

“Make” People Do Good (Sometimes via Social Media)

I'll see your Q's sooner if you
go to tweetchat.com/room/FunAndDraconian
or scan this QR code with your phone:



If I have boogers, tweet to @FunAndDraconian.

Jessian Choy

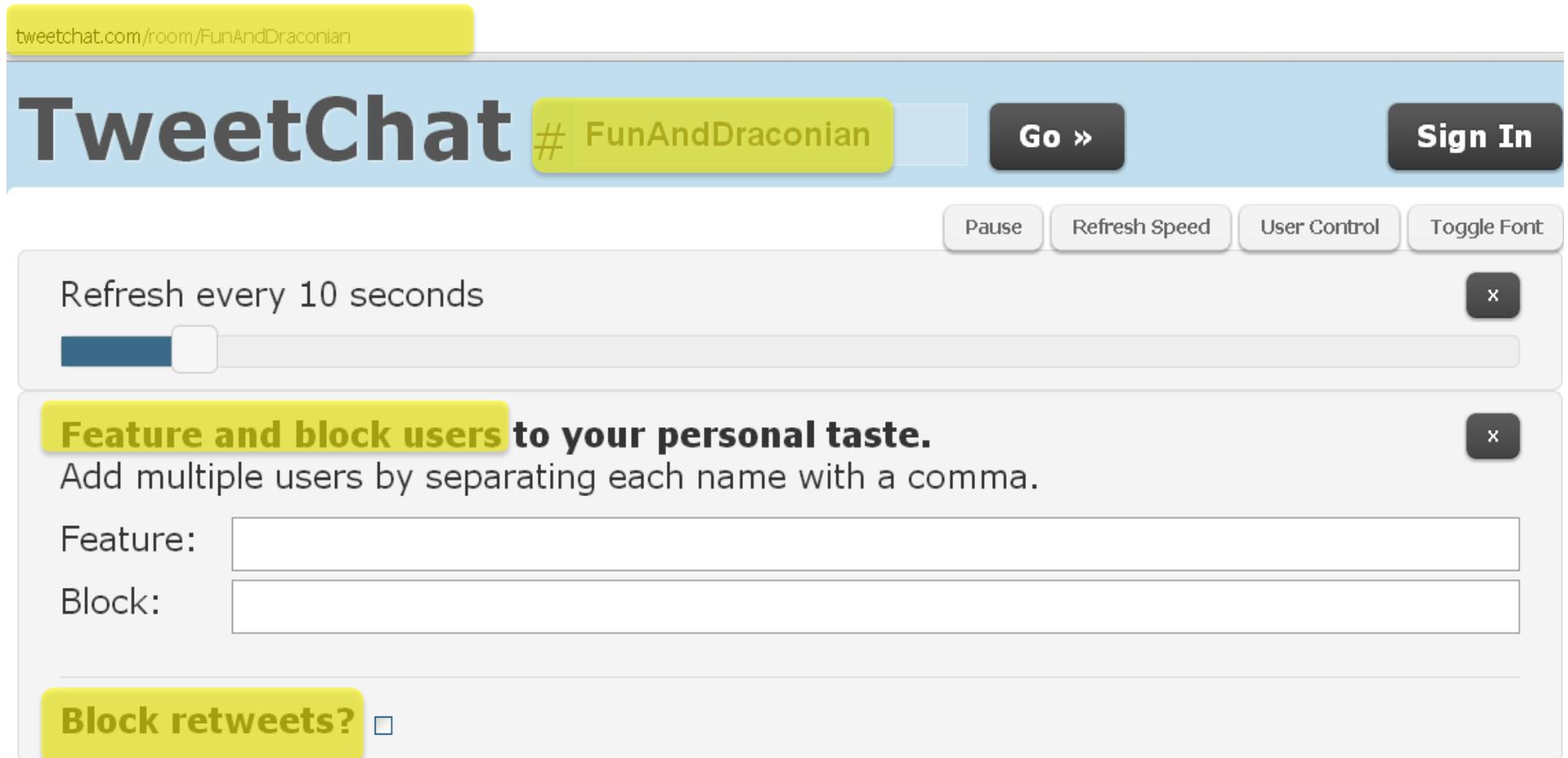


SFApproved List



SF Environment

Automatically adds #hashtag



tweetchat.com/room/FunAndDraconian

TweetChat

FunAndDraconian

Go »

Sign In

Pause Refresh Speed User Control Toggle Font

Refresh every 10 seconds

Feature and block users to your personal taste.

