

Marketing Strategy & Plan

Updated March/April 2011

This marketing strategy provides the overarching vision of P2Rx’s Marketing efforts. The P2Rx Marketing Strategy relates the backbone of P2Rx – its Mission, Goals, Continuous Improvement Process, Pollution Prevention Ethic, and Regional Centers – to marketing.

Think of the P2Rx Marketing Strategy, Plan, and Products and Services as a bike wheel. The Marketing Strategy is the tire of the bike wheel. The Marketing Strategy provides the overall strategy (what we want to accomplish) and guidance. The marketing plan is the center of the wheel, and individual product roadmaps come from it. The spokes are the individual product roadmaps which provide marketing specific tasks for every product. The P2Rx Marketing Strategy utilizes all of these components and thus is part of the overall P2Rx Strategy. The flowchart included in the appendix illustrates these relationships.



P2Rx’s Mission and Marketing

The P2Rx Marketing Strategy will help regional centers improve the flow of information on our products and services directly and explicitly out to the pollution prevention community of practice. In addition to P2 service providers, the community of practice includes educational institutions, local governments, End users and organizations seeking information on sustainability or environmental improvements. P2Rx will continue to focus on prevention measures that can be taken to affect environmental improvement.

Mission Statement: *“The Pollution Prevention Resource Exchange (P2Rx) is a national network of regional centers that advance pollution prevention as a cornerstone of sustainability.”*

To achieve our mission, we connect, we inform, and we measure.

P2Rx's Marketing Goals and Strategy

The goals for P2Rx are:

1. Build and facilitate dynamic regional and national P2 topic driven networks.
2. Serve as the trusted source for P2 information.
3. Increase the awareness, accessibility, and usability of P2 information.
4. Evaluate and measure the impact of various tools to achieve our goals.

The goals and strategies are based on the Logic Model of Information Dissemination which shows how information and training lead to behavior change and environmental outcomes. Our end game is to facilitate reduction in energy use, water use, natural resource use, and waste produced. (Appendix 3 outlines goals and strategies)

In order for P2Rx to be the *a trusted source for P2 information* for service providers, products and services need to be developed and marketed to funnel customers to P2Rx. It is important that web products have high visibility on internet search engines. Additionally, website and contact information must be included on all internal and external documents. (If P2Rx or Centers are not the owners or originators of documents on the websites, it may not be possible to include our information. However, the P2Rx and Center information should be included on search pages, introduction pages, or other places as possible and appropriate.) All products need to be branded with "P2Rx" and "P2Rx.org" in addition to the center's name. Additionally, P2Rx should be identified along with the center name and information in communications, such as e-mail signatures, brochures, and other communications. (Use #P2Rx 'hash mark' in social networking). This will create a cohesive line of P2Rx products for users of P2Rx information. Several steps can be taken to meet *P2Rx's objective*: improving

- awareness,
- accessibility, and
- usability of P2 information

Homepages need to be easily accessible and without clutter or confusing jargon, while still providing enough context to assist the user looking for specific information. All products and services developed by P2Rx need to satisfy the objective. Once the developed products satisfy internal standards, messaging to external contacts needs to focus on the objective. Regional centers need to work together and collectively to not only satisfy the P2Rx marketing needs, but their own marketing needs as well. P2Rx can support *regional P2 networks* by encouraging communication and sharing of products among centers.

P2Rx's Continuous Improvement Process and Marketing

Marketing efforts need to be evaluated with P2Rx's continuous improvement process.

All Marketing efforts need to be planned and designed with the following questions in mind:

- 1) How does this product or service improve awareness of P2 Information?
- 2) How does this product or service improve accessibility of P2 Information?
- 3) How does this product or service improve usability of P2 Information?

Messaging needs to promote the benefits of the product. This needs to be communicated clearly to the intended audience focusing on answering the three questions described above. For the service provider community, there is an implied question that must be answered, how does this product or service help me do my job of helping businesses? For the business or direct use of P2 information, the implied question is how does this information help me reduce pollution at the source and does it help me prioritize what needs to be done?

