

Power Lunch Webinar

Wednesday, March 28, 2018

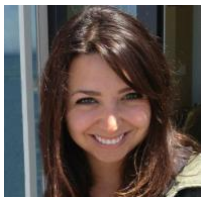
Time: **12 to 1:30 p.m.**

Webinar log-in information will be emailed to all registrants.

Presenters:



Jennie Hwang Loft
public information manager
City of San José Environmental Services
Department (ESD)



Kate Ziemba
senior public information representative
City of San José Environmental Services
Department (ESD)

Measuring Effectiveness and Demonstrating the Value of Communications

San José Environmental Services uses social media, web, and online advertising campaign analytics to help identify what works and what doesn't. This presentation will share techniques for evaluating social media data to find trends and hot topics and using special URLs and web data to test marketing tactics.

During this webinar you will learn to:

- Set campaign measurement goals
- Identify data sources and collect data
- Use data to pivot to ensure campaign value and effectiveness

About our Presenters:

Jennie Hwang Loft specializes in brand enhancement and behavior change through media, community engagement, and marketing at San José Environmental Services and has helped implement San José's policies including water restriction rules. Her work has spotlighted ESD's award-winning programs such as San José's Burrowing owl habitat program.

Kate Ziemba specializes in digital engagement, social media, and performance analysis for San José Environmental Services. Prior to joining ESD, she worked in communications and research for the United Nations and international organizations in Geneva, Switzerland.

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