Add multiple users by separating each name with a comma.

Feature:

Block:

Block retweets?

Tweet what you liked so I'll do what you like

This talk is different from:

- My past talks
- Social media trainings I've attended

To change people who:

- Don't want to engage
- Are thinking about change
- Are ready to change

To see how we “make” SF City staff buy green

Tips to negotiate or deal with hecklers
(more fun to role play face-to-face)

30 min. video or contact at FunAndDraconian.com

Agenda:

- Make it hard to do wrong
- “Make” them do good without wasting your breath
- What to say and how to say it (in general and to “make” them be green)
- Get them to your site via videos, Facebook, Twitter, Tumblr
- They clicked. Your site better be cool.
- Be old school (but with color, even for contracts)
- Embarrassing stories to make us act now.
- Q&A. Enter raffle or get this video: bit.ly/rate-this-talk

What happens in this webinar
stays in this webinar

Telling people
why and how
to do the right thing

...does not
significantly change people.

* Doug McKenzie-Mohr, Ph.D

Be draconian
(strict).

Make it hard
to do wrong.

I can see
if you're paying attention

Put a picture of eyes
or a mirror
where they do the wrong thing.

'Drunk Tank Pink' by Adam Alter

**Make them
do good
with incentives**

Weigh Less,
Pay Less
Whole Foods Offers Discount

-Jezebel.com

Talk like TED



Talk Nerdy to Me

“Sure, you can say
“spatial and temporal,”
but why not say “space and time.”

Photo: James Duncan Davidson



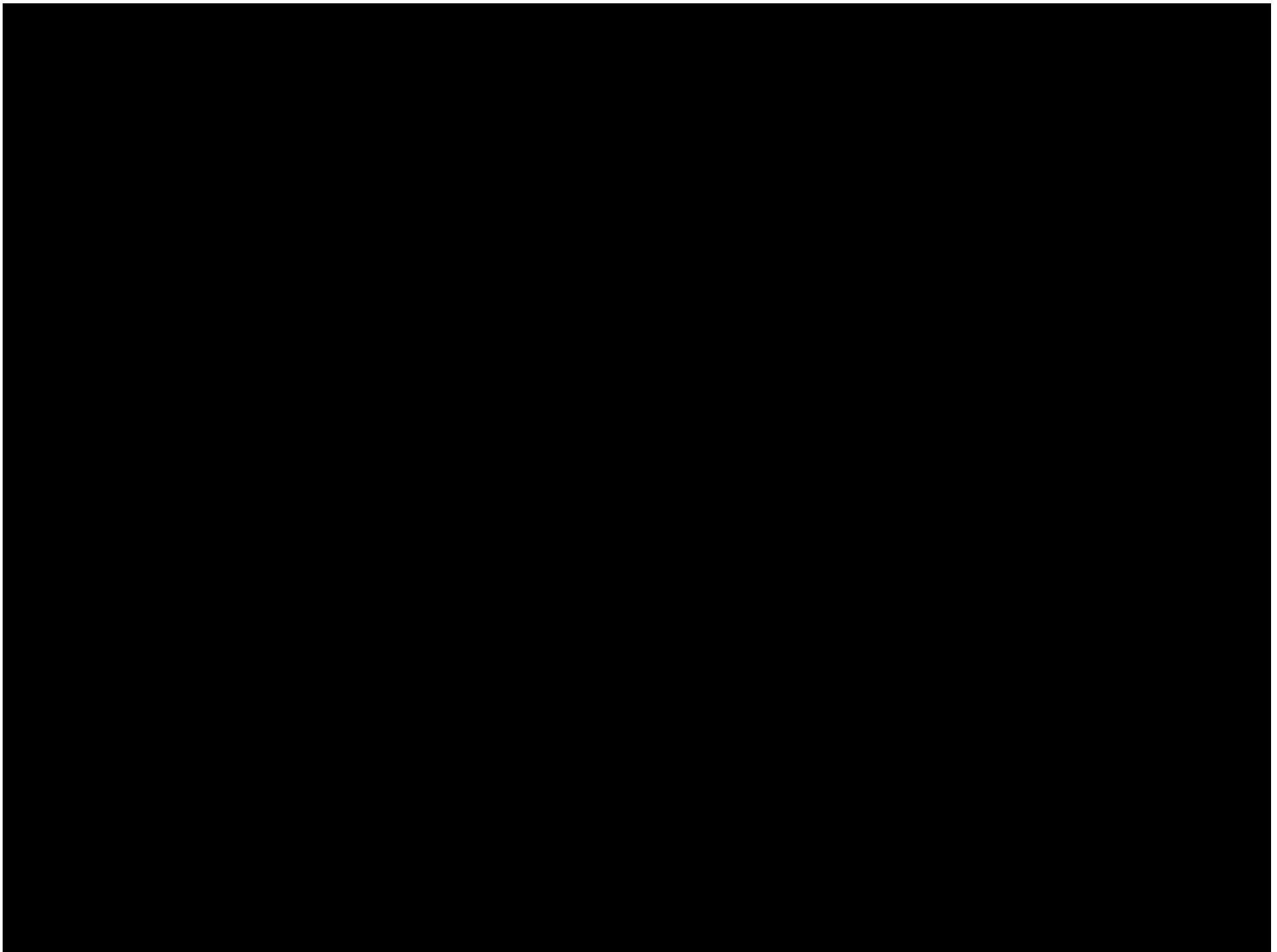
dy language shapes who you are
be confident or fake it until you make it)

