

# NOURGROUP<sup>o</sup>

## Blogging, Content Curation and Online Presence Best Practices

David Nour & KiKi L'Italien  
The Nour Group Inc.  
Wednesday, September 12, 2012

@davidnour @kikilitalien



Copyright ©MMXII The Nour Group, Inc.

No part of this training may be published, broadcast, rewritten, reproduced or redistributed in any form or by any means, electronic or mechanical, including photocopying, recording or with any information storage and retrieval system, without specific prior written permission from The Nour Group, Inc.

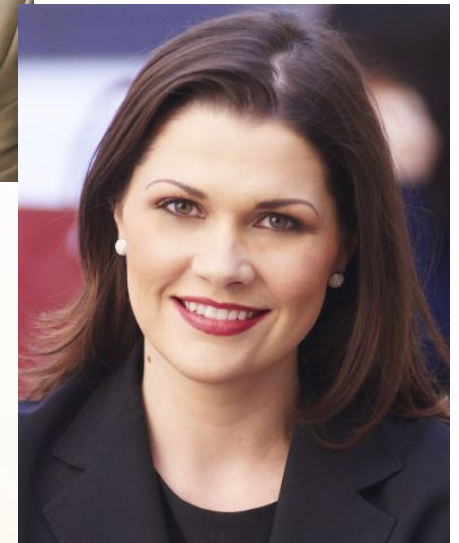
Use of this material and associated assessment, logs, reports, templates and worksheets is subject to licensing restrictions, including without limitation, the following:

- Individual owner is considered the user of this license and may use these materials for performance improvement and professional development purposes only.
- User is prohibited from distributing, transmitting or publishing these materials to others, including persons in the user's business or organization.
- Separate licenses are required for every person who uses these materials in a single business or organization.

## Your Hosts...

**David Nour & KiKi L'Italien**  
**The Nour Group, Inc.**

- ❖ Business Relationship Experts
- ❖ Social & Growth Strategists
- ❖ Thoughts & Practice Leadership
  - ❖ *Relationship Economics*
  - ❖ *ConnectAbility*
  - ❖ *The Entrepreneur's Guide to Raising Capital*
  - ❖ *Return on Impact (ASAE, 2012)*
  - ❖ Social Networking Best Practices Series...



# Save the Dates...



**NACWA**  
Social Market Leadership  
Web Seminar Series

2012 Dates: September 12, October 10,  
November 7 & December 12

2013 Dates: January 9 and February 13

*All Seminars are from 2:00 - 3:00 PM Eastern*





@davidnour

@kikitalien

#NACWA12

September 13, 2012

## THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

Edition: U.S. ▾

Search The Huffington Post

FRONT PAGE POLITICS BUSINESS ENTERTAINMENT TECH MEDIA WORLD HEALTHY LIVING STYLE HIGHLIGHTS LIVE ALL SECTIONS

Opportunity • GPS for the Soul • 2012 Blog • Latino Voices • Black Voices • Gay Voices • Science • Green • Crime • Arts • Comedy • Sports • Taste • Religion

FROM AP: 4 dead, 8 injured after car hits bus stop in Vegas... 1 minute ago

Enter email address

Get Alerts

# BEN BERNANKE

Mashable

Search Mashable

Social Media ▾ Tech ▾ Business ▾ Lifestyle ▾ Watercooler ▾ Entertainment ▾ US & World ▾ Videos

Featured: Facebook

September 13, 2012

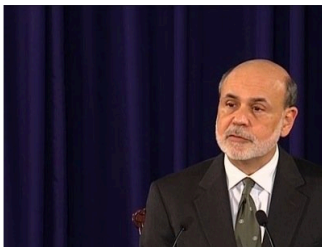
## BUSINESS INSIDER

Home TechMedia Finance Markets Politics Strategy Entertainment Advertising Sports Life More Events BI Intelligence

Hive Blackboard Contributors Charts Authors Documents Jobs

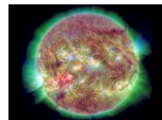
SEARCH

### PRESS CONFERENCE: BEN BERNANKE DEFENDS UNLIMITED QE, AS MARKET GOES TOTALLY WILD



Joe Weisenthal | 22,198 | 54  
The biggest one all year.  
Read »

GAMECHANGER: Why This Fed Decision Was A Huge Departure From Every Move The Fed Has Made Before



Joe Weisenthal | 8,296 | 30

More

PhD student pays tuition with mail-in rebates  
China's shadow banking system is collapsing  
'Millionaire Madam' says prosecutors want her to talk about a certain person  
Gold explodes!  
Insiders tell us what really happened in Libya

### Ben Bernanke Press Conference

LIVE

Social Media ROI SEPT 27 | NYC REGISTER NOW »

SEND US A TIP!

