

# NYCsanitation

NEW YORK'S STRONGEST

## DIGITAL MEDIA & MOBILE TECHNOLOGY FOR IMPROVED PUBLIC COMMUNICATIONS

**Deputy Commissioner Vito A. Turso**

Public Affairs

**Associate Director Belinda Mager**

Public Affairs

Game-Changing Initiatives for Solid Waste

The Cooper Union

June 10, 2015

# COMMUNICATING MESSAGES “SOCIALLY” YEARS AGO



# SPREADING THE WORD



# “MR. ED” TALKING BROOM

“This is Ed Koch, your Mayor. You know, the Sanitation Department can't sweep this street if you don't move your illegally parked car. *Puh-leez* get it out of here.”



# COMMUNICATING MESSAGES “SOCIALLY” NOW



# WHY USE SOCIAL MEDIA

## **Get out information quickly**

- Snow alerts/Interruptions to service
- Disasters/Emergency situations

## **Service requests: missed collection, complaints, snow plows**

- Accept service requests/Direct to 311 or proper agency

## **Learn how we are doing**

- Positive or negative

## **Entertain**

- #TBT photos, Equipment, Fun

## **Free**

- Beside staff time, DSNY doesn't pay to promote postings

# DSNY SOCIAL MEDIA

	TWITTER	FACEBOOK	INSTAGRAM
<b>DSNY Joined</b>	August 2011	August 2013	October 2014
<b>Followers/Likes</b>	June 2015: 16,000 June 2014: 9,500 June 2013: 4,600	June 2015: 11,300 June 2014: 3,200	June 2015: 500
<b>Audience</b>	NYC residents	Current & former Sanitation Workers	TBD
<b>Communication</b>	Two-way	Two-way	One-way



# SERVICE CHANGES

- DSNY alerts the public of our snow readiness with Snow Alerts.
- City law requires we inform the public of services changes during emergencies.
- Reminder of “scheduled” service changes for holidays



Impressions





# INFORM



**New York City Department of Sanitation**

Posted by Belinda Mager [?] · September 5, 2014 ·

Want to join NYC's Strongest? We offer great pay, benefits, and advancement opportunities. The filing period for the next Sanitation Worker exam will be open from October 1 until October 31, 2014. Go to [www.nyc.gov/examsforjobs](http://www.nyc.gov/examsforjobs) starting October 1 to register for the exam, which will be offered in February 2015.



**JOIN NEW YORK'S STRONGEST!**


Here's your chance to help the Big Apple shine.

- Great pay and benefits
- Great advancement opportunities

Filing period for Sanitation Worker exam:

**Oct. 1 to Oct. 31, 2014**

[www.nyc.gov/examsforjobs](http://www.nyc.gov/examsforjobs)

 **NYC** sanitation

**1,157,632** People Reached

**65,131** Likes, Comments & Shares

<b>28,995</b> Likes	<b>1,356</b> On Post	<b>27,639</b> On Shares
<b>7,581</b> Comments	<b>599</b> On Post	<b>6,982</b> On Shares
<b>28,555</b> Shares	<b>28,315</b> On Post	<b>240</b> On Shares


**139,425** Post Clicks

<b>41,023</b> Photo Views	<b>8,755</b> Link Clicks	<b>89,647</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1,131</b> Hide Post	<b>224</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

# GOOD WILL

**New York City Department of Sanitation**  
Posted by Belinda Mager [?] · February 4 · 🌐

Today, two San Workers clearing snow & ice from a crosswalk helped a woman cross Queens Blvd at Yellowstone Blvd., in Forest Hills.