Photo: Ryan Nash

**Start with a quirky
story of how you
do good**

The
crazier,
weirder,
raunchier,
stinkier
the image,
the easier it is to recall.

-Joshua Foer, TED.com video



Be fun

Instead of inviting them to
a meeting, training or workshop

invite them to a
Happy Hour with Mocktails

“Rather than saying
people aren’t interested...
say,

‘I’m not doing a great job of
telling the story...’

Nail it with...a great one-liner.“

Eli Pariser, CEO, Upworthy

Upworthy noticed that much...
that gets shared online is built on cute animals...

Create “a curiosity gap” — a need to
know more that prompts the impulse to
click on something.

(like TheOnion.com)

-NY Times

I just learned there are
Comedy Colleges.

Let's go!

What to say

If I ask you to
try a small, strange thing...

it gets you to stop and think.

Then you're more likely to try it.

<http://n.pr/OVVqcK>

To prevent illegal dumping,
put a mirror on dumpsters
with a sign like this:



Don't share
%'s
or charts
unless...

...it's of people who
do the right
(not wrong)
thing

“Only 7% of 600 multinational
companies
give bonuses
if executive meet green goals”

Greening Executive Bonuses | @pritheworld

Saying
“42 multinational companies
give bonuses
if executive meet green goals”
might motivate people more.

Say what's in it for them

Toxic flame retardants can
lower your IQ, make you antisocial,
lower male hormones.

<http://nyti.ms/Us1F08>

See photo of man with laptop on donkey.

**Get them to your site
via videos,
Facebook, Twitter,
Tumblr**

People share science content because it makes them seem smart.

People click on celebrity content because no one will know.

businessinsider.com/chart-of-the-day-the-difference-between-what-you-share-and-what-people-want-to-read-2013-3

Your FB posts should be different than
your tweets.

Then fans have a reason to follow you
on both.