Get BUSINESS INSIDER Emails & Alerts

Your Email Address SIGN-UP Learn More »

Advertisement

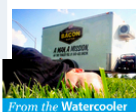


Like 93 Tweet 1.1k +1 5

### Most Interesting Man in the World' to Host Obama Fundraiser

WATERCOOLER Barack Obama's getting the support of one of the Internet's favorite memes — or the actor behind it, at last. Jonathan Goldsmith, better known as the actor behind...

September 13, 2012 by Alex Fitzpatrick 1



From the Watercooler

### Man Drives Across USA, Only Uses Bacon As Currency

WATERCOOLER Josh Sankey needs your help. In a clever marketing move by Oscar Meyer, they have put him in a trailer, filled it with piles and piles of bacon and are seeing if he can make it c...

September 13, 2012 by Stephanie Haberman 0

MORE TRENDING STORIES



Apple to Start Taking iPhone 5 Pre-Orders After Midnight on Friday 0 20 308



DVF Releases Fashion Week Video Shot With Google Glass 0 54 741

MOST SHARED THIS WEEK

iPhone 5 Compared With Competitors [C...  
Apple Launches iPhone 5 [LIVE BLOG]  
Photo Shows How Small the Earth Is Ne...  
Apple Unveils iPhone 5, Finally  
'Rudy' Gives Advice to NFL Rookies [V...

SUBSCRIBE TO MASHABLE

Recommend on Google

LinkedIn YouTube Stumble RSS

More subscription options »

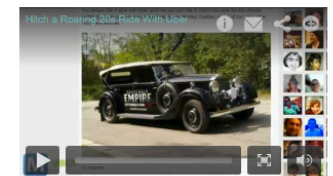
MASHABLE NEWS IN YOUR INBOX

Enter your email

Subscribe

☐ Top Stories  
☐ My Stories (Personalized)

TRENDING VIDEOS

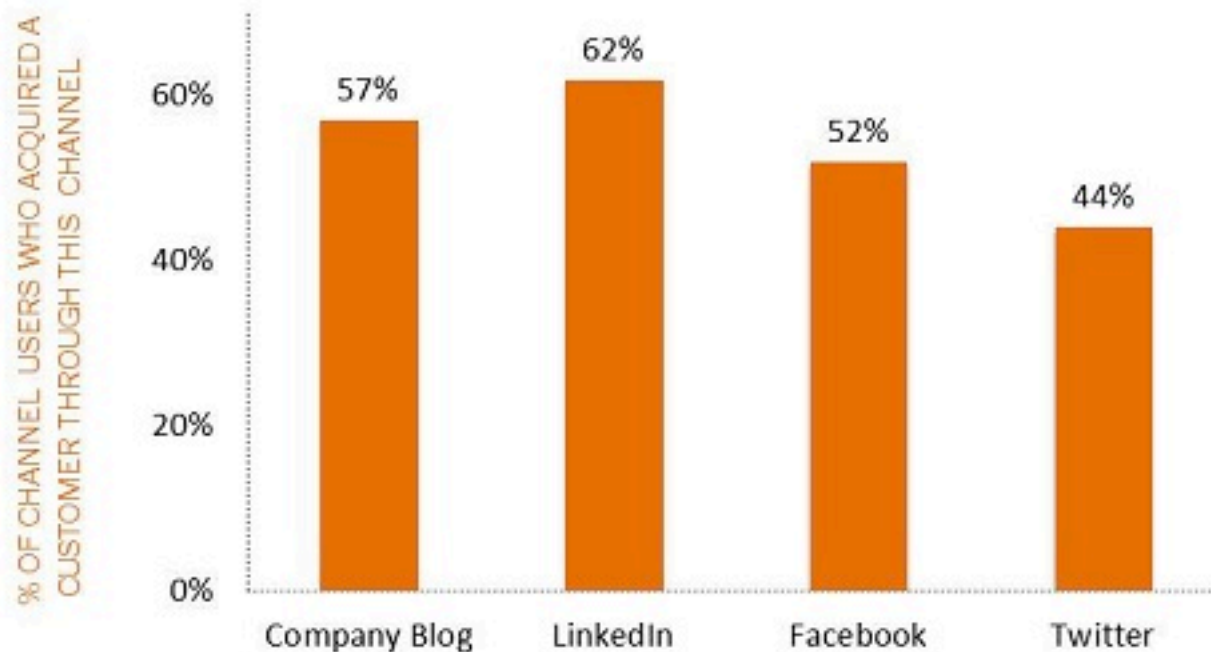


@davidnour

@kikilitalien

#NACWA12

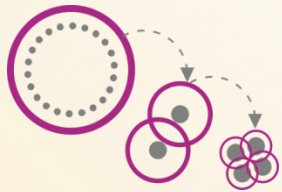
Social media & blogs generate real customers.



