

REM CONFERENCE

October 2015

3Degrees.™

Social sharing is an easy way to:

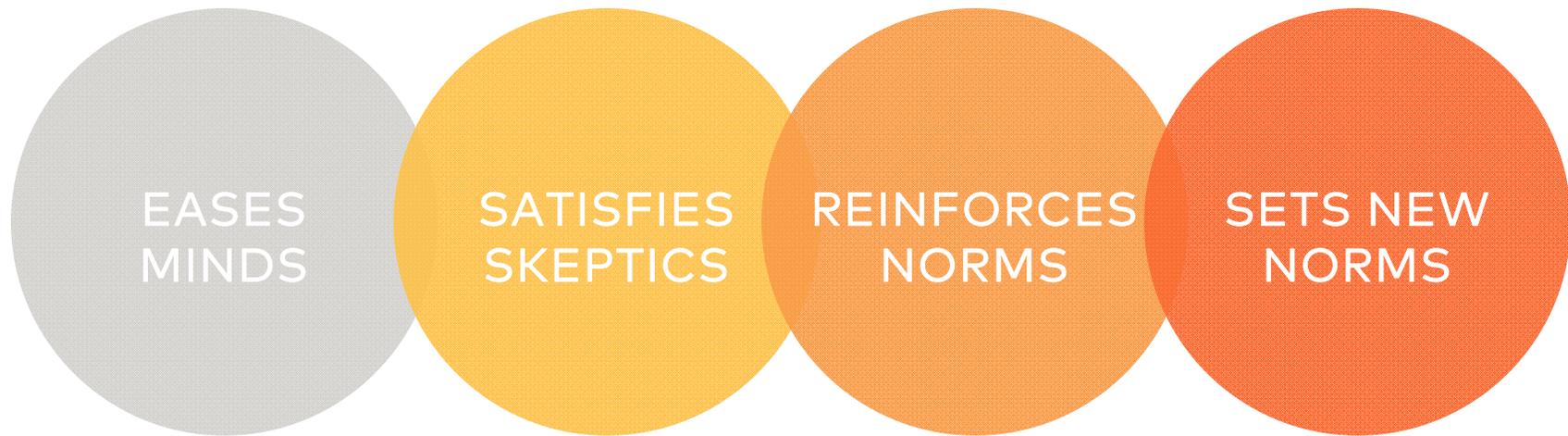
- + Build awareness
- + Broaden reach
- + Extend content lifespan
- + Empower customers
- + Exhibit “social proof”



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But first...more on “social proof”

How does “social proof” influence?





Ways to influence

- + Word of mouth
- + Product reviews
- + Testimonials



Ways to influence

- + Word of mouth
- + Product reviews
- + Testimonials
- + **Endorsements**



Ways to influence

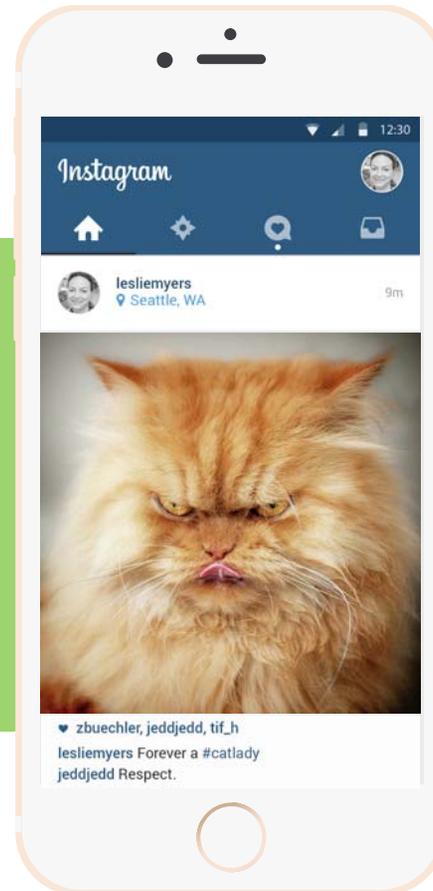
- + Word of mouth
- + Product reviews
- + Testimonials
- + Endorsements
- + **Trust symbols**