on.mash.to/LvLadD

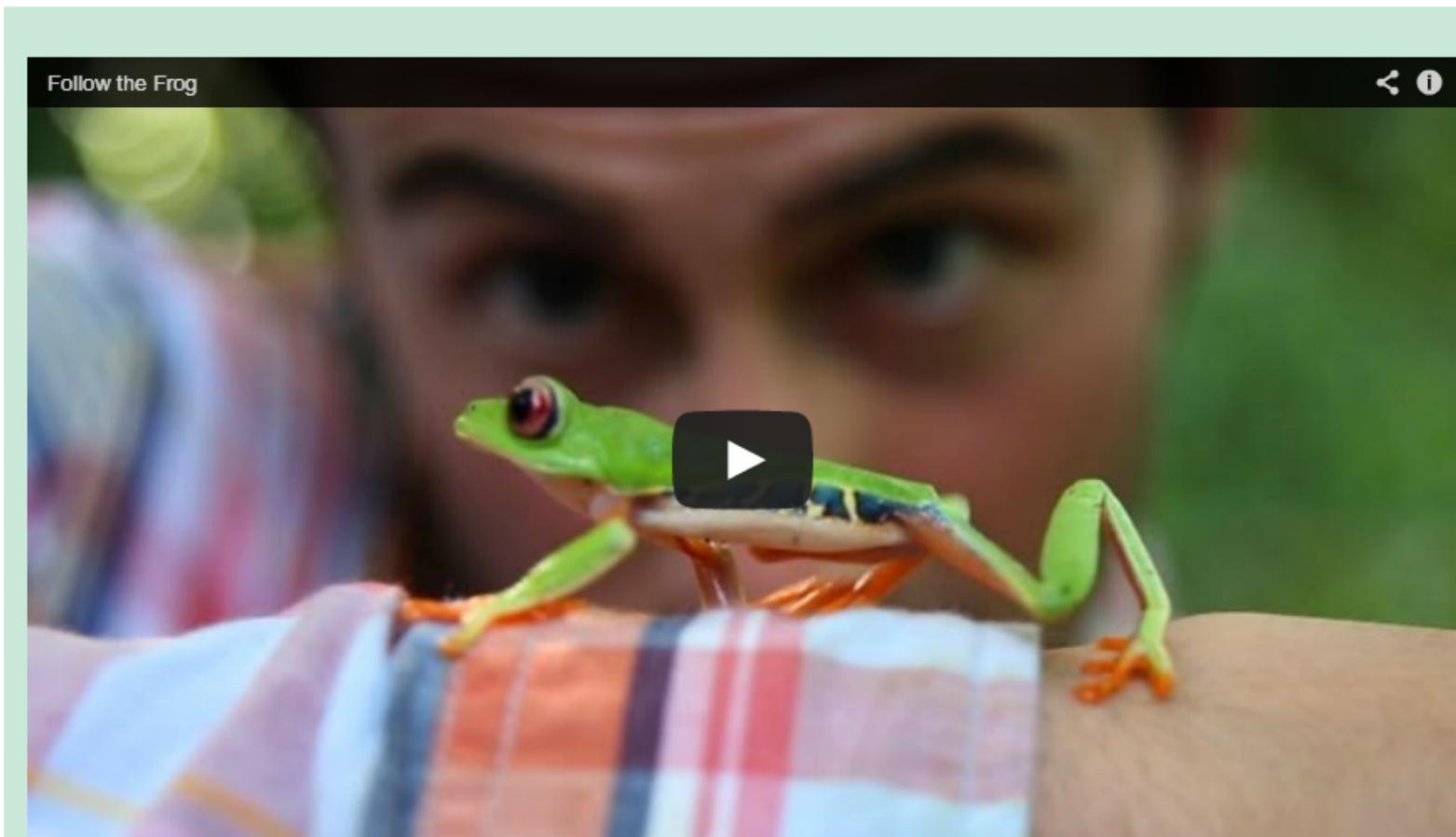
“The faster you get back to people,
the less brilliant you have to be”

- Helen Gurley Brown, Editor, Cosmo

Videos
“make” people
change the most

Don't chain yourself to a tree in the Amazon

Watch and share this video so you and your friends know the simple steps you can take to conserve endangered forests and save our environment.



Make videos for the
youtube.com/dogooder
awards





FOOD FOR KIDS

*Every "Like" feeds one child
in a developing nation*



2,949 ► new "Likes"
► bowls of food

GOAL: 32,000 BOWLS OF FOOD

Facebook.com/goodneighborsusa
goodneighbors.org

Haiti orphans supported by Good Neighbors attend school (photo by Jeff Yeon)



The Coffee Bean & Tea Leaf
about an hour ago via Instagram

David is ready to answer your #tea questions now.

http://instagr.am/p/Liq1gwl_Nt/



Like · Comment · Share

2

36 people like this.

[View all 31 comments](#)



Fun & Draconian Tips to ...

Get featured. Ask Q's. ▾

✓ Liked

Check out other fans

Your profile

The most dashing and helpful fan of the month goes to...



Deli Mimun

Don't want dashing rodents like me in your home? Get rid of me and other pests (weeds, bugs, etc.) using less-toxic tips and companies ...

Recently active fans

Search





NYCcondom tweets in the voice
of a condom and conducts
nightly searches for people
tweeting about partying.



Welcome to Twitter Advertising, Jessian Choy



LOCATIONS

[Change locations](#)

Targeting users in: California, US



PROMOTED ACCOUNT

[Disabled](#)0
IMPRESSIONS00%
AWAITING DATA
FOLLOW RATE0
FOLLOWS\$0
SPENT

PROMOTED TWEETS

\$1/day, \$0.50/click

0
IMPRESSIONS00%
AWAITING DATA
CLICK RATE0
CLICKS\$0
SPENT

4

Add a payment method



To start advertising, enter a payment method.