**321,664** People Reached**23,268** Likes, Comments & Shares**19,933** Post Clicks

NEGATIVE FEEDBACK

# MEDIA RESPONSE



**NYC Sanitation** @NYCSanitation - 11 Apr 2014

First photo of 2 Sanitation Worker heroes from SI 3 who evacuated a dozen from 6 burning homes on Pitney Ave. [pic.twitter.com/PpS1SYqAgU](http://pic.twitter.com/PpS1SYqAgU)



**NYC Sanitation** @NYCSanitation - 11 Apr 2014

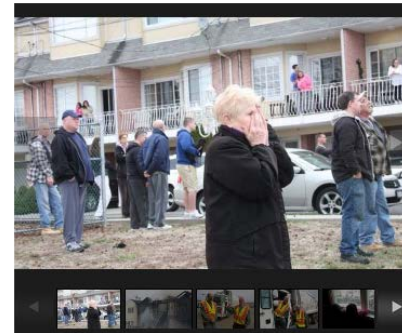
Aerial view of Pitney Ave homes that SI 3 San Workers Cocuzza and Visone evacuated. [pic.twitter.com/iKVvctdVt](http://pic.twitter.com/iKVvctdVt)



**silive.com**

4

## Staten Island fire ignited heroism among Sanitation workers and praise from their commissioner (with photos, video)



Firefighters respond to a three-alarm fire that damaged seven homes on Pitney Avenue in Charleston. (Staten Island Advance/Steve Silverstein)

4

**NEW YORK**

85°

Search

HOME NEWS WEATHER INVESTIGATIONS ENTERTAINMENT TRAFFIC CONTESTS CONTACT US

LOCAL U.S. & WORLD SPORTS HEALTH TECH WEIRD WEATHER

NEWS - LOCAL

## Sanitation Workers Helped Evacuate Burning Homes as Fire Erupted on Their Route: Officials


View Comments (2) | Email | Print | Tweet 3 | Recommend 154 | Send 8+1 2




Two city sanitation workers are being recognized for saving lives early Friday after a fire broke out along their route on Staten Island, and they went door to door to alert residents as the flames spread. Roseanne Collet reports. (Published Friday, Apr 11, 2014)



# ENTERTAIN




**NYC Sanitation**
  
 @NYCSanitation



Our newest video – Paper's Passage: From Waste to Product - compiled from 5,902 individual images!


[youtube.com/watch?v=zM9Gt1...](https://youtube.com/watch?v=zM9Gt1...)




3:26 PM - 20 Aug 2014

 **YouTube** @YouTube


PLAYLIST
 

Uploads from NYC Sanitation







 12
  6

24,000 Impressions



You added 3 new photos.
   
 Posted by Belinda Mager [?] · March 28 ·

Brooklyn District Superintendent Troy Tamburo 'sweeps' fiancée Ilene off her feet at surprise proposal in Marine Park, Brooklyn today. Congrats!

34,304 people reached

**Boost Post**

**34,304** People Reached

**2,144** Likes, Comments & Shares

<b>1,818</b> Likes	<b>1,220</b> On Post	<b>598</b> On Shares
<b>248</b> Comments	<b>104</b> On Post	<b>144</b> On Shares
<b>78</b> Shares	<b>69</b> On Post	<b>9</b> On Shares

**9,250** Post Clicks

<b>4,259</b> Photo Views	<b>0</b> Link Clicks	<b>4,991</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>5</b> Hide Post	<b>6</b> Hide All Posts
<b>0</b> Report as Spam	<b>1</b> Unlike Page



# **DIGITAL MEDIA & MOBILE TECHNOLOGY FOR IMPROVED PUBLIC COMMUNICATIONS**

**Director of Public Education Marni Aaron**  
Bureau of Recycling and Sustainability

Game-Changing Initiatives for Solid Waste  
The Cooper Union  
June 10, 2015

# PRESENTATION OVERVIEW

This presentation will introduce the following:

- NYC Recycles social media channels
- NYC Recycles Photobooth app
- Instameet launch campaign
- Multi-lingual campaign



# NYC RECYCLES: FACEBOOK

As of 5/26/2015:

- 4,011 Likes
- 1,298 Engaged users last week
- Highest reaching post: 26,064 unique timelines
- Most engaged post: 1,381 Likes, Comments and Shares



# @NYCRECYCLES: TWITTER

As of 5/26/2015:

- 2,873 Followers
- 90 New followers in last month
- 84,100 Impressions in last month
- 4,196 Profile visits in last month



# @NYCRECYCLES: INSTAGRAM

As of 5/26/2015:

- 261 Followers
- 51 Posts



# NYC RECYCLES: PHOTOBOOTH APP

A utility app to capture, organize, share, and publish photo content from various events.

