



A C H I E V E   A N Y T H I N G



Presented To:  
**2017 SWANA FL  
Winter Conference**

**You Don't Want To Miss This**







**There's one  
challenge we ALL  
face when telling  
our story...**

**“In only 2 days, we create the same amount of information as we did from the beginning of time to 2003.”**

**-Eric Schmidt**

**Former CEO of Google**

**How do we break  
through?**

# Goal

**Provide ideas  
you can use.**

**Before we get  
started...**









## **3 Areas of Focus:**

- Old school marketing**
- Digital marketing**
- Public events**

**Use all of them.**

# **#1 Old School Marketing**





City of North Port  
DEPARTMENT OF PUBLIC WORKS  
SOLID WASTE DIVISION  
941-240-8050



Date:

Dear Resident,

This is a friendly reminder that recycling is mandatory in North Port. Today, we noticed a few items that should be placed in your recycling bin:

Paper  Metal  Plastic  Cardboard  Glass  Aluminum  All listed

We've added a breakdown of how to recycle on the back of this letter. **If you would like more recycling bins, we can provide them at no additional cost.** Simply call our Customer Service staff and we'd be happy to deliver them on your next pick up day. The more recycling bins you use, the better. Your recycling efforts help us:

- Save thousands of dollars
- Keep your assessment fees low
- Become a healthier and more sustainable community

If you have any questions about recycling, please give us a call at 941-240-8050. Thank you for making a difference in North Port!

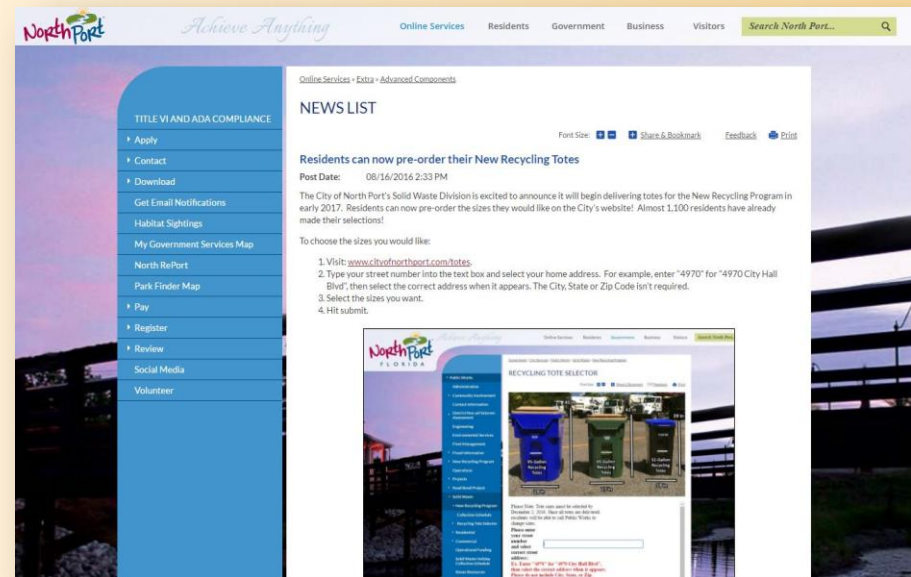






# Press Releases

- ✓ Mailing List
- ✓ TV Coverage
- ✓ Newspaper Coverage



# New Recycling Program



- ✓ Mixture of marketing
- ✓ Dual stream
- ✓ Alternating weeks
- ✓ 32, 65 & 95-gallon





Public Works

Administration

Community Involvement

Contact Information

District Non-ad Valorem Assessment

Engineering

Environmental Services

Fleet Management

Flood Information

New Recycling Program

Operations

Projects

Road Bond Project

Solid Waste

New Recycling Program

Collection Schedule

Recycling Tote Selector

Residential

Commercial

Operational Funding

Solid Waste Holiday Collection Schedule

Reuse Resources

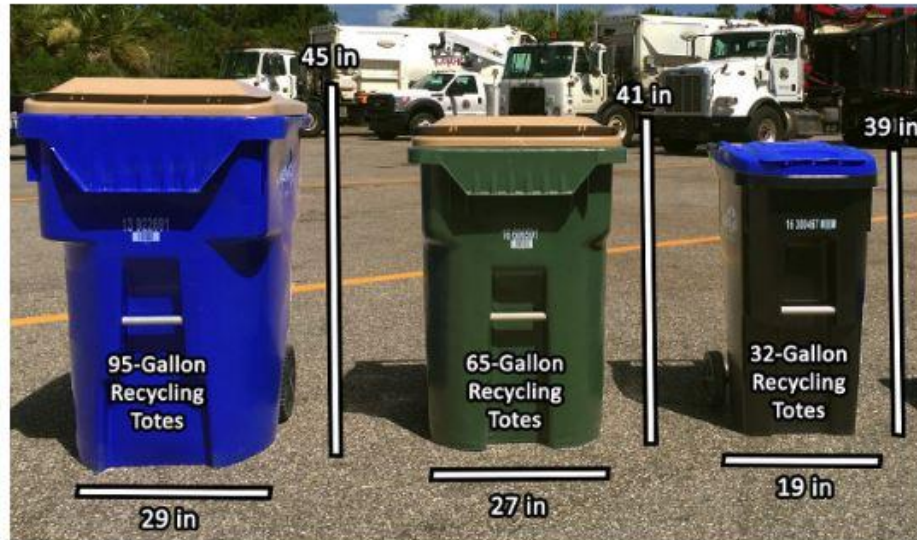
Stormwater Management

Street Lights

Government » City Services » Public Works » Solid Waste » New Recycling Program

## RECYCLING TOTE SELECTOR

Font Size: [+](#) [-](#) [Share & Bookmark](#) [Feedback](#) [Print](#)



Please Note: Tote sizes must be selected by December 2, 2016. Once all totes are delivered, residents will be able to call Public Works to change sizes.