How to get your customers talking

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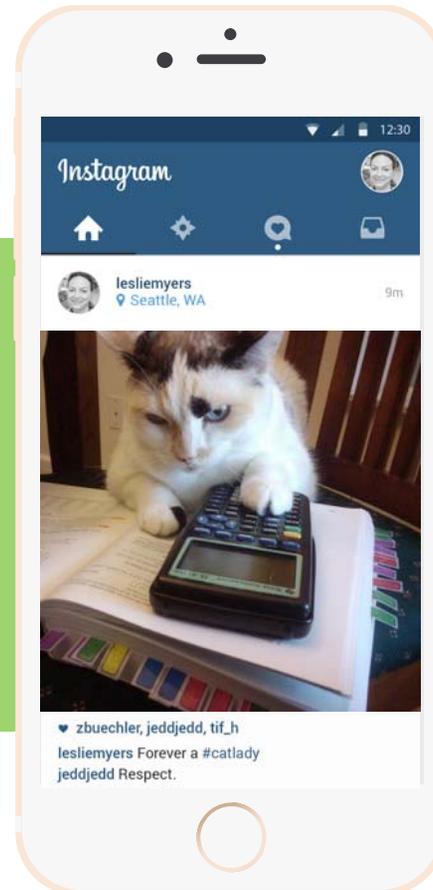
What gets someone to share?

EMOTION



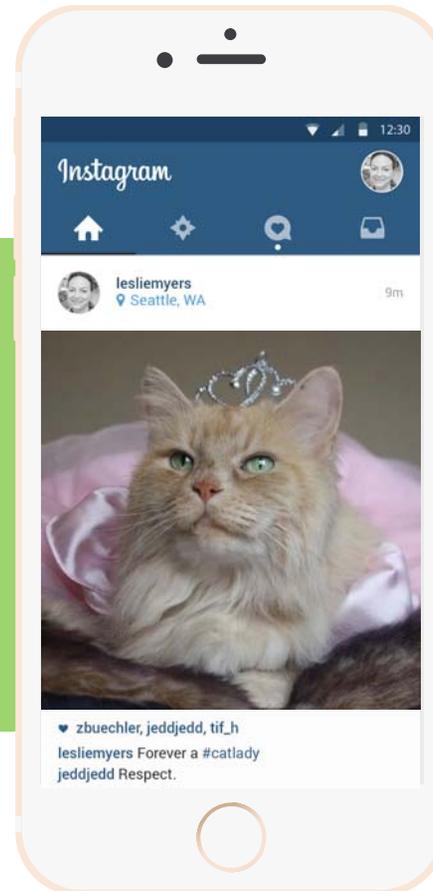
What gets someone to share?

PRACTICAL



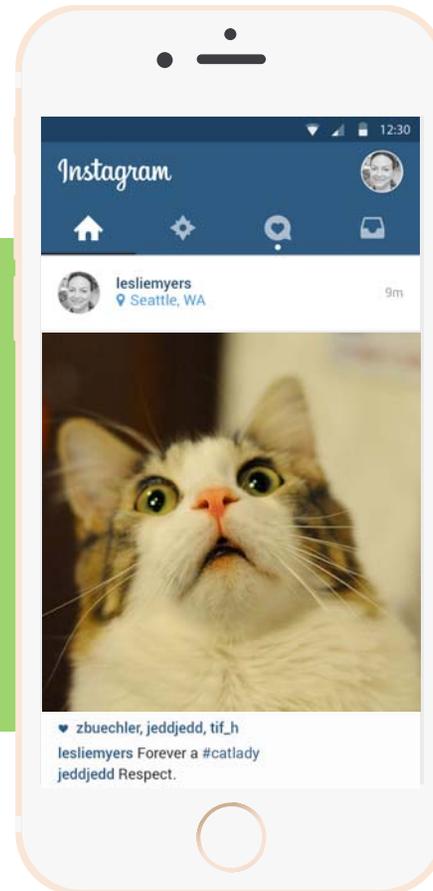
What gets someone to share?

PRIDE



What gets someone
to share?

AWE-PROVOKING



*41% of adult internet users repost photos or videos that they
have found online
- Pew Research Center*