In order to measure and evaluate marketing efforts, baselines need to be established before the commencement of the campaign. These baselines might include measures of current web usage (indicating accessibility, sharing or access), awareness, or knowledge. Also, estimated cost including development time versus the outcome (i.e. was it worth it?) must be established. It is extremely important that all marketing efforts are assessed after completion of the campaign. This is vital because it provides a summary of the project, and includes a recommendation section that points to things that should have been done differently, new ideas that were not originally planned in the campaign, and better ways of measuring and evaluating. This is an important strategy because it fosters the development of improved and more successful marketing efforts for the future.



P2Rx's Regional Centers and Marketing (Centers' Connectivity)

All regional centers should follow P2Rx's lead and implement marketing efforts that complement P2Rx's strategy. This will improve P2Rx's identity with its centers and will foster a more cohesive unit (P2Rx) with many parts (regional centers). Marketing efforts can be viewed as branding opportunities for P2Rx and its regional centers. The P2Rx marketing group created the following key message points to encourage consistency among the centers.

P2Rx Audiences

We need to communicate differently to our various audiences in the format that they wish to connect with us. Nowadays, there is a trend towards social media and people expect messaging to be succinct, very visual, and the transmission time to be very short. The business people of today expect almost immediate response to their inquiries; hence rapid response. There are a number of different social media tools out there including Twitter, Face Book, Linked-In, YouTube, and Constant Contact. Regardless of which vehicle you choose, your messaging points to your audience must be very clear.

We could say that there are three audiences. We communicate with "Government" (EPA and state environmental agencies); there are "Business People" with some EHS which may include non-private institutions like universities and hospitals, and there is the "General Public" – random people at an earth day event, or people with little or no environmental background.

We have identified the primary audience for P2Rx to be intermediate users of P2 information including TAPs, MEPs, consultants and others that pass the information to others. Our web statistics indicate that we also have an audience that self identifies as "end users." We assume that end users are businesses, institutions, and other organizations that directly apply the information to processes and operations. We believe that some of the end users were once TAPs who have migrated to business.

The regional centers work together as a national network. Some centers have targeted specific audiences. For example, Zero Waste has identified the military community as one of its primary audiences. Centers that have expertise in a focused area can be used as subject experts for other centers and P2 communities.

The messages for these audiences are very different. Government (Environment + Economy) is attempting to meet mandates, usually driven by federal law. The conversation should be environmental quality improvements that are measurable and effective because it is in the company's best interest to implement them. (Preconceived notions: our programs are often seen as a way of letting industry do whatever they want by weakening regulations. Many people in this audience have made their careers implementing regulations, so you need to emphasize that you are not against regulation.)

Businesses (Economy because Environment) needs to hear the business case, then will listen to environment. (Preconceived notions: Environment is burdensome government regulations that cost money and slow down progress.) When speaking with businesses, use the double tap of Environment and Economy. This dual benefit is what makes P2 unique; it provides immediate and tangible benefit to the company implementing the project and the environment. General Public – Very different audience depending on who you talk to and your region.

P2Rx Key Message Points

Below are the messaging points that P2Rx Centers want to reinforce to regional and state contacts with respect to what we do. These messaging points should be integrated into marketing messaging including P2Rx mission statement, center boilerplate, about P2Rx, etc. Use the words connect (network building), inform (*content & Information Sharing*) and measure (*measurable outcomes*) whenever possible in your communications.

- *Network Building*
 - *Listerves*
 - *Regional Roundtables*
 - *Shared Content Websites (Sustainable Lodging.org Extension Share)*
 - *National Workgroups (Topic-Driven Communities of Practice)*
 - *Social Media*
- *Content & Information Sharing*
 - *Webinars*
 - *Training*
 - *Shared Content Websites*
 - *Topic Hubs & Web-Based Information Sources*
- *Measurable Outcome*
 - *P2 Results*
 - *Case Studies*

About P2Rx™ (for Website or formal documents)

The Pollution Prevention Resource Exchange (P2Rx™) is a national partnership of regional pollution prevention information centers funded in part through grants from EPA. They build networks, deliver P2 information, and measure P2 program results. The strength of the network lies in the expertise and diversity among the regional centers and the variety of audiences served including Government and state environmental agencies, technical assistance providers, businesses, educators, nonprofit organizations, and the general public.

Elevator Statement or Elevator Pitch - This is a short succinct attention getting statement that you verbalize to anybody who asks you what you do. The idea is to capture their attention and get them to ask for more information. Success would be exchanging business cards or scheduling an appointment.