Welcome to Twitter Advertising, Jessian Choy



LOCATIONS

[Change locations](#)

Targeting users in: California, US



PROMOTED ACCOUNT

0
IMPRESSIONS0%
AWAITING DATA FOLLOW RATE0
FOLLOWS\$0
SPENT

Twitter will display your account prominently in the Who to Follow section to users that are most likely to be interested in your account. You only pay for new followers that you gain.

Spend no more than: per day (about \$30 per month) [?](#)

You will be charged between: \$0.01 and for each new follower

We recommend a maximum bid of at least \$2.50. [?](#)

You can expect: 11 – 22 new followers per day [?](#)

PREVIEW

[Who to follow](#) · [Refresh](#) · [View all](#)



Jessian Choy @FunAndDraconian [X](#)

Followed by J. Person

Promoted · [Follow](#)



Twitter Ads @TwitterAds [X](#)

Followed by K. Person

[Follow](#)

[Resume](#)[Cancel changes](#)

tumblr.

Fun and Draconian

Tips and Products to "Make" People Happy, Healthy or Green ;)



fun: adj.
entertaining



draconian: adj.
strict

Since 1999.

Copyright © Jessian Choy 2011

[BIO, PRESS, EVENTS](#)

[FACEBOOK, TWITTER, CONTACT](#)

[SHOP SO I DONATE](#) | [HAPPY](#)

| [HEALTHY](#) | [GREEN](#)

TEDxFresnoState

x = independently organized TED event

Want to see my embarrassing dance or
diary from my TEDxTalk to make
people change?... [...MORE](#)



[Unhelpful thoughts are like birds you



Cameron Becker
Co-founder and
Chief Executive Officer (CEO)
Architects for Humanity

Jessian Choy
City of San Francisco
Fire & Division
Architect for Humanity

Dana Blaufeld
Vice President
Engineering and
Technology
Partners, Inc.

David Levine
Co-founder and
Executive Director of the
America Sustainable
Business Council



How can these photos help you
"make" people change? See the
[video of my keynote](#) at... [...MORE](#)



How can this photo "make" people
change and do good things? [Find out](#)
[in a webinar](#) ... [...MORE](#)

[ARCHIVE](#) | [RANDOM](#) | [RSS](#)

Easy to make a site in Tumblr

**How can you engage
your followers if they
unfollow you?**

Always drive people to
sign up for your email list
because no one knows how long
Facebook and Twitter will be around.

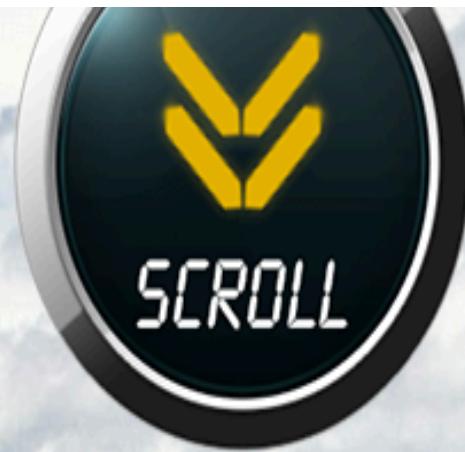
[What Every Business Owner Needs To Know | Laura Roeder](#)

They clicked your post.

**Your site better be
cool.**

WEBBY AWARDS





CROTCHES KILL

youarethecure.ca/crotcheskill by Alberta Government

CROTCHES KILL

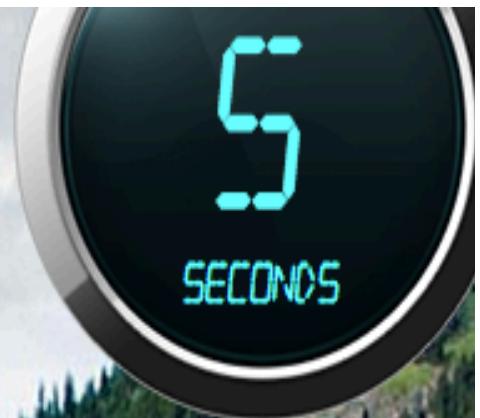
Because every text you send from your lap **takes your eyes off the road for 5 seconds.**





HERE'S WHAT YOU COULD MISS IN 5
SECONDS











youarethecure.ca by Alberta Government

CROTCHES KILL.

CROTCHES KILL.

Talking Urinal Puck



**Make your site
interactive**

1. Learn & Earn Points ● ● ●

2. Get Your First Reward

3. See Your Impact

1 OF 3

Leftovers are an all-around good energy saving option.
How do you reheat leftover mac 'n' cheese?

