the way you tweet: how to get more clicks

<http://www.marketingdonut.co.uk/blog/2011/11/rethinking-way-you-tweet-how-get-more-clicks>

How to Make the Most of Twitter with Hootsuite

<http://www.marketingdonut.co.uk/marketing/internet-marketing/social-media-and-online-networking/how-to-make-the-most-of-twitter-with-hootsuite>

How to Use Twitter for Business

<http://www.pcmag.com/article2/0%2c2817%2c2383408%2c00.asp>

5 Habits of Successful Executives on Twitter

<http://mashable.com/2009/06/12/twitter-executives/>

10 Twitter Best Practices for Brands

<http://mashable.com/2009/06/24/twitter-brand-best-practices/>

20 Top Twitter Tips

<http://www.marketingdonut.co.uk/marketing/internet-marketing/social-media-and-online-networking/twenty-top-twitter-tips>

Facebook Page: Facebook Tips & tricks

<https://www.facebook.com/fbtips>

5 Little Ways to Get More Facebook Likes

<http://blog.hubspot.com/marketing/get-more-facebook-likes>

Four Ways to Stand Out Better On Facebook's News Feed

<http://blog.hubspot.com/insiders/stand-out-on-facebook-news-feed>

What is Edgerank?

<http://www.whatisedgerank.com/>

The Beginner's Guide to Edgerank: How Facebook's Newsfeed Algorithm Actually Works

<http://blog.bufferapp.com/understanding-facebook-news-feed-algorithm>

Eight Sure-Fire Facebook Post Formulas That Drive Engagement

<http://blog.wishpond.com/post/52314932186/8-sure-fire-facebook-post-formulas-that-drive>

10 Mistakes That Could Hurt Your Facebook Engagement

<http://blogs.constantcontact.com/product-blogs/social-media-marketing/facebook-engagement/>

13 Ways to Beat the Facebook Algorithm

<http://www.wordstream.com/blog/ws/2014/09/02/facebook-algorithm>

17 Reasons You Need to Rethink Your Facebook Strategy

<http://blog.hootsuite.com/facebook-features-facebook-strategy/>

16 Effective Facebook Marketing Strategies for Businesses

<http://shootforth.com/effective-facebook-marketing-strategy/>

The 5 Biggest Misconceptions About Using Instagram for Business

<https://blog.kissmetrics.com/biggest-misconceptions-about-instagram/>

Instagram for Business: 12 Answers to the Biggest Questions About Timing, Hashtags, and more

<http://blog.bufferapp.com/instagram-for-business>

26 Tips for Using Instagram for Business

<http://www.socialmediaexaminer.com/instagram-for-business-tips/>

52 Tips: How to Market on Instagram

<http://blog.wishpond.com/post/59612395517/52-tips-how-to-market-on-instagram>

How To Get More Followers On Instagram

<http://www.searchenginepeople.com/blog/925-how-get-followers-instagram.html>

15 Instagram Tips That Will Catapult Your Business to Success

<http://socialgarden.com.au/instagram-advertising/15-instagram-tips-will-catapult-business-success/>

12 Strategies for Promoting Your YouTube Videos

<http://www.entrepreneur.com/article/230500>

Video Content Marketing: 4 Elements of An Effective Strategy

<http://contentmarketinginstitute.com/2013/03/video-content-marketing-effective-strategy/>

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