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012



## Why Blog?



### ***Relationship Building With Rate Payers***

- Regular Engagement to Build Advocacy



### ***Builds Credibility***

- Owning your online voice will provide thought and practice leadership



### ***Provides a Service***

- What would help your audience? Provide your constituents something meaningful



# NOURGROUP



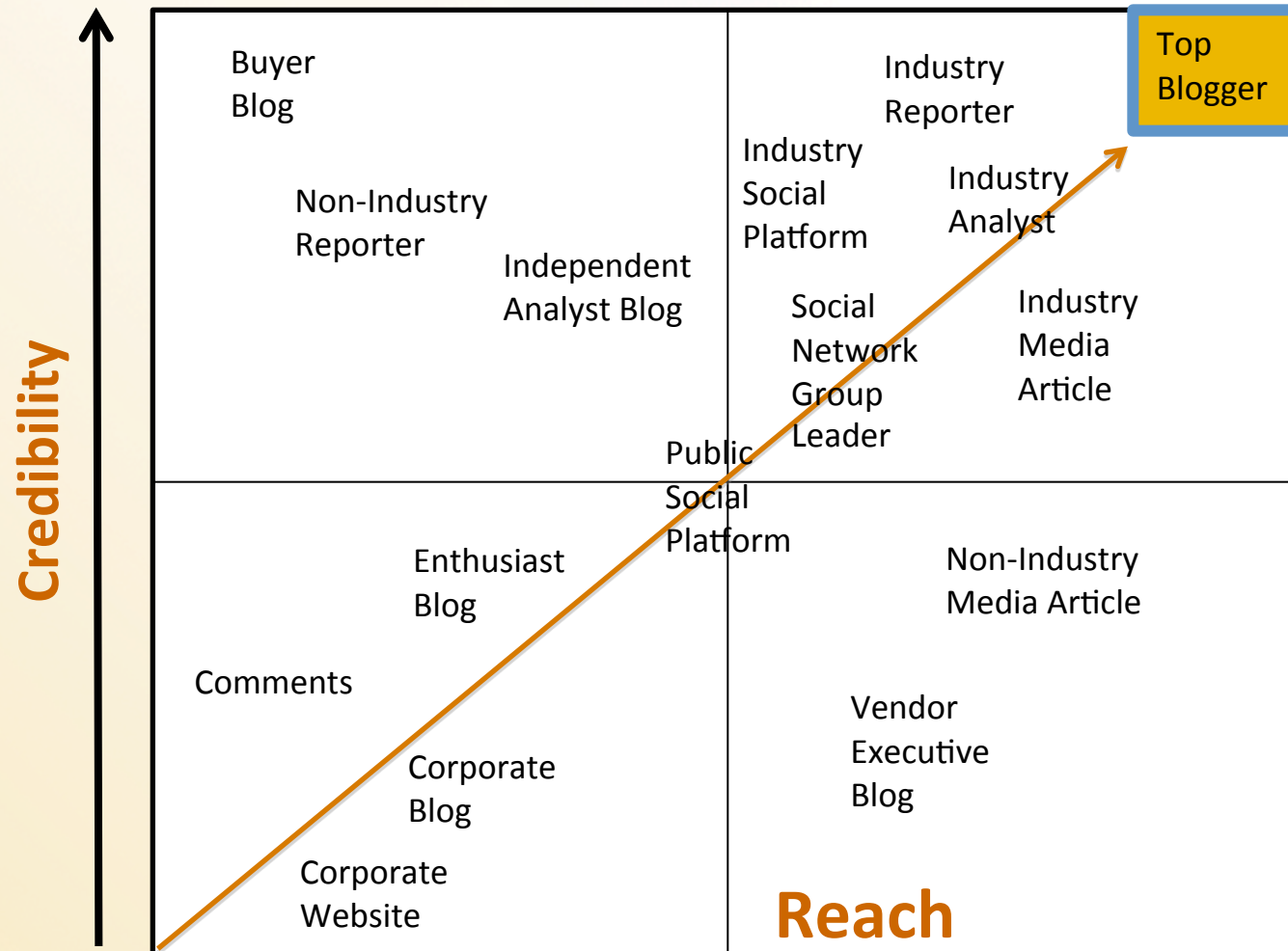
twitter  
facebook

@davidnour

@kikitalien

#NACWA12

## Internet Marketing Influencer Map







## Portland Water Bureau

From forest to faucet, we deliver the best drinking water in the world.