Please enter your street number and select correct street address:

**Ex. Enter "4970" for "4970 City Hall Blvd", then select the correct address when it appears. Please do not include City, State, or Zip.**

Choose tote size for commingled material (glass, bottles, cans):

- 32 Gallon
- 65 Gallon
- 95 Gallon

**[CityofNorthPort.com/totes](http://CityofNorthPort.com/totes)**





# New Recycling Program



# **#2. Digital Marketing**

# **Social Media**

**It's FREE!**



The City of North Port ✓  
@TheCityofNorthPort

Home

About

Likes

Terms of Use

Photos

Videos

Events

Notes

Posts

Create a Page



Like Share Suggest Edits ...

Send Message

Photos



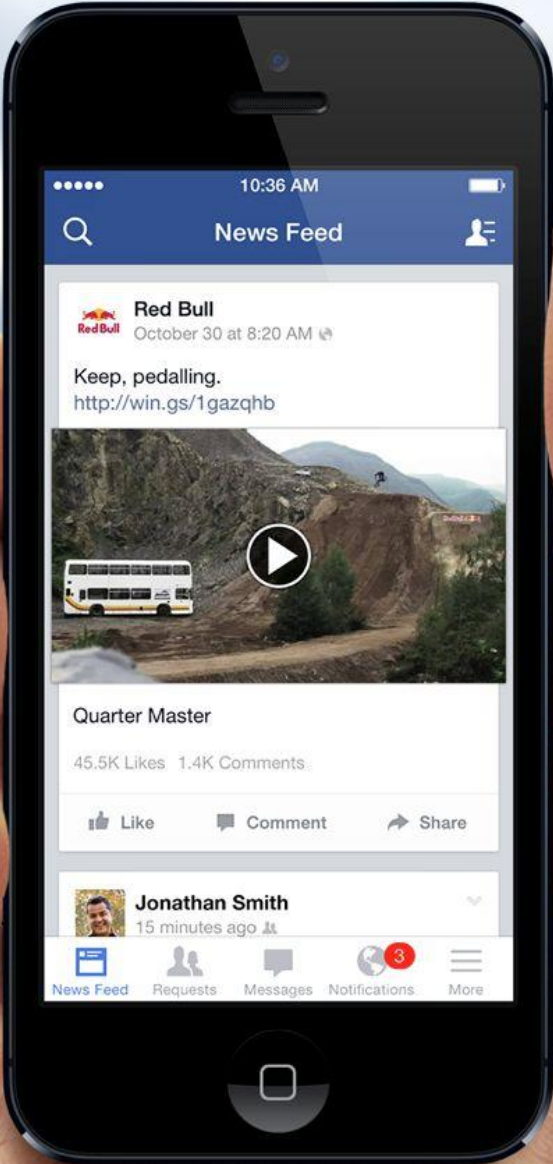
City

This is the City of North Port, Florida's official Facebook page. Follow us on Twitter @CityofNorthPort Terms of Use: <http://goo.gl/WE73UR>

9,274 people like this and 9,145 people follow this

About

See All



10:36 AM



News Feed



 **Red Bull**

October 30 at 8:20 AM

Keep, pedalling.  
<http://win.gs/1gazqhb>



**Quarter Master**

45.5K Likes 1.4K Comments

 Like  Comment  Share



**Jonathan Smith**

15 minutes ago

News Feed Requests Messages Notifications More

**Humanize**



# Real Drivers



Kevin



Works  
Waste

City of

# Lip Sync Videos



**Did You Know?**





The City of North Port

June 9, 2016 at 6:30pm · 🌐

Did you know?

Solid Waste accepts used motor oil. Simply pour it in a small sized container, with a screw-top lid - and write "used motor oil" on the container. Just place it next to your recycling bin (or new recycling tote) and Solid Waste will pick it up for you on your collection day!



👍 Like

💬 Comment

🔄 Share







# TALKIN' TRASH



Tune in for our 1st ever trash-a-long. We'll be riding with a North Port bulk truck driver and posting LIVE on social media. Will we find trash or treasure?

Join us on Facebook & Twitter  
Wednesday, June 15  
From 7am-1pm













# **Social Media Tips**

**Network effect**

**Be timely**



**Video directly on  
Facebook**

# Facebook Ads



JAN  
28

# 2017 Public Works Road-E-O

Public - Festival · Hosted by The City of North Port

Saturday, January 28 at 10 AM - 3 PM  
 about 2 weeks ago

Department of Public Works, 1100 North Chamberlain Blvd., North Port

About

Discussion

Write something...

## Details

Come have some cowboy and cowgirl fun at the 2017 Public Works Road-E-O!

## EVENT TIPS Next Tip

### Create New Event



Have another event by The City of North Port coming up? Create an event to let people know about it.

[Create](#)



476  
interested

247  
went

431  
invited

# **#3. Public Events**

# Public Works Road-E-0



North Port  
FLORIDA

This Saturday, January 28  
10am-3pm @ Public Works





SEAL OF CITY OF NORTH PORT  
INCORPORATED 1959  
FLORIDA

71620

ACCREDITED AGENCY  
A.P.W.A.

NPP

# **School Outreach**







Why does garbage  
smell so bad?



# **Homeowner's Associations**

# **Key Takeaways:**

- 1. Tell your story.**
- 2. Don't worry about perfection.**
- 3. Go where the attention is.**



A C H I E V E   A N Y T H I N G

**Thank you!**