Lime Wind powers more than your home



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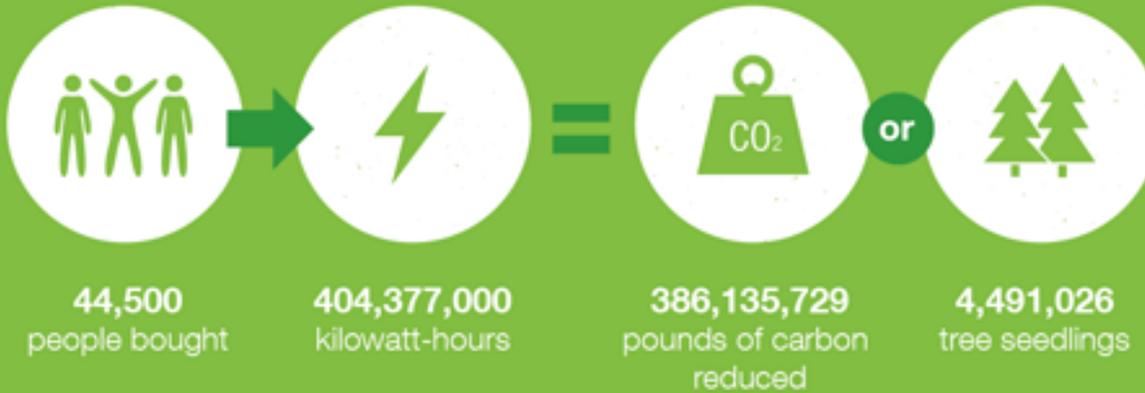
Already in? Tell your neighbors!



A green graphic divided into two panels. The left panel features a white silhouette of a person with arms raised. The right panel contains the text "I RUN ON GREEN POWER" in large white letters. At the bottom of the right panel, there are two logos: "Bellevue greenpowerchallenge" with a leaf icon, and "PSE PUGET SOUND ENERGY" with a diamond icon containing "PSE".



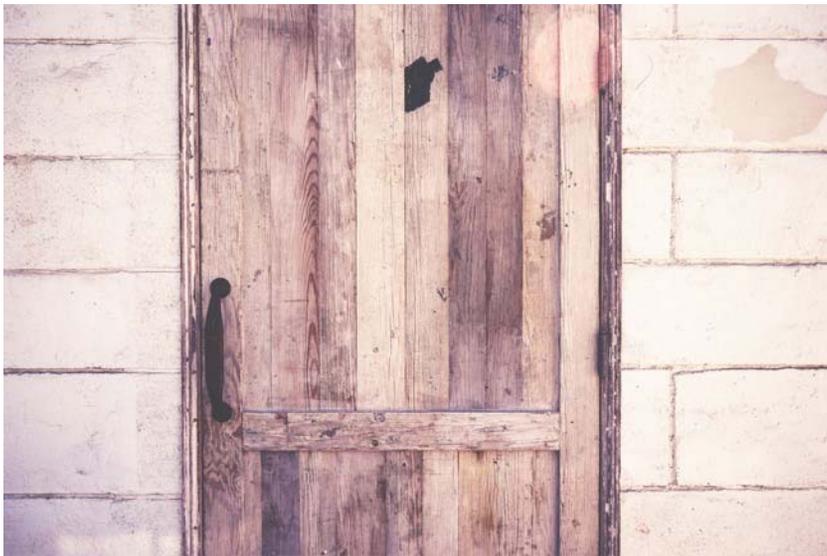
 greenpower | 2014 by the numbers



The problem of invisibility

CASE STUDY

City of San Marcos efficiency



- + “Use fans save money”
- + “Use fans save GHG”
- + “Use fans be responsible”
- + “Use fans to be like your neighbors”

CASE STUDY

City of San Marcos efficiency



- + “Use fans save money”
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- + **“Use fans to be like your neighbors”**

CASE STUDY

Hotel towels

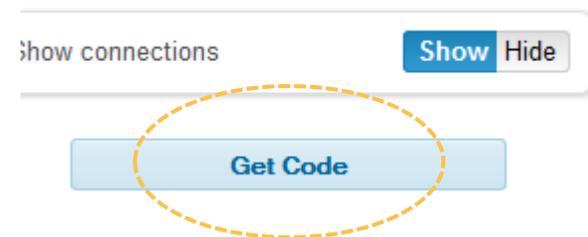


- + Do it for the environment
- + “Guests in general” increase 26%
- + **“In this room” increase 33%**

Social media platforms want it to be easy for you



A screenshot of a Facebook follow button interface. At the top, it says "Follow" with a blue 'f' icon, followed by "Michelle Qian Li, Christine Smith and 28,455,315 others are following Mark Zuckerberg." Below this is a row of seven small profile pictures. A blue button labeled "Get Code" is positioned below the profile pictures and is circled with a dashed orange line.



A screenshot of a Twitter share button interface. At the top, it says "show connections" with a blue button labeled "Show" and a grey button labeled "Hide". Below this is a blue button labeled "Get Code" which is circled with a dashed orange line.

Preview and code

Try out your button, then copy and paste the code below into the HTML for your site.