PHONE: (503) 823-7404

FAX: (503) 823-6133

1120 SW Fifth Ave, Suite 600, Portland, OR 97204

[MORE CONTACT INFO](#)



[About Us](#)

[What We Do](#)

[Programs & Services](#)

[Library](#)

[Water Blog](#)

### Recent Articles

[Is Your Home Water Smart? Find out for FREE!](#)

[Make Your Bike Ride Safer by Reporting Road Hazards](#)

[Aquifer Adventure: A Groundwater Treasure Hunt - ARRR!](#)

[Media Advisory 09/05/12: Logs Flown in to Restore Salmon Habitat in Gordon and Trout Creeks](#)

[Portland Water Bureau Announces \\$50 Rebate for WaterSense Labeled Toilets](#)

[Regional Water Providers Consortium Practices Emergency Water Distribution](#)

[NEWS RELEASE 08/27/12: Water Project to Impact Section of SW 10th Avenue](#)

[Senator Merkley Introduces Water Infrastructure Bill](#)

[The Challenge of Lowering Carbon Emissions](#)

[Portland Loo Named Finalist in](#)

### Is Your Home Water Smart? Find out for FREE!

Sep 10, 2012 at 3:30 PM

[0 Comments](#) | [Add a Comment](#)

The Portland Water Bureau is working with [Energy Trust of Oregon](#) to offer customers a **FREE Water Audit** and Home Energy Review.

An Energy Trust energy advisor will visit your home and do a walk-through to identify areas where energy and water are typically lost, including:

- ▶ Inefficient or leaking water fixtures – toilets, faucets, showerheads
- ▶ Insulation levels in the attic/ceiling, walls, floors and ducts
- ▶ Heating systems
- ▶ Air sealing and windows
- ▶ Ventilation
- ▶ Moisture problems
- ▶ Old appliances

You will also receive free water- and energy-saving products that help make your home more efficient immediately (eligibility requirements apply):

- ▶ High-performance showerheads



@davidnour

@kikilitalien

#NACWA12

## PUB PUBLIC UTILITIES BLOG

ABOUT

ONLINE EXCLUSIVES

**PSE RATE INCREASE INCLUDES ADVANCE RECOVERY OF WIND I**

But excludes higher rate of return on equity

## City of Edmonds Website Maintenance

Home Government Services Visiting Search

Home



### 1. Source and History

This is the first stop on the Tour

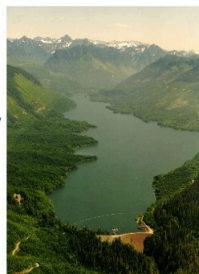
Water

Move your mouse over these photos to identify details. If the pointer turns to a hand you can click to learn more about a specific area on the picture.

Water

The City of Everett purchased the water rights to the Sultan River in 1915. The first earthen rock dam was built to 1,360 feet in 1965 and raised to 1,450 feet in 1983. The Spada Reservoir collects the rainfall and is the primary holding facility for the water before it is filtered and treated at the Water Filtration Plant. See if you can find the following areas by moving your mouse over the photos on this page.

- Spada Reservoir
- Culmbach Dam
- Overflow Drain
- Sultan River Watershed
- Cascade Mountain Range
- Sultan River
- Intake Structure



Sultan River Watershed and Spada Reservoir



In 1983 the dam on the Sultan River was raised and the Filtration Plant was built to ensure the quality of the treated water would meet EPA standards for many years.

Drinking Water Source and Service Area



### 4. Filtration

This is the fourth stop on the Tour

Return to Map Page

Filtration is an important step in maintaining the quality of our drinking water.



There are eight filters. The filters are 40-feet wide, 40-feet long, and 17-feet deep with a total filter area of 1,630 square feet. The water is filtered through 52 inches of anthracite coal. Each piece of coal is less than 1/8-inch in diameter. One filter can process more than 700,000 gallons of water every hour.

When all the filters are working at the same time, a total of 120 million gallons of water can be filtered in a single day.

This picture shows an empty filter. You can see the right and left bays with a concrete trough running down the middle.



Interesting Facts and Information



CITY OF RICHMOND  
DEPARTMENT OF PUBLIC UTILITIES



FRIDAY, SEPTEMBER 7, 2012

### Trash Cleanup at Bellemeade

As part of the Bellemeade Walkable Watershed efforts, the Richmond Stormwater Utility has partnered with the James River Association for a trash clean up for the Bellemeade neighborhood including the creek.