(P2 or environmentally savvy audiences):

"I work for a regional pollution prevention information center that is part of a national network promoting sustainability. We provide information on practices that reduce the use of energy, water, natural resources and eliminate or minimize waste. We facilitate network building among our customers; provide content, information and training on P2 practices and facilitate measurable outcome with tools and case studies."

(Government):

I work with a national network to help companies prevent pollution. They implement the projects because it saves them money, and protects the environment. We have a proven track record of encouraging long-term, measurable environmental impact in air, water, waste and toxic substances; companies often reduce below regulatory limits.

(Business) needs to hear the business case, then will listen to environment:

Our national network helps companies save money by preventing pollution. We work to identify the best resources for companies based on approaches with a proven track record of reducing costs by eliminating pollution. It's an approach that is good for the economy and the environment.

(General Public): Audiences are different depending upon region and whether you are speaking with business or an environmental advocacy group:

"I work for a regional pollution prevention center that provides information on how to reduce or eliminate waste of materials, energy, water and conserve natural resources through green business practices."

"I work with a national group that helps protect the environment by showing companies how they can benefit by eliminating their pollution."

"I work with a national group that helps businesses grow by showing them how much it costs to pollute and how they can save money with energy efficiency."

P2Rx's Pollution Prevention Ethic and Marketing (Walk the Talk)

Because of P2Rx's core function, disseminating pollution prevention information, marketing efforts need to complement this ethic. It is a branding opportunity for P2Rx to implement marketing efforts that also focus on source reduction. This prevents conflicts-of-interest between P2Rx and its marketing efforts. Ideas for a marketing focus on source reduction include:

- Using web-based vehicles for promotion of P2Rx products and services (e.g. videos, document sharing, web 2.0 products, etc.)
- When paper products are needed (i.e. direct mail pieces), suppliers that also have a source reduction focus would be preferable.

P2Rx Branding and Messaging Guidelines

Messages should be audience-appropriate. Each P2Rx audience requires a varied communication strategy and it's important to communicate appropriately to your various audiences. The things we might say on a P2Rx Administrative call, for example, are very different than how we address an external audience. We never air our dirty laundry to these audiences, for example. Our external audiences include TAPs, EPA, P2 state coordinators, students, tribes, green builders/home-owners, and the general public. The message points to all the various audiences are the same, but the delivery mechanism is different.

The P2Rx branding and key message points should be used in each and every external communication including announcements, events, press releases, grant proposals, Tweets and e-blasts. For **Twitter**, it's a one-liner: "**P2Rx (link) is a national pollution prevention information network**" or for brevity, just "**See www.pr2x.org.**"

Whenever speaking to a national audience, we should include the P2Rx key message points and logo together with the regional branding and messaging.

When speaking with a regional audience, P2 centers can use the regional brand first and use the P2Rx messaging as a secondary message.

Example “boilerplate” of incorporating WSPPN and P2Rx branding together for a regional audience:

The Western Sustainability and Pollution Prevention Network (WSPPN) is a cooperative alliance of pollution prevention (P2) programs throughout EPA Region 9 (Arizona, California, Hawaii, Nevada, Trust Territories, and Tribal Lands). The network serves as a technical resource for regional P2 issues through researching, consolidating, and disseminating P2 information. WSPPN is part of the Pollution Prevention Resource Exchange (P2Rx) *a national partnership of regional pollution prevention information centers funded in part through grants from EPA that build networks, deliver P2 information, and measure P2 program results.*

When is it appropriate to use the P2Rx logo? All products need to be branded with “P2Rx” and “P2Rx.org” in addition to the center’s name. Additionally, P2Rx should be identified along with the center name and information in communications, such as e-mail signatures, brochures, and other communications. This will create a cohesive line of P2Rx products for users of P2Rx information.

In certain instances, the P2Rx logo should be the prominent logo. For example: dissemination of topic hub information, P2Rx results data collection and national information sites.

Website usage: The P2Rx logo should be displayed prominently on the home page of the regional websites with a link to the P2Rx national site. Use #P2Rx (hash mark) in tweets and Facebook and Linked-in communications.