- Highlight programs through various custom photo frames
- Create Facebook albums
- Engage participants via email, Facebook, and Twitter
- Build email database





**NYC Recycles**

# PHOTO BOOTH





**NYC** Recycles

# PHOTO BOOTH

## Select Event

EVENT NAME #1

EVENT NAME #2

EVENT NAME #3

EVENT NAME #4

ADD

NEXT



**NYC** Recycles

# PHOTO BOOTH

## Select Photo Frame

NYC Recycles

REUSE NYC

refashionNYC

e-cycle NYC

Golden Apple

NYC Compost  
Project

Organics Collection

NYC SAFE Disposal

GO



Summer Streets 2014





# FACEBOOK UPLOAD

Enter a caption to share it with your photo.



Photo Caption

Are you sure you want to upload this photo without collecting attendee information?

CANCEL

UPLOAD

Summer Streets 2014



# SHARE PHOTO



Enter your email address to receive your photo.

First Name

Last Name

Email

Twitter

Photo Caption

- ☒ Share my photo on NYC Recycles Facebook and Twitter page and allow DSNY to use my photo elsewhere.
- ☒ I would like to receive NYC Recycles updates via mail.

CANCEL

SEND

Summer Streets



Photos of NYC Recycles



Photos



Albums

Edit

Tag



## NYC SAFE EVENTS - BRONX 2015

Updated about 3 weeks ago



Add Photos



SAFE EVENTS - BRONX 2015



SAFE EVENTS - BRONX 2015



SAFE EVENTS - BRONX 2015



SAFE EVENTS - BRONX 2015



SAFE EVENTS - BRONX 2015



SAFE EVENTS - BRONX 2015



SAFE EVENTS - BRONX 2015

Like · Comment · Share · Buffer

👍 Electronic Recyclers International, 1-800-Recycling, Victor Manuel Mendez Morales and 9 others like this.



**Kenny Rothwell** That's a cool looking phone

Like · Reply · May 2 at 8:59pm




[Photos of NYC Recycles](#)

[Photos](#)

[Albums](#)
[Edit](#)
[Tag](#)


## MARCUS GARVEY VILLAGE GREENING DAY

Updated about 7 months ago



Add Photos



MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY



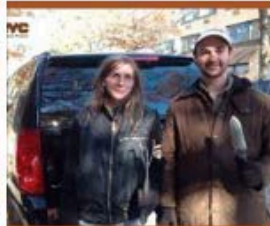
MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY



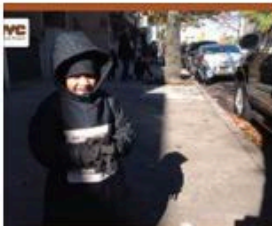
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MARCUS GARVEY VILLAGE GREENING DAY



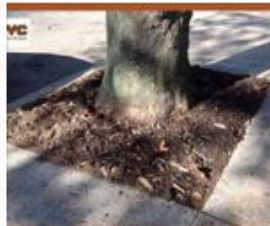
MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY



MARCUS GARVEY VILLAGE GREENING DAY





Photos of NYC Recycles



Photos



Albums

Edit Tag

## Summer Streets 2014

Updated about 9 months ago



Add Photos



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



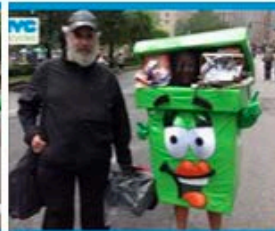
Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014



Summer Streets 2014


[Photos of NYC Recycles](#)

[Photos](#)

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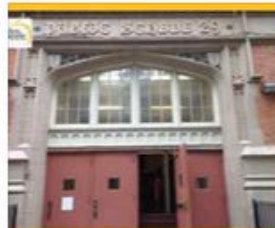