## Trash Cleanup

Come out and help clean up the stream and streets of Bellemeade!

Saturday, September 15  
9:00 am—Noon

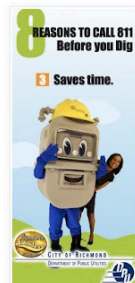
We will be meeting at the park entrance located at Minefee Street and Gunn Street. Please wear sturdy shoes or boots and clothes that you don't mind getting dirty. Gloves, grabbers, and trash bags will be provided.

ster" line and any pipe, vessel, or or gas allowing possible entry to include, but is not limited to, servois, plumbing fixtures, or any ved water supply system may afe quality. Bypass arrangements eover devices are considered to

I direction of flow in a piping wo different points within a id of lower pressure. Backflow

EMERGENCY?

Call 311 or 646-7000 for water, sewer, or natural gas emergencies 24 hours a day, seven days a week, 365 days a year.



PAGES

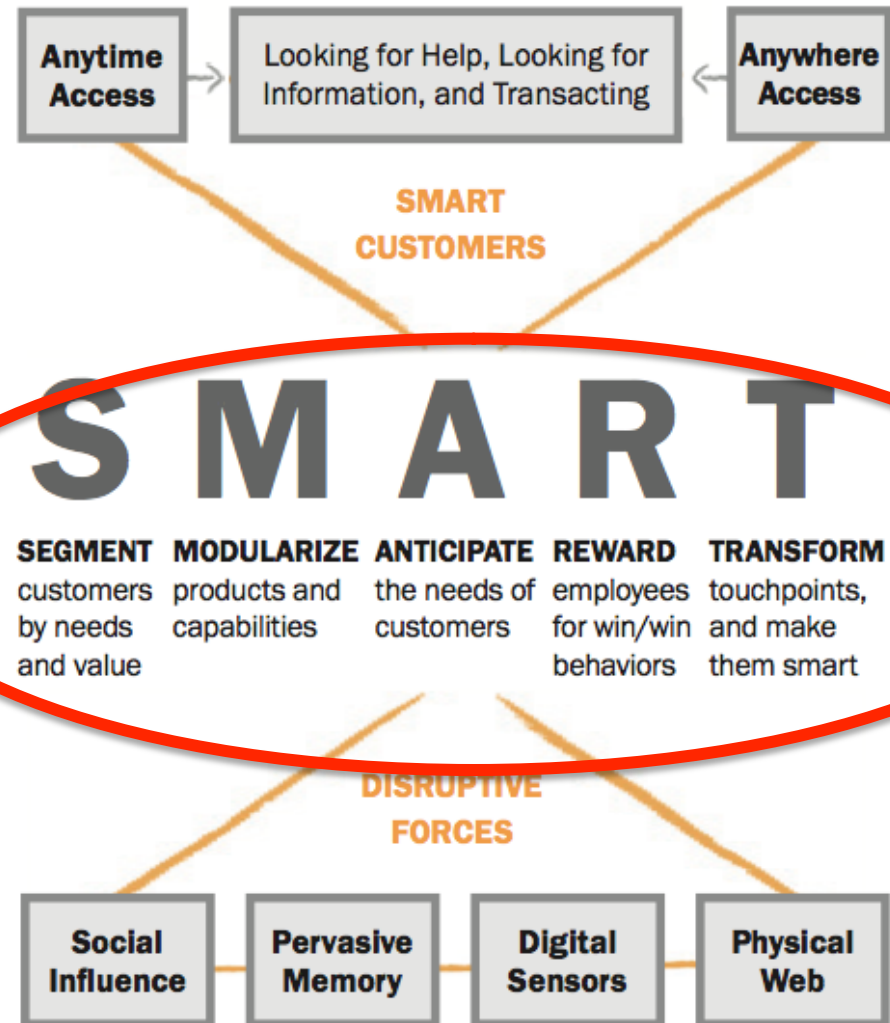
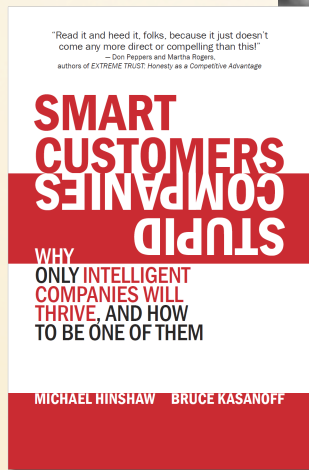
• Home

@davidnour

@kikilitalien

#NACWA12





## Smarter Touchpoints...

### JUST THREE KINDS OF TOUCHPOINTS DELIVER CUSTOMER EXPERIENCE



#### STATIC

Static touchpoints allow information to flow one way: from the touchpoint to the customer. Customers have to take action.