P2Rx Social Media Plan (Jan 2011)

The P2Rx social media plan is intended to complement and work in concert with the broader P2Rx marketing and communication strategy. The overall goal of this plan is to help P2Rx become a trusted source of environmental information and a recognized leader in building networks of groups interested in pollution prevention and sustainability issues.

Audience - P2Rx’s primary audience is pollution prevention technical assistance providers, as well as companies seeking information to improve their environmental performance or solve a particular problem. However, P2Rx also has the opportunity to spread the P2 message more broadly by using social media to demonstrate to a wider audience that the network is a credible source of reliable environmental information. Some specific target audiences could include environmental journalists, teachers, and librarians.

Objectives of Social Media Plan

1. Improve P2Rx’s reach in order to spread the pollution prevention message as widely as possible.
2. Showcase the work of P2Rx regional centers under organization’s umbrella to strengthen the P2Rx brand.
3. Facilitate partnerships with EPA, DOE, and other enterprise assistance providers to publicize their agency’s products and services through P2Rx’s social networks.

Next Steps

1. Establish a P2Rx branded blog hosted on the P2Rx web site (or displayed on the home page)

Advantages: Gives P2Rx a platform to inform their audience about pollution prevention issues and topics and highlight what is being done by the regional centers. Content can be pushed out via Facebook, Twitter, and the Center’s social networks.

Implementation: Work with the P2Rx web team to set up the blog software. Set up a publication schedule/idea file for posts. Rotate responsibility for writing posts among the regional centers and the P2Rx staff.

Measurement: Google Analytics

2. Establish a P2Rx Twitter account

Advantages: Allows P2Rx to expand brand recognition and reach by engaging with other microbloggers with an environmental focus. By following and retweeting posts from opinion leaders, P2Rx improves its name recognition, so its original content is more likely to be widely distributed. Twitter can also drive people to the P2Rx web site for more information.

Implementation: Establish a Twitter account. Rotate responsibility for monitoring the account among the regional centers and P2Rx staff (perhaps rotating responsibility once a week on Monday morning).

Measurement: Number of followers, number of retweets/clickthroughs on links posted (if using HootSuite), Klout score (<http://www.klout.com>), web traffic on P2Rx.org for items highlighted on Twitter.

3. Establish a P2Rx Facebook page

Advantages: People are on Facebook. Also allows integration and promotion of events and longer discussions, if desired. Fosters communication among people interested in environmental issues. Facebook can also drive people to the P2Rx web site for more information.

Implementation: Establish a Facebook page. Rotate responsibility for monitoring the account among the regional centers and P2Rx staff (perhaps rotating responsibility once a week on Monday morning). Twitter and Facebook can both be monitored through HootSuite.

Measurement: Number of fans, number of clickthroughs on links posted (if using HootSuite), Klout score (see <http://www.klout.com>), web traffic on P2Rx.org for items highlighted on Facebook.

4. Continue to market existing social media products, including P2TagTeam and the National Sustainability Lodging Network

Measurement: Number of all Members on the Network; Number of Groups within the Network; and Number of Discussions/Replies to a Discussion posted to site. Future: Google Analytics, member surveys.

5. Evaluate emerging social media technologies to determine if they should be utilized as part of the P2Rx Marketing Strategy.

Implementation: Ongoing by the P2Rx Content and Technology Committee

Measurement: Not applicable.

More on Measurement

Is Your Nonprofit Facebook Page Worth It? Analytics and Measurement Techniques

<http://www.truthypr.com/2010/04/measure-social-media-nonprofit-facebook-page-analytics.html>

What's Your Nonprofit's Social Media Measurement Strategy?

http://beth.typepad.com/beths_blog/2010/04/is-social-media-worth-it-for-our-nonprofit.html

Better Twitter Analytics for Nonprofits

<http://www.wildapricot.com/blogs/newsblog/archive/2009/12/09/better-twitter-analytics-for-nonprofits.aspx>

P2Rx Product Strategy

P2Rx was created to extend the benefits of regional information-sharing networks to a national scale. P2Rx centers maintain and supporting “Core” P2Rx services.

The purpose of the P2Rx Marketing Committee is to:

- Network with other organizations and promote P2Rx products and resources
- Leverage each other to increase national visibility of Center projects and the P2Rx brand.

