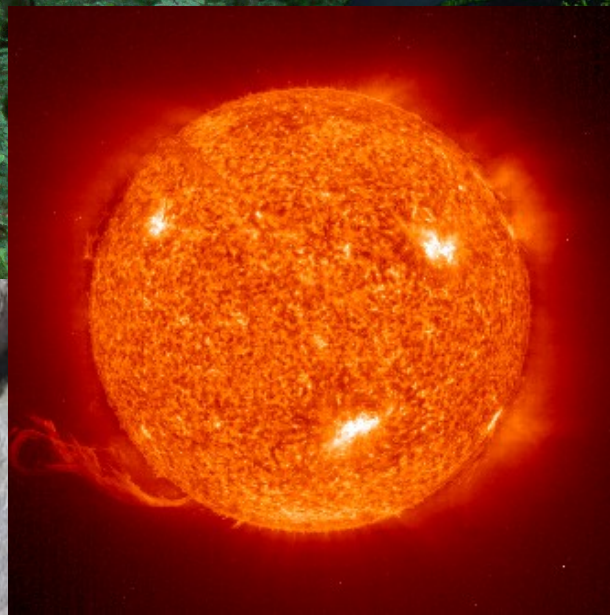


Social Media Plan

By

Heather Cyrus

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Americans
create 246
million tons
of waste
every year.



All That Stuff
Goes
Somewhere!

Green Product Design Network

- UO Group
- Faculty, Students, Community Members
- Interdisciplinary
 - Chemistry
 - Journalism
 - Architecture
 - Design



Why GPDN is Important

Interdisciplinary
approach to
solving design
challenges

Production to Market

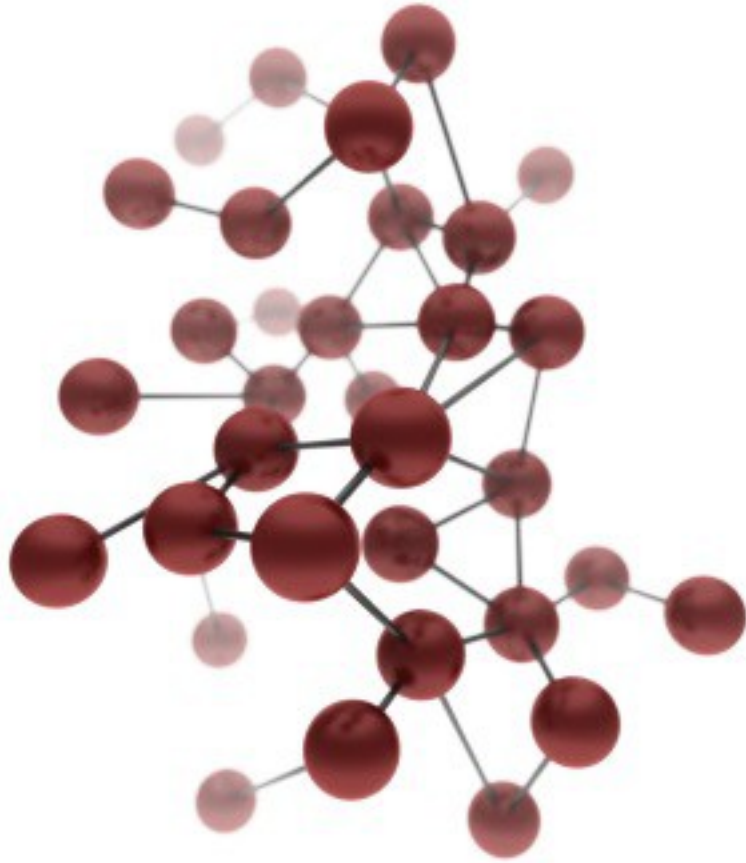
Sustainability

Green Design

Cradle to Cradle



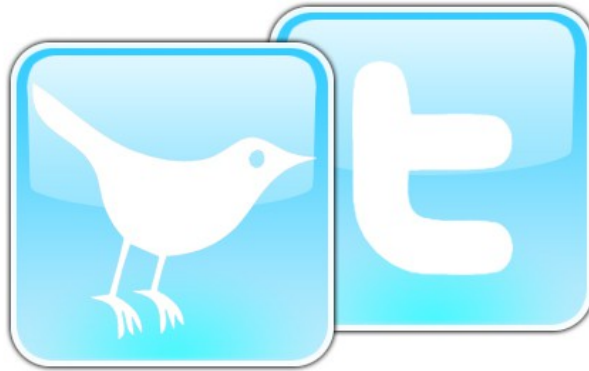
Why Social Media?



Connecting with
professionals across
many disciplines and
platforms

- Oregon
- Northwest
- National
- International

Existing Social Media Use



37 Followers
113 Following
106 Tweets

facebook

100 “Likes”
233 Active Users
12 posts/week (avg.)

Ning

64 Members

Target Audience #1

Key innovative thinkers and leaders in the nation (world):

Scientists engineers and professors

Objective: In nine months, GPDN will increase traffic at its Ning site, Facebook site and Twitter followers by 20 percent, and have a blog started with 15 posts, 15 comments, two guest authors, and 30 regular visitors.

Strategies

1. Blogger Relations
2. Blog Implementation



Target Audience #2

Sustainable / Eco-Focused Businesses and Organizations

Objective: In six months, GPDN will have a list of 25 businesses interested in collaborating on marketing and selling green products as well as increase “business” traffic at its Ning site, Facebook site, and Twitter followers by 20 percent.

Strategies

1. Blogger Relations
2. Social Networking:
Increase Use of Twitter,
Facebook, and Ning Sites



Evaluation

Increase in social media use:
Twitter followers, increased traffic
on Ning and Facebook by the goal
of 20 percent.
(A tracking mechanism has
already been set up and currently
used).

If GPDN successfully completes
the steps in starting and
maintaining a blog, GPDN will
consider the blog strategy a
success.



Questions