They can include:

- Products
- Retail Stores
- Newsletters
- Coupons
- Print Ads
- Packaging
- Billboards
- Media Articles



#### HUMAN

Human touchpoints allow information to flow two ways, through "voice-to-voice" conversation, either in person, online, or by phone.

They can include:

- Sales Reps
- Call Center
- Service Personnel
- Industry Experts
- Angry Customers
- Retail Clerks
- Delivery Drivers
- Competitors' Staff



#### DIGITAL

Digital touchpoints are interactive, and allow information to flow any way. Companies and customers interact on an ongoing basis.

They can include:

- Phone Apps
- Corporate Web
- Tablet Apps
- Social Media
- Twitter
- Extranets
- Competitor Blogs
- Online Reviews

#### ACTING STUPID

##### Wait

To see what your competitors do, then try to catch up

##### Store Data

In siloed databases, and do not analyze it to drive insights

##### Be Opaque

Deny mistakes, keep customer feedback private

##### Protect

Existing business models and don't worry about the app economy

#### DIGITAL SENSORS

Track Everything

#### PERVASIVE MEMORY

Remember Everything

#### SOCIAL INFLUENCE

Share Everything

#### PHYSICAL WEB

Everywhere

#### ACTING SMART

##### Build

Sensors into your products and services

##### Leverage Data

As a primary source of competitive advantage

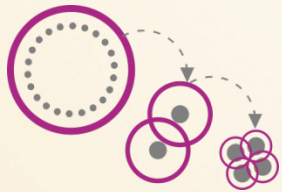
##### Be Transparent

Help customers share, fix mistakes, be open, without "spin"

##### Adapt

Business models to thrive in a linked world, not just a linked web

## Blog Strategy Elements



### ***Audience***

- Who is your primary, secondary audience?
- Who influences your audiences already?



### ***Purpose***

- How does your blog make your audience's lives better?
- Why does your blog exist?



### ***Tactical***

- Who will own it? Write it?
- How will you market it?





- Who is your audience?
- Demographics & Psychographics
- Further understand your audience with Quantcast, Lijit, or Google Analytics





- What is your blog's purpose?
- WIIFM?
- What are your readers' needs and wants?



- Who will own your blog? Write the stories?
- How often will you post?
- Who will moderate comments?
- What kind of measurement will you take? How often will you review stats?
- How will the blog be marketed?
- Where will you get content?



## Utility Blogging Best Practices

1. Find Your Focus
  2. Share Your Utility's Perspective
  3. Create (not just distribute) Compelling Content
  4. Establish Your Thought pr Practice Leadership
  5. Know and Cater to Your Target Audience (Rate Payers, Legislators, etc.)
  6. Your On- and Off-line Presence Must be In-line
  7. Provide Options / Links to Learn More
  8. Moderate Commenting
  9. "Build It and They'll Come" is a Failed Strategy
  10. Aim for Quality vs. Quantity
- ☐ Bonus: Get an Independent Perspective







# NOURGROUP<sup>®</sup>



@davidnour

@kikilitalien

#NACWA12

## WATER EFFICIENCY

THE JOURNAL FOR WATER RESOURCE MANAGEMENT

[Sign In](#) [Register](#)

[HOME](#) [SUBSCRIPTION SERVICES](#) [EDITORIAL](#) [EVENTS](#) [INTERACT](#) [Advertise With Us](#) [ForesterPress](#) [About Forester](#)

[Browse All](#) [Blogs](#) [Issues](#) [By Topic](#) [Newsletters](#)

### The Water Efficiency Blogs

**THE BLOGGER**

Cutright, Elizabeth

#### Water Efficiency Editor's Blog

Tuesday, August 14, 2012 10:13 AM

## Wastewater As "Want"-water

By: Cutright, Elizabeth | [Comments](#)

[f Share](#) 0 [in Share](#) [Tweet](#) 17

What if we could change the paradigm? What if instead of compartmentalizing our water resources—wastewater here, portable water there . . . some allocated for irrigation, other for drinking, manufacturing, or medical/technological pursuits—we created a more holistic approach? The water cycle is not so much split into sections, as it is a mere evolution of water from one state to another. What would it look like if we took nature as an inspiration and treated all of our water resources as part of one larger cycle?

Of course, that type of water resource management is already happening in many places throughout the globe, either by design or necessity. But a concerted effort to change the way we view wastewater in particular could upend our ideas of demand, supply, and what constitutes efficient water use.