Pick one.



Submit

Learn & Earn Points ● ● ●

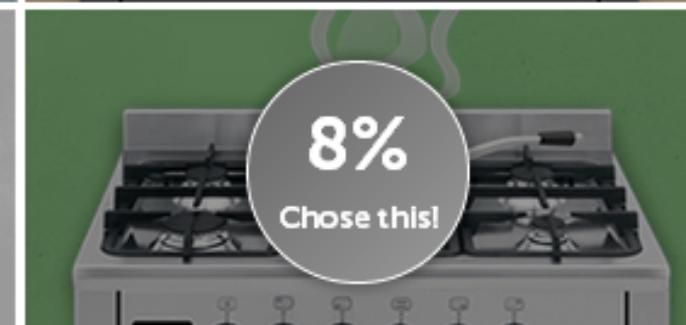
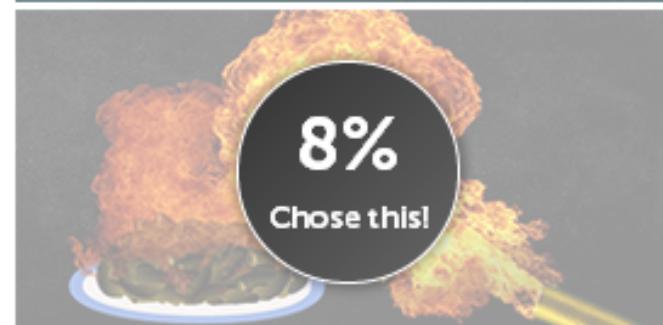
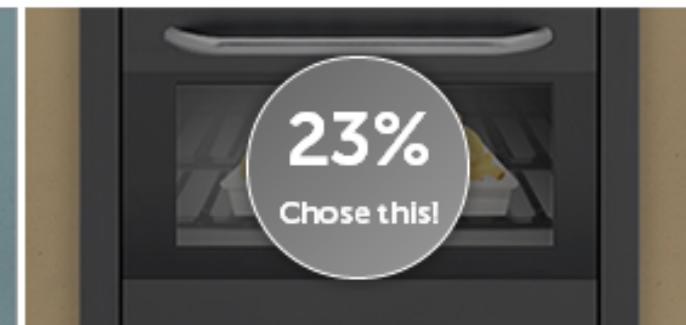
Get Your First Reward

See Your Impact

1 OF 3

Leftovers are an all-around good energy saving option. How do you reheat leftover mac 'n' cheese?

Pick one.



10 points

Pledge

Unless you prefer your leftovers charred to a crisp – or on fire! – consider the microwave. It's great for heating up leftovers, and is the most energy-efficient for small portions. For larger meals, consider the oven or stovetop.

Pledge to use the right appliance for the right occasion.

Signup For Our Newsletter



Register

Rate Products



SFapproved^{list}

Products That Meet *San Francisco's Health and Environmental Requirements*.



Products & Services

Guide For Your Home Or Organization ▾

Resources ▾

About Us ▾

News & Events

Contact Us



Which Is Greener?

Computer Can Dusters **Or** Keyboard Brush

Search For Products

Browse By Category

[Advanced Search](#)

By Keyword

Select Categories

Search

**Share testimonials from people
who are just like the people
you're trying to persuade**



Reviews (1)



Soy-Solv, multi use & effective. by liam.curry@sfgov.org, March 1, 2012

I was initially skeptical of this product, but it works well on fresh spray-painted graffiti and smells almost good enough to pour on salad! It also works well as a floor de-greaser when diluted with hot water.

**Keep them addicted to
a happy face**



[The Destructive Influence of Imaginary Peers - NYTimes.com](http://www.nytimes.com)

Be old school
(but with color)

Get people to be healthier.
Use color
to show people where they stand

green = you're doing great
red = do something

[how color helps people change](#)
Thomas Goetz | TED.com

Depts. spent **\$550k** on
toxic
limited use or prohibited
cleaners and lighting
in 2010

**Get people to follow
contracts, policies.**

**Make colorful things they
see and touch
before they do the wrong
thing.**



Use Safer Practices

- Use automatic dilution systems**
Do not make stronger mixtures.
- Use disinfectants sparingly**
Good for surfaces that are touched frequently like doorknobs and keyboards.
General cleaning removes 99% of germs.
- Strip floors only when needed**
Once per year or less
- Use strong products sparingly**
For example, use acid bowl cleaners only for deep cleaning.
- Use microfiber mops and cloths**
Microfiber mops clean faster, clean better, and use fewer chemicals.



