

Social Marketing & Stormwater on the Web

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Introduction

Basic web vocabulary

Website Design

Website Content and Usability

The Web and Social Marketing

Does your program/organization need a website?

What will it be used for?

- Public Outreach; Internal Training; Public Participation; Data Entry; General and Pointed Education; Document Delivery

Identify objectives, visit other sites, gather content examples, sketch site hierarchy

Check with your organization about format

Basic Vocabulary

Webpage – a file on a server that a web-browser “reads” for format and content information

– usual extensions include .htm, .html, .php, .asp, .net

Website – a collection of webpages, usually on a related topic

Site Architecture – the way a website has been built; showing how topics are inter-related with connectivity

Internet vs. Intranet

More Vocab

Popups – annoying windows that display on top of the webpage a user is visiting

Flash – memory intensive, animated object that can be placed in a webpage

Site map – textual or graphical representation of all pages in a site

Front loading content – writing the conclusion first, then supporting information

Design and Expectations

The web has been around long enough that users now have expectations about where certain information and items should be located and how things should look

Know what these expectations are

- Flashing things are usually an advert; content in the middle; internal links to the left of content; viewed links change to color – blue text is a link

Design Tips

Create “logical chunks” of similar/related info –

– Public Information, Construction, Public Involvement

Determine chunk hierarchy – which is most important

Website function – shallow vs. deep

**Watershed Protection
Development Review**

Education

[Flood](#) | [Erosion](#) | [Master Plan](#) | [Water Quality](#)

- [Hot Topics](#)
- [FAQs](#)
- [Watersheds](#)
- [Aquifer](#)
- [Green Neighbor](#)
- [Gardening](#)
- [School Programs](#)
- [Scoop the Poop](#)
- [Pollution Hotline](#)
- [How to Help](#)
- [Events](#)
- [Educational Materials](#)
- [Speakers Bureau](#)
- [Education Home](#)
- [Water Quality Home](#)

One of the most effective ways to protect water quality is through pollution prevention. The Watershed Protection and Development Review Department sponsors a variety of educational programs to encourage environmental stewardship.



[Home](#) :: [Flood](#) :: [Erosion](#) :: [Master Plan](#) :: [Water Quality](#)

Homepage Design Tips

Avoid pop-ups
a popular




Avoid Flash
options

Page layout
consistent

Notify users

user the

be
in site

<p>Unit or department logo</p>	<p>YSMInfo Library Calendar Directories Search Home</p> <p>YSM home page Local department</p> <p>Title line of the page</p>
<p>Local navigation links</p> 	
<p>Search this site:</p> <input type="text"/> <input type="button" value="Search"/>	
<p>Yale University School of Medicine 333 Cedar Street New Haven, CT 06510</p> <p>Directory Assistance (203) 432-4771</p> <p>Office of Public Affairs (203) 432-1333</p>  <p>School logo optional</p>	<p>Last modified April 14, 2002 (PL)</p> <hr/> <p> Yale-New Haven Hospital Medical Center Yale University</p> <p>Copyright ©2002 Yale University School of Medicine. All rights reserved. Comments or suggestions to the editor.</p> <p>Home URL : http://info.med.yale.edu/ysm</p>

UPCOMING EVENTS

05/31/2006
[May is American Wetlands Month](#)

06/03/2006
[Free Xeriscape Tour - Dallas](#)
■ *Dallas*

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ENVIROCAST[®] SPECIAL



Upper Trinity River Watershed




Find Your Watershed

- [Find Your Watershed](#)
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- [Our Watershed](#)
- [Upper Trinity River Flyover](#)
- [Real Time Information](#)
- [Links to Local Organizations](#)
- [Regional Watersheds](#)

Introduction

Find and learn about your Upper Trinity River watersheds, access a variety of real time information, link to local organizations, visit our regional watersheds across the country and check out our Upper Trinity River flyover.

 [Home](#)
ENVIROCAST

ENVIRONMENTAL NEWS



05/16/2006 - [Responsible Boating for a Clean and Healthy Environment](#)

[Archives ...](#)

CBS11 NEWS FEATURES



 [E-Life: Lewisville Lake Provides Perfect Wilderness Getaway](#)

[More ...](#)



If you live in and around the viewing area of CBS11 TV-Dallas, E-Life will be making the Upper Trinity

Site Design Tips

Search Option

What's New!

Calendar of Events

Contact and feedback – phone, email, physical address and name of person to contact

FAQ's

Page Layout Graphic Design

Layout should lead readers to content

Remember user expectations

Use spaces between paragraphs

Do not be afraid of white space

Logical, consistent and organized

Consistent, but differentiated sections

Page Layout Content

Short, succinct, simple language

Text lines about 4 inches wide

Limit paragraphs to one main idea and about 6-8 lines

Avoid horizontal scrolling at all costs

- Most users have between 17”-19” screens and screen resolution of 800x600 pixels

Each page needs to stand on its own

Use descriptive link text – not click here

- Notify users if links are off-site

When possible, use bulleted lists

- Lists should still be short and succinct, around 5-6 items

Users tend to ignore text in images – important information should be in text boxes

Different formats for different uses

Multimedia can be useful

- Provide users the opportunity to visit multimedia
- Interactive navigation menus
- Provide links to multimedia content from pages

Is Social Marketing Right for Stormwater?

Without a doubt!!!

Everything from pesticide and fertilizer application to litter prevention to construction site controls – we are asking people to change their behaviors

Using the Web During Project Implementation

The Web can be a part of a social marketing project almost every step of the way

1. **Assess** – a survey can be posted on a website that can be submitted electronically, or printed and mailed
2. **Design & Plan** - the web can be used to look at other programs, and gather content and ideas

Implementation on the Web, continued

3. **Pretest & Revise** – a focus group of users can be used to view content created for a website and provide feedback on how to improve the message
4. **Implement** – launching a website should be accompanied by an advert campaign
5. **Monitor & Evaluate** – a feedback form should be included in a website to get comments from users to improve the message and help identify the decision making stage

Moving From Contemplation to Action on the Web

Consists of the same model as any other media:

1. Stress the benefits of the desired action(s), especially in a personal manner
2. Remove barriers – requires a good assessment to identify barriers to moving from current to desired action(s)
3. Make taking the action as easy as possible
4. Highlight the superiority of the desired action(s) to current action or inaction
5. Highlight the social value of the desired action(s)

Can Social Marketing Stormwater Work on the Web?

Absolutely!!!

Content and design depends on the stage of awareness for the community

- A website can be designed for pre-awareness, contemplation, action or maintenance stage

Can also be designed to address every stage, or a mixture of stages

Deep website design allows users to explore information addressed to their stage

Websites are dynamic

Content should be reviewed and updated often

- New pages developed to move from one stage to the next, or to reflect changes in program, any brochures/handouts or other educational material should be available for download

Events page(s) should praise past volunteers, summarize benefits, and encourage continued support

Other Concerns

A website should never be considered the ultimate education/awareness solution

Some community segments will not access the internet

Broad awareness/cultural/decision making levels

How to track for annual report

References

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<http://psychology.wichita.edu/optimalweb/default.htm> - optimal web design - Michael L Bernard – Software Usability Laboratory Wichita State University

<http://www.webcredible.co.uk/user-friendly-resources/web-usability/> - Web usability articles & resources – several article regarding usability and effective site design tips

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