Product Launches - The P2Rx marketing committee will assist with messaging for major new product roll-outs. One such is the National Sustainable Lodging Network which was announced in April 2011 to program managers and will be rolled out to the general public in June 2011. We anticipate that there will be other national announcements that will involve coordination and timing of all of the P2Rx Centers. We encourage Centers to use a standard launch methodology including creation of launch materials: a) well researched concept paper identifying opportunity and objectives, target audience, partners, features/benefits, scope and timeline. This should be followed up with a b) communications plan (see example in appendix), c) spec sheet and d) press release.

The Marketing Committee reviewed all of the P2Rx products and made recommendations for future marketing initiatives. The products were voted as work plan priorities during a combined session with the rest of the Centers.

P2Rx 2011-2015 Strategic Initiatives (as it relates to P2Rx products) - Adopted February 2011

| Initiative/Product | Time | Success means . . . |
|---|---------------------------------|---|
| Topic Hubs <ul style="list-style-type: none"> • Form Subcommittee headed by Andy Bray to decide on what to do with Topic Hubs with a possible exit strategy | Before 2011 proposals submitted | <ul style="list-style-type: none"> • Decision on topic hubs |
| Calendar <ul style="list-style-type: none"> • Collection Policy • Month by month calendar | Short Term | <ul style="list-style-type: none"> • Collection Policy • Month by month calendar |
| P2 InfoHouse <ul style="list-style-type: none"> • Discussion with ESRC on the future of P2Infohouse with report back to the Centers (Rick) | Short Term | <ul style="list-style-type: none"> • Decision on what to do with P2InfoHouse |
| Case Study /Success stories <ul style="list-style-type: none"> • Develop templates • Improve current database • Tie to videos | Medium Term | <ul style="list-style-type: none"> • \$200,000 in funding for case study database • Increase contributions • Increase partners |
| Video library plan | Short term | <ul style="list-style-type: none"> • Plan |
| New Video Library <ul style="list-style-type: none"> • Template • Collection policy • Archives • Plan | Medium term | <ul style="list-style-type: none"> • Library with a collection policy, template for additions and archives |
| Use Social Media more effectively: <ul style="list-style-type: none"> • Adopt plan • Merge P2 News and Social Media • Message discipline • Linked In • Track center tweets | Long term | <ul style="list-style-type: none"> • Implementation of a strategic social media plan • Decision on P2News and Social media • Uniform umbrella messaging adhered to |

| | | |
|---|------------|--|
| <ul style="list-style-type: none"> • Facebook page • Conversation about deliberate and strategic use of social media • Need to address both pushing information out and what to do when it turns into a dialogue • Editorial policy • Metrics | | <ul style="list-style-type: none"> • Editorial policy • Facebook page • Metrics will measure change • Increase in number of P2Results contributors |
| Adopt hash tags | Short term | Hash tags used |
| Consistent branding for webinars | Short term | NOT ADOPTED |
| Re-evaluate rapid response to make it more robust and collaborative | Short term | NOT ADOPTED |
| Look into Rebranding | Long term | NOT ADOPTED |
| Program Directories Collection policy | Short term | NOT ADOPTED |
| <p>Notes:</p> <p>Long term initiatives have a 5-year horizon.</p> <p>Mid-term initiatives have a 3-year horizon which goes to the end of the next funding cycle (2013).</p> <p>Short term initiatives should be completed within the current funding cycle (Fall 2011).</p> <p>Very short term initiatives are initiatives which may be completed by Summer 2011.</p> | | |

Appendix 1 – Relationship between P2Rx Strategy and Marketing Strategy



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2. Flowchart (Relationship between P2Rx Strategy & P2Rx Marketing Strategy)