In a special issue of *Science* released this month, in a [report](#) titled "Taking the 'waste' out of wastewater for human security and ecosystem stability," a team of 16 authors from a variety of universities and research facilities combined their efforts to take a closer look at the potential of wastewater treatment, development, and reuse. At the heart of their inquiry was the question of how human behavior and outside-of-the-box resource management can not only reverse the damage done to the ecosystem and our water resources, but can actual restore, rehabilitate, and re-imagine our water resource landscape.

The report focuses on successful projects and programs already in progress. All

[RSS](#)  
[Save](#)  
[Print](#)  
[Email](#)

[Subscribe to Water Efficiency Magazine for Free!](#)

#### Water Efficiency Email Updates!

Get weekly news and updates through our email newsletter!

[Privacy Policy](#)

#### WATER EFFICIENCY MOST POPULAR

Most Viewed	Emailed	Commented
1	<a href="#">Articles: California Senate Committee Takes M...</a>	
2	<a href="#">Articles: Crime Stopper...</a>	
3	<a href="#">Articles: Stopping Loss, Saving Funds...</a>	
4	<a href="#">Articles: Advanced Adoption...</a>	
5	<a href="#">Articles: Outdoors but Not Out of Bounds...</a>	

@davidnour

@kikilitalien

#NACWA12



## ROCHESTER PUBLIC UTILITIES | BLOG

### Hydrant Flushing Routes Starting Monday, September 10

Rochester Public Utilities will be flushing fire hydrants in the areas mapped below (within the red area) between 8:00 a.m. to 4:00 p.m. over the course of the next two weeks. Fire hydrants are flushed to remove mineral deposits and sediment from the water mains and to ensure proper operation for fire protection.

During hydrant flushing operations, it is not unusual for customers to experience rusty water, and or pressure changes. Rusty water does not pose a health issue, but may affect the aesthetic quality of the water. Customers are encouraged to check their water for discoloration prior to using hot water or doing laundry, as rusty water may stain clothing. If rusty water is present, customers should flush their household plumbing by opening cold water taps and flushing until clear. Outdoor watering or using exterior hose outlets can also flush customer piping while still using water efficiently.

If you do experience any clothing staining, rust remover is available free of charge and can be delivered to you by calling RPU at 507-280-1500.



## Behind the Meter

### Account

[Log in](#)

### Subscribe

[Entries RSS](#)

[Comments RSS](#)

### About

[About RPU](#)

### Post Categories

[ACSI \(1\)](#)

[Awards \(16\)](#)

[Budget \(6\)](#)

[CapX2020 \(1\)](#)

[Community Partnership \(13\)](#)

[Customer Service \(51\)](#)

[Education \(12\)](#)

[Energy Conservation \(36\)](#)



## Readbud

Pagina de pornire

Cum faci bani cu readbund?

sâmbătă, 19 februarie 2011

**Readbud vă oferă o ocazie unică de a te implica într-o experienta online, exclusiv în cazul în care sunteți plătit pentru a citi articole.**



### Persoane interesate

#### Despre mine

 Alex

Vizualizați profilul meu complet

#### Arhivă blog

▼ 2011 (1)

▼ februarie (1)

Read bud vă oferă o ocazie unică de a te implica in...

@davidnour

@kikilitalien

#NACWA12

If you are interested in participating in the Alexandria Water Taste Test Challenge, please review the following **vendor guidelines**.

My vendor guidelines are available **here**.

*“Whether your goal is professional or personal, blogging well builds credibility and creates a readership of devotees.”*

– Rand Fishkin



## Getting Started

New to NACWA Engage? For help, go to [Getting Started with Engage in Six Easy Steps](#).

Hello, David!



[View my profile](#)  
[Edit my settings](#)

## My Home

[My Messages](#)  
[My Content Alerts](#)  
[My Groups](#)  
[My Discussions](#)  
[My Groups' Events](#)  
[My Saved Items](#)

## Members

## Organizations

[Community Policy](#)

What are you doing?

Share 280 Characters



David Nour

Excited to join the organization

Latest Content

There are no content alerts

My Content Alerts

## Getting Started with Engage in Six Easy Steps

Date: May 9, 2012

Last edited by [Elizabeth Strano](#) on May 21, 2012

tags/keywords

[instructions](#) [getting started](#) [guide](#) [help](#)

0 ratings

[View](#) [Comments](#)

### Getting Started with Engage in Six Easy Steps

Hey! Are you new to NACWA Engage?