## 2014 Golden Apple - Super Recyclers, Citywide Winners

Updated about 11 months ago · Taken at PS 29 Brooklyn

Elementary Division



Add Photos



Golden Apple - Super Recyclers, Citywide Winners



Golden Apple - Super Recyclers, Citywide Winners



Golden Apple - Super Recyclers, Citywide Winners



Golden Apple - Super Recyclers, Citywide Winners



Golden Apple - Super Recyclers, Citywide Winners



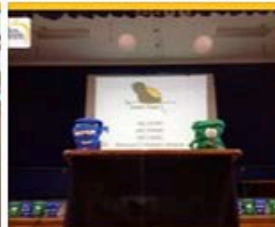
Golden Apple - Super Recyclers, Citywide Winners



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Golden Apple - Super Recyclers, Citywide Winners



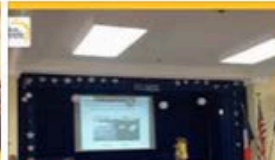
Golden Apple - Super Recyclers, Citywide Winners



Golden Apple - Super Recyclers, Citywide Winners



Golden Apple - Super Recyclers, Citywide Winners



# INSTAMEET

Instagram has 300 million monthly active users and 15x more engagement than Facebook.

NYC Recycles took a unique approach to launch Instagram account.

An Instameet is designed to bring Instagrammers together in order to:

- Rally for a cause
- Meet like-minded people
- Take advantage of a unique picture-taking opportunity



# INSTAMEET

Gave people an exclusive, behind the scenes look at Trash Museum.

- #TreasureInTrash
- Unique opportunity normally closed to the public
- October 1- 17: Social media promotion and call for participants
- October 17: Registration closes
- October 20: Instameeter announced/invited



# INSTAMEET

Activation launched @NYCRecycles Instagram page. People had to like us on Instagram, and then enter via EventBrite.

- People entered: 51
- People chosen: 10
- Current Instagram followers: 229
- Pictures posted via #: 40
- Likes on #: 2,176



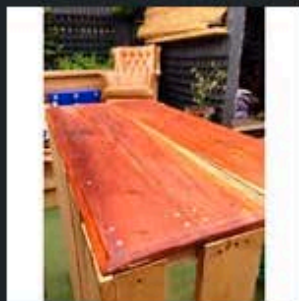


pepp93



♥ 12 💬 3

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♥ 42 💬 10

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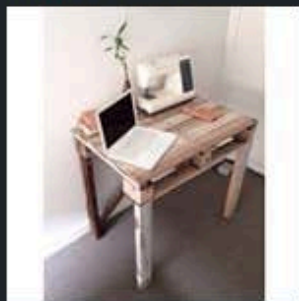
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♥ 45 💬 5

talltimberdesigns



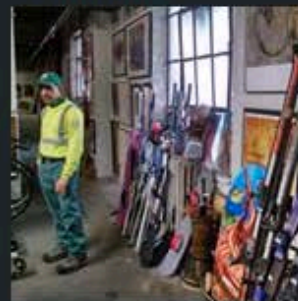
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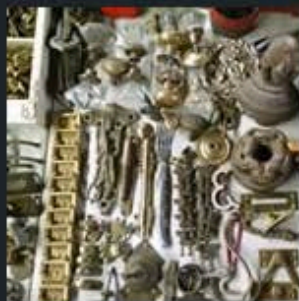
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melcipp



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jamesmulry



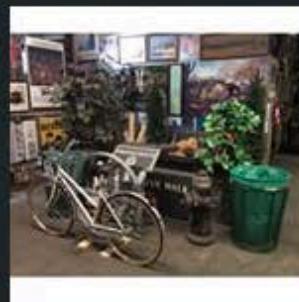
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jamesmulry



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♥ 15 💬 0

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jamesmulry



♥ 16 💬 0

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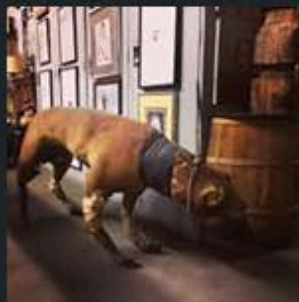
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♥ 14 💬 1

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♥ 34 💬 2

jamesmulry



♥ 75 💬 3

jamesmulry



♥ 49 💬 0



melcipp



♥ 10    💬 1

melcipp



♥ 10    💬 1

heynew\_tainow



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dumpsters\_of\_be...