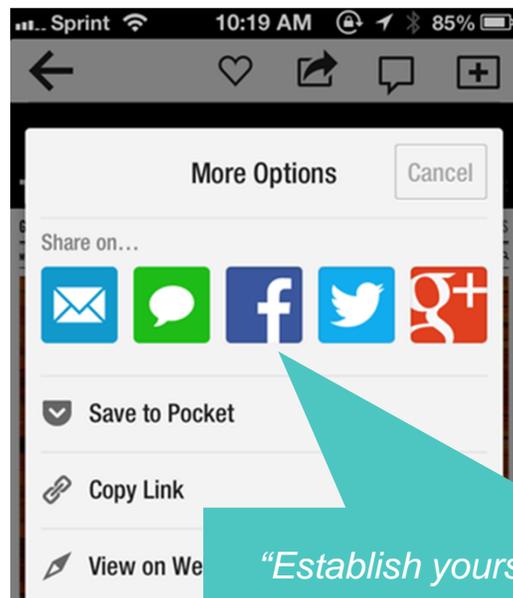
```
<a href="https://twitter.com/share" class="twitter-share-button"
```

Description:

Next stop: Pinterest

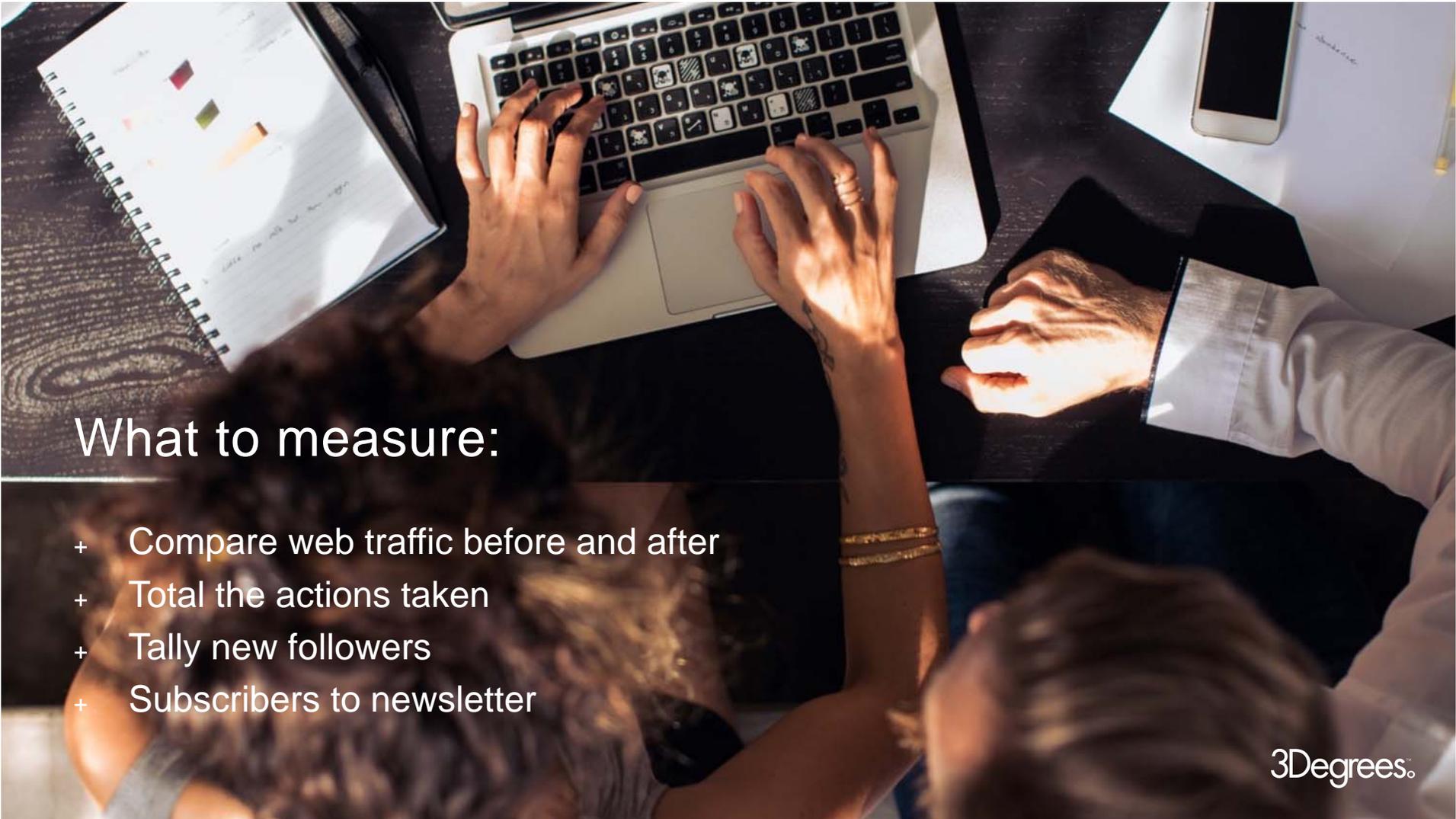
Build It!