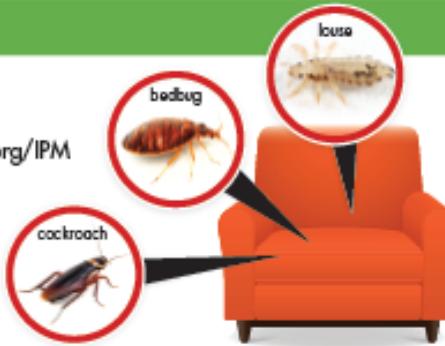
Use Safer Products

- Use concentrated products**
Ready-to-use products are 15 times more expensive.
- Avoid aerosol sprays**
Trigger sprays are safer. Spray directly onto the cloth if possible. Aerosol sprays are bad for your lungs.
- Check for safe products at SFApproved.org**
City staff are required to use this site.



Prevent Pests

- Report all pest problems to your supervisor immediately**
For less toxic pest management tips: SFEnvironment.org/IPM
- Clean & dry waste bins frequently**
- Clean drains frequently with hot water or steam**
- Hang mops upside-down**







EASY AND SAFE CLEANING PRODUCTS for the home

Basic household items that also are useful for cleaning in the home:



- **Baking soda and Borax** – Cleans and deodorizes, also good scouring powders.
- **Plain soap (liquid dish soap or bar soap) without fragrances or antibacterials** – Safer, easy cleaner. Castile soap is a good liquid soap option.
- **White vinegar or lemon juice** – Cuts grease and smells fresh.
- **Hydrogen peroxide (3% solution)** – Works like a disinfectant.
- Good **scrub brush** or green scrubbing pad!



**Funny stories
to make us
act now**

Earth Hour



March 29 2014
8:30pm

I WILL IF YOU WILL

DARE THE WORLD TO SAVE THE PLANET



**MARK NELSON WILL
SCUBA DIVE WITH
SHARKS WHILE
WEARING A PANDA
SUIT**



Earth Hour

IF

**5000 PEOPLE
SAY NO TO
PLASTIC**

GOAL REACHED

Earth Hour



March 29 2014
8:30pm

I WILL IF YOU WILL

DARE THE WORLD TO SAVE THE PLANET



I'LL WEAR WHATEVER
MY DAUGHTER TELLS
ME TO



IF

5000 PEOPLE
COMMIT TO
RECYCLING IN
2012

GOAL REACHED

Earth Hour



March 29 2014
8:30pm

I WILL IF YOU WILL

DARE THE WORLD TO SAVE THE PLANET



I WILL EAT 100 OREO
COOKIES WITH
CHILLED MUSTARD
ON THEM

Lhu Wen Kai

IF

GOAL REACHED

YOU WILL
UNPLUG YOUR
MOBILE
CHARGERS

Earth Hour



March 29 2014
8:30pm

I WILL IF YOU WILL

DARE THE WORLD TO SAVE THE PLANET



I WILL DO
ABSOLUTELY
NOTHING

IF

YOU WILL WASH
YOUR CLOTHES AT
30°C (86°F)

GOAL REACHED

**I WILL
SHARE MY
EMBARRASSING
DANCE OR DIARY**

IF

**YOU WILL
TAKE SHORTER
SHOWERS**

I WILL



youtube.com/earthhour



anystore Coupon: 20% off our 9/1 show at Lincoln Center!
<http://bit.ly/oYaaO1> - If 20 people retweet by 8pm ET Thurs, the deal is on!

less than a minute ago via Offerpop Apps

Retweet

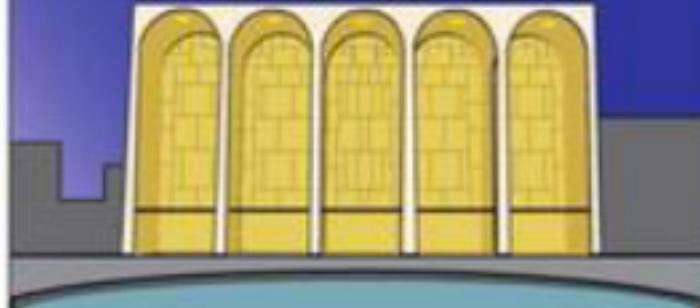
Retweet!