Appendix 2 – P2Rx Logic Model for Information Dissemination

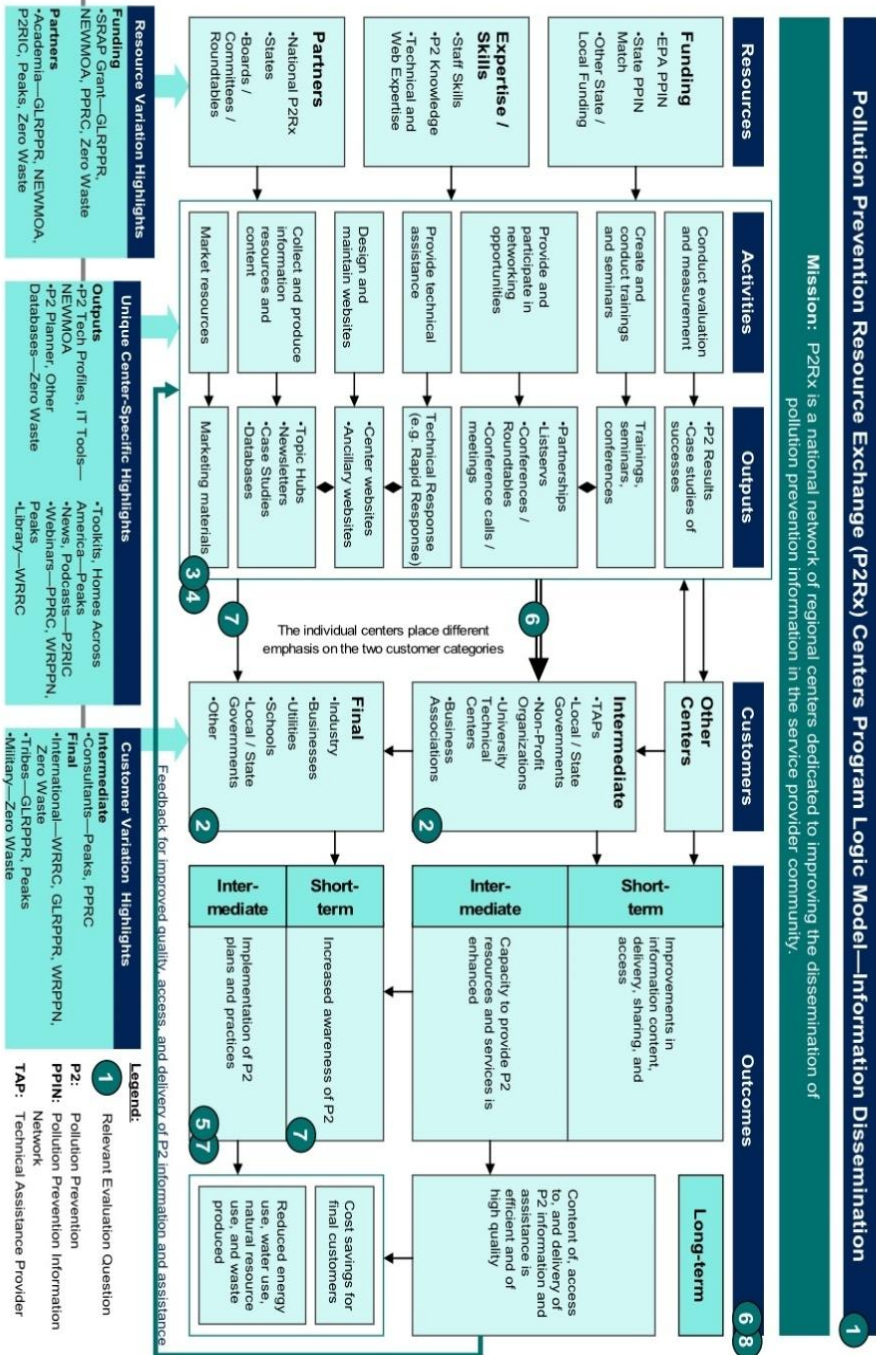


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APPENDIX

1. P2Rx Centers Program Logic Model – Information Dissemination



Appendix 3 – P2Rx Goals & Strategies

Goal/Objective #1 - Build and facilitate dynamic regional and national P2 topic driven networks.

Strategies:

- Assess the needs of assistance providers and businesses
- Collect, organize, and present information on pollution prevention strategies and technologies
- Create opportunities for assistance providers to network and exchange program information
- Make P2Rx information resources more accessible to businesses
- Market P2Rx products and services to grow the user community
- Enable others to capture and communicate the impacts of their work
- Products and services are developed and marketed to funnel customers to P2Rx
 - Products need to have high visibility on internet search engines.
 - Website and contact information included on all internal and external documents
 - Brand all products with P2Rx and P2Rx.org in addition to centers name
 - P2Rx should be identified along with center name and information including e-mail signatures, brochures, and other communications

Goal/Objective #2 - Serve as the trusted source for P2 information.