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dumpsters\_of\_be...



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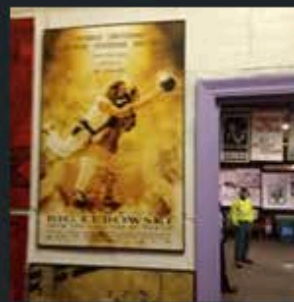
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dumpsters\_of\_be...



♥ 13    💬 1

schreibjess



♥ 7    💬 0

sputniktorrez



♥ 19    💬 2

nycrecycles



♥ 17    💬 5

overfingerz



♥ 110    💬 19

kakikasi



♥ 6    💬 1

# MULTILINGUAL CAMPAIGNS

50% of New Yorkers speak a language other than English.

Focusing communication to only English would neglect millions of New Yorkers.

They are seeking communication, as is evident by NYC's Spanish language social channels:

- 8,500 total followers



## As of January 2015, NY State Law bans electronics from the trash.

It's illegal to set out these items for DSNY collection.

See inside for acceptable recycling and donation options.



TVs



monitors



computers



laptops



small servers



printers/  
scanners



tablets/  
e-readers



MP3  
players



VCRs/DVRs/  
DVD players



fax machines



video game  
consoles



satellite boxes



mice



keyboards



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# A partir de enero de 2015, la ley del Estado de Nueva York prohíbe los productos electrónicos en la basura.

Es ilegal colocar estos artículos para recolección del Departamento de Sanidad de la Ciudad de Nueva York (DSNY)

Consulte el interior para conocer las opciones aceptables para reciclaje y donación.



televisores



monitores



computadoras



laptops



servidores  
pequeños



impresoras/  
scanners



tablets/e-readers



reproductores  
de MP3



VCRs, DVRs,  
reproductores de DVD



máquinas de fax



consolas de  
videojuegos



cajas de satélite



ratones



teclados

# 自2015年一月起，紐約州法律禁止垃圾中有電子產品。

將下列的電子廢品置出給紐約市環衛局（DSNY）收集是非法的。

請見內頁有關可接受的回收品以及多項選擇的捐贈途徑。



電視機



顯示屏/螢幕



電腦



手提電腦



小型服務器



打印機、掃描儀



平板電腦



MP3播放器



錄音機、數碼錄音機、  
DVD播放器



傳真機



視頻遊戲機



有線衛星  
電視機頂盒



鼠標



鍵盤

# MULTILINGUAL CAMPAIGNS

## 3-language electronics disposal ban:

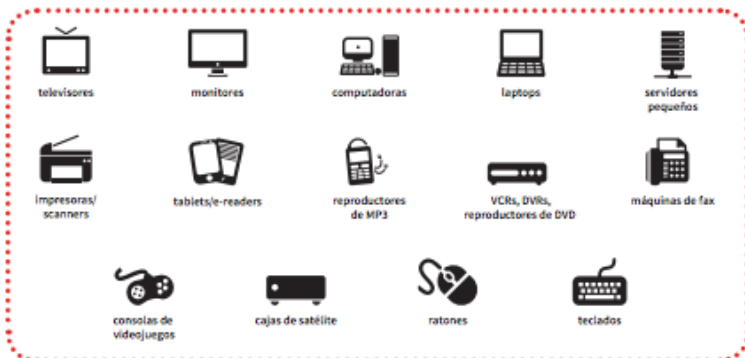
As of April 1, 2015, you can be fined \$100 for placing electronics, such as computers and TVs, at the curb for disposal.

- Mailer to over 600,000 homes with zip codes where Spanish or Chinese is predominantly spoken
- Posts on Facebook and Twitter
- Twitter shared on official NYC pages including @nycgob, NYC's Spanish language account (7,659 followers)

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# THANK YOU

nyc.gov/sanitation  
@NYCSanitation