Time left
15 days
12 hours
35 minutes
2 seconds

Already retweeted?
[Check status here!](#)

Don't follow @anystore?
 [Follow us!](#)

20% off tickets to our show at Lincoln Center on September 1st!



Offer valid if 20 people retweet by Thursday 8pm ET.

Let's follow each other and:



Connect with me at FunAndDraconian.com
to get this talk or my embarrassing dance or diary:

Enter raffle by
Earth Day, 4/22
Bit.ly/rate-this-talk



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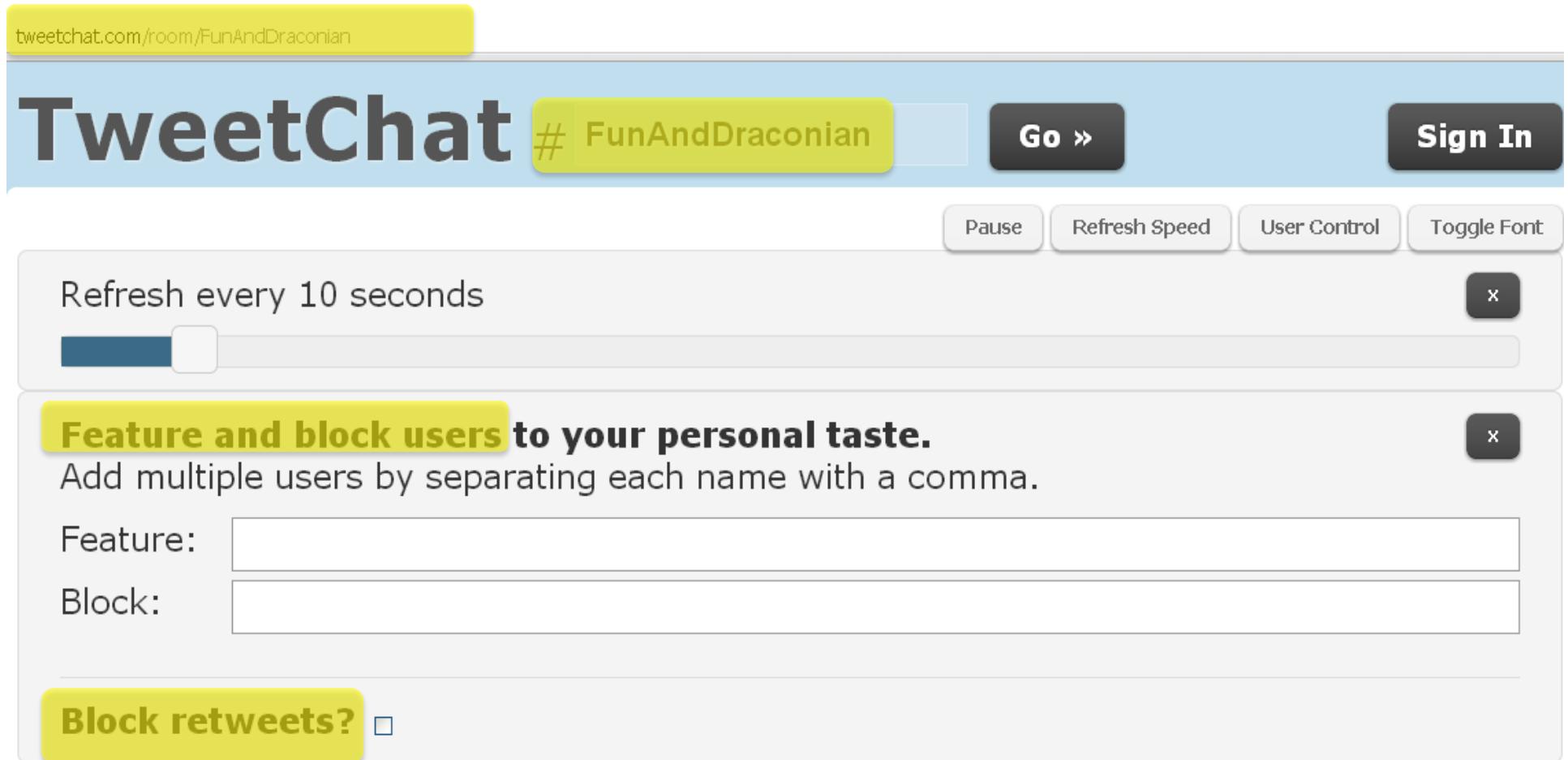


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