Strategies:

- P2 results to measure success of achieving P2Rx's goals
- NPPR report of numbers to showcase effectiveness of nationwide P2 program
- Develop success/case studies that show cost savings and environmental impact of going green
- Develop and showcase best practices
- Maintain leading edge and current web content (topic hubs/P2 Infohouse)
- Re-establish rapid response for TAPs to get their most difficult informational challenges resolved
- Use social media and messaging to help P2Rx become a "trusted source" of environmental information and a recognized leader in building networks of groups interested in pollution prevention and sustainability issues.

Goal/Objective #3. - Increase the awareness, accessibility, and usability of P2 information.

Strategies:

- Communication and sharing of products among centers
- Engage groups of P2 information around sectors to reach people with specific information that's relevant to them.
- Develop messaging to promote the benefits of the products
- Marketing efforts planned with the following questions in mind:
 - How does this product or service improve awareness of P2 Information?
 - How does this product or service improve accessibility of P2 Information?
 - How does this product or service improve usability of P2 Information?

Goal/Objective #4 - Evaluate and measure the impact of various tools to achieve our goals.

Strategies:

- Continuous improvement (plan & design, implement, measure & evaluate, assess & report).
- Develop baselines before commencement of a marketing campaign to facilitate measure and evaluation of marketing efforts.
- Assess Marketing campaign success at the completion of the campaign.

Appendix 4 – Example of P2Rx Communications Plan

COMMUNICATIONS PLAN FOR PPRC CLIMATE CHANGE TOPIC HUB

DIGITAL MEDIA MARKETING/COMMUNICATIONS MIX

(campaign to last for one –four weeks, depending on topic):

PROMOTION (middle of P2RX product roadmap implementation):

- post to our main page/blog
- include in monthly e-newsletter and quarterly e-news
- post to Delicious
- post to Twitter numerous times per week
- post to Facebook
- post to LinkedIn
- direct contact to necessary associations or organizations that are associated with the TH:

Regional

- o Climate & Rural Energy Development Center- WSU (<http://www.energy.wsu.edu/projects/climate/>)
- o Cool Cities (<http://coolcities.us/>)
- o Industrial Assessment Center – OSU (<http://eec.engr.oregonstate.edu/>)
- o Industrial Assessment Center – UW (<http://www.ee.washington.edu/energy/iac/contact.html>)
- o Midwestern Greenhouse Gas Accord (<http://www.midwesternaccord.org/>)
- o Northwest Energy Efficiency Alliance (<http://www.midwesternaccord.org/>)
- o Seattle City Light – Climate Action Now (<http://www.cityofseattle.net/light/climatechange/>)
- o Seattle Climate Partnership (<http://www.cityofseattle.net/climate/partnership.htm>)
- o Cooperative Extension Energy Program – WSU (<http://www.energy.wsu.edu/>)
- o West Coast Forum on Climate Change, Waste Prevention, Recovery and Disposal (<http://yosemite.epa.gov/r10/ECOCOMM.NSF/Programs/wcf>)
- o Western Climate Initiative (<http://www.westernclimateinitiative.org/>)
- o World Resources Institute (<http://www.wri.org>)

National

- o Greenhouse Gas Management Institute (<http://ghginstitute.org/who-weare/mission/>)
- o Greenhouse Gas Protocol Initiative (<http://www.ghgprotocol.org/>)
- o ICLEI Local Governments for Sustainability (<http://www.icleiusa.org/>)
- o Interstate Renewable Energy Council (<http://www.irecusa.org/>)
- o The Climate Registry (<http://www.theclimateregistry.org/>)
- o US EPA – Climate Leaders (<http://www.epa.gov/climateleaders/>)

- short press release to proper media; depending on subject, create Google Alerts and track daily
- share with other P2RX centers and ask for cross-promotion on their blogs
- cross-promotion continues through various channel matrix and other PPRC and P2RX center work anytime relevant projects are being executed

METRICS (end of P2RX product roadmap implementation):

- Google Analytics (web)
- Vertical Response (email)
- Owl.ly (Twitter)
- Twitter Analyzer (or other)
- Bit.ly (Facebook)
- Insights (Facebook)