Here are six simple steps to get started. The links will open in a new window so that you can toggle back to these instructions. Or at any time, click Getting Started in the menu to come back to this guide:

1. If you have not already done so, complete your [Community Profile](#).
2. Subscribe to [Content Alerts](#) to get highly relevant content just for you. Simply click on the blue "+" to subscribe.

### FILL OUT YOUR COMMUNITY PROFILE

Member Info	Social Networks	Photo	Content Alerts
<p>Add interests below that best represent what is important to you. Once selected, your profile will be populated with that content. Selecting items below will maximize the relevance of your experience.</p>			
name	keywords	<p><a href="#">Add This Content Alert</a> <a href="#">Content Alerts</a></p>	
Affordability			



## Affordability, Financing, and Funding

Group | 40 members | 1 resource | 3 discussions | 0 events | 0 subgroups

NACWA is working to ensure EPA and Congress understand the financial capability and affordability challenges of its members. Using critical information from its members,...



## Stormwater Management

Group | 39 members | 6 resources | 6 discussions | 0 events | 0 subgroups

Stormwater runoff is a growing environmental concern. Many clean water agencies are participating in stormwater management activities. NACWA is the leading national...



## Biosolids Management

Group | 31 members | 3 resources | 2 discussions | 0 events | 0 subgroups

byproduct of the clean water process and provide important soil enhancement to energy production. NACWA is working to...

## Wastewater Pollution Prevention

Group | 0 resources | 3 discussions | 0 events | 0 subgroups

Wastewater treatment plants at clean water agencies play a vital role in implementing the National Sanitation Program to protect wastewater treatment processes and the...

## Wastewater Treatment

Group | 2 resources | 3 discussions | 0 events | 0 subgroups

Wastewater treatment plants will continue to play a leadership role in the development of sound wastewater management approaches. All nutrient sources,...

## Wastewater Treatment Plant Sewer Overflows

Group | 1 resource | 2 discussions | 0 events | 0 subgroups

Wastewater treatment plant sewer overflows are a significant cost for communities and a priority enforcement area for wastewater treatment approaches and green...

My Full Events Calendar

[View community calendar](#)

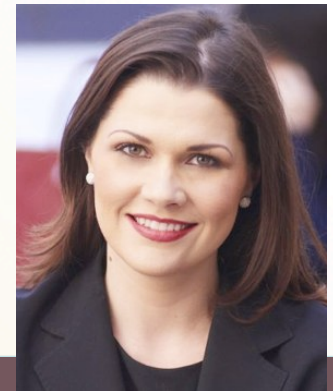
@davidnour

@kikitalien

#NACWA12

## NACWA Social Market Leadership Webinars

- Oct. 10 – Why You Should Get Proactive on Twitter *Now!*
- Nov. 7 – Are You *Really* LinkedIn?
- Dec. 12 – Leveraging Facebook for Utility Organizations
- Jan. 9 – YouTube and The Power of Online Video
- Feb. 13 – Emerging Social Applications – Foursquare, Pinterest & Storify



# ReturnOnImpactBook.com



It's time to Rethink and Reinvent ROI.  
[Together!]

[Home](#) [ROI@Work](#) [Break It](#) [Corporate](#) [IMPACT](#) [David Nour](#) [Impact Videos](#) [Book](#) [Partners](#) [Community](#)

## Beyond a Social Construct

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas. Two challenges: first, beyond our every desire, we simply may not have the knowledge or the ability. Second, beyond our every intention, reality sets in with pesky details like competing priorities, resources (time, human, capital), buy-in from senior leadership or the board as well as those across business units, geographies, or other functions. Hence the fundamental difference between strategy formulation and strategy execution.

[Learn More](#)

## [invent]

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas.

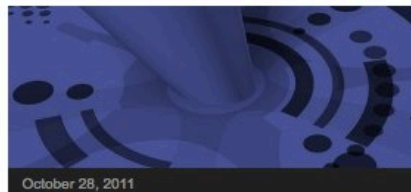
[join the community](#)

### Social = Listen Louder!



October 28, 2011

### 1 to Everything



October 28, 2011

## [What is IMPACT?]

[click here to find out more](#)

Follow Us!



@davidnour

@kikitalien

#NACWA12



## 5 Ways to Learn More...

1. Read *Return on Impact* Book!
2. Attend the Webinar Series consistently...
3. Subscribe to Monthly Newsletter
4. Return on Impact Group
5. Follow @davidnour or @kikilitalien





@davidnour

@kikitalien

#NACWA12



# NOURGROUP<sup>®</sup>

David Nour & Kiki L'Italien  
The Nour Group, Inc.

888-339-1333  
NourGroup.com