Ways to inspire & enable social sharing



Provide information that is informative and interesting to them.

“Establish yourself as an industry thought leader by adding commentary to the links you tweet [click to tweet]”

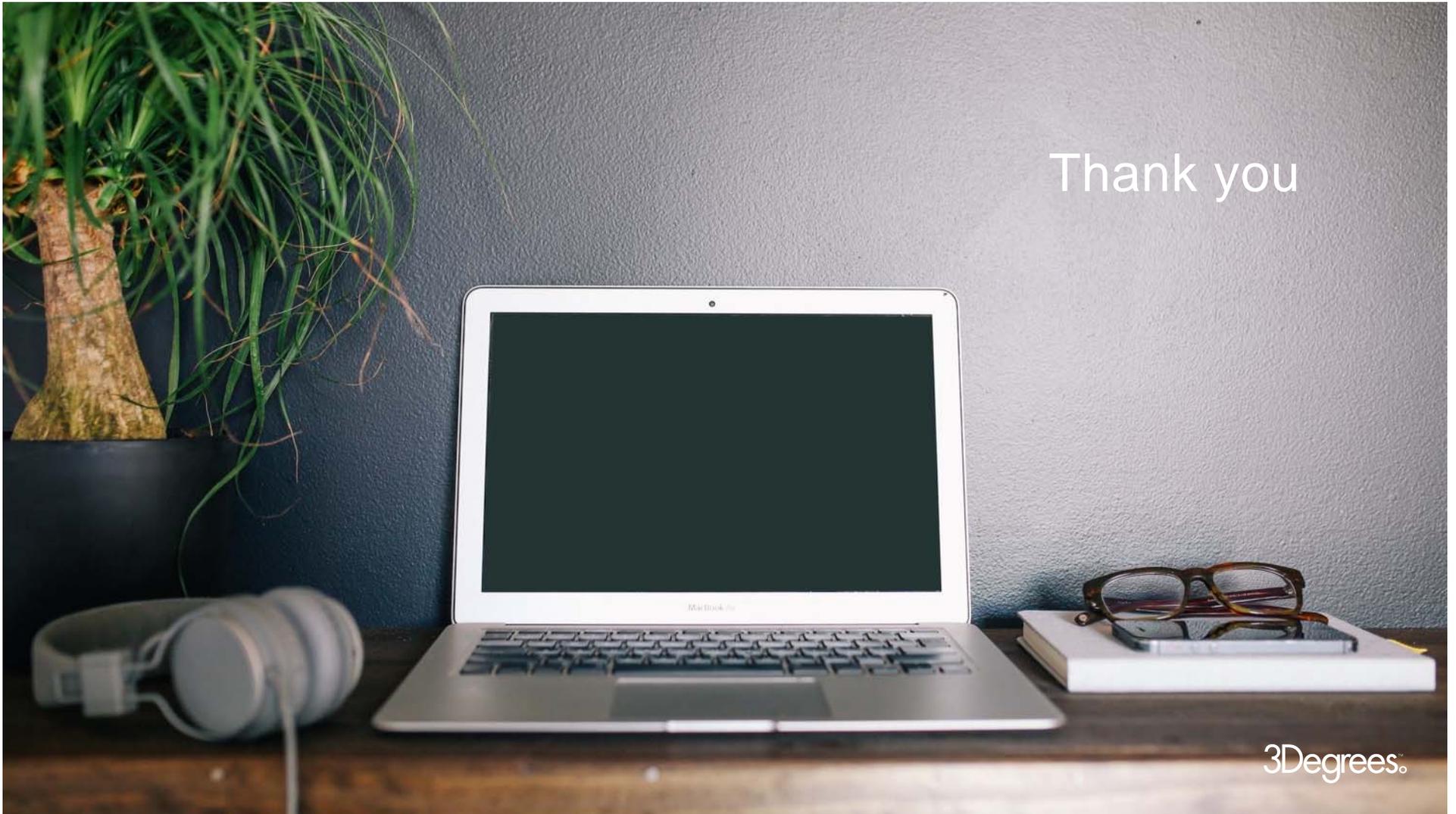


What to measure:

- + Compare web traffic before and after
- + Total the actions taken
- + Tally new followers
- + Subscribers to newsletter

Thank you

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