

# Challenges and opportunities in social media

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# Your hosts for today



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We understand utilities and municipalities because we've made them our business for more than 30 years.



Using market research data, expert analysis, and industry experience, we help utilities put their customers first, meet their business objectives, and solve their corporate challenges.

Applying predictive data science to help electric and gas utilities make data-driven decisions that improve their bottom line and increase customer satisfaction.

Advancing business and technology solutions that strategically enhance operations for utilities and their cities.

# This is an online roundtable discussion

- Participation is essential
- Use Zoom's **chat** feature to pose questions and share comments
- Unmute your line when you're ready to speak (\*6)
- Turn your video on



# Today's agenda

Overall strategies and goals: Marketing, corporate communications, and customer care

Existing and new channel strategies and tactics

Metrics for success, reporting and analytics, and executive advocacy

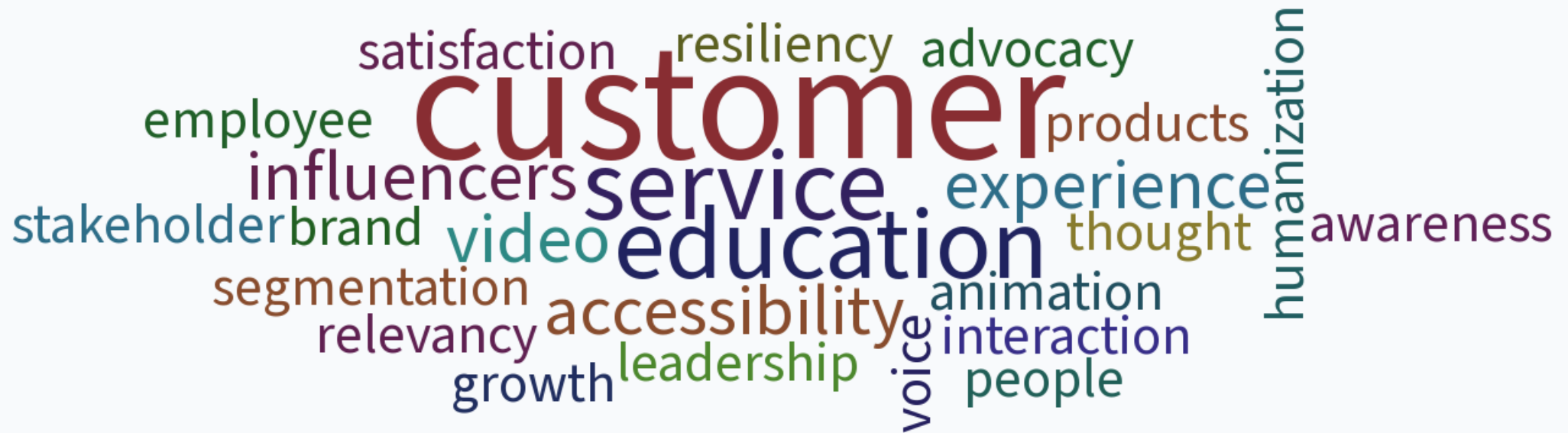
Organizational structure, team roles, and budget

Internal processes, tools, and content creation

Open discussion

# Audience poll

What is the **FUTURE DIRECTION** for social media at your utility?



# Audience poll

**What social media ACCOMPLISHMENTS from the past year  
are you most proud of?**



# Audience poll

What are the biggest GROWTH areas for social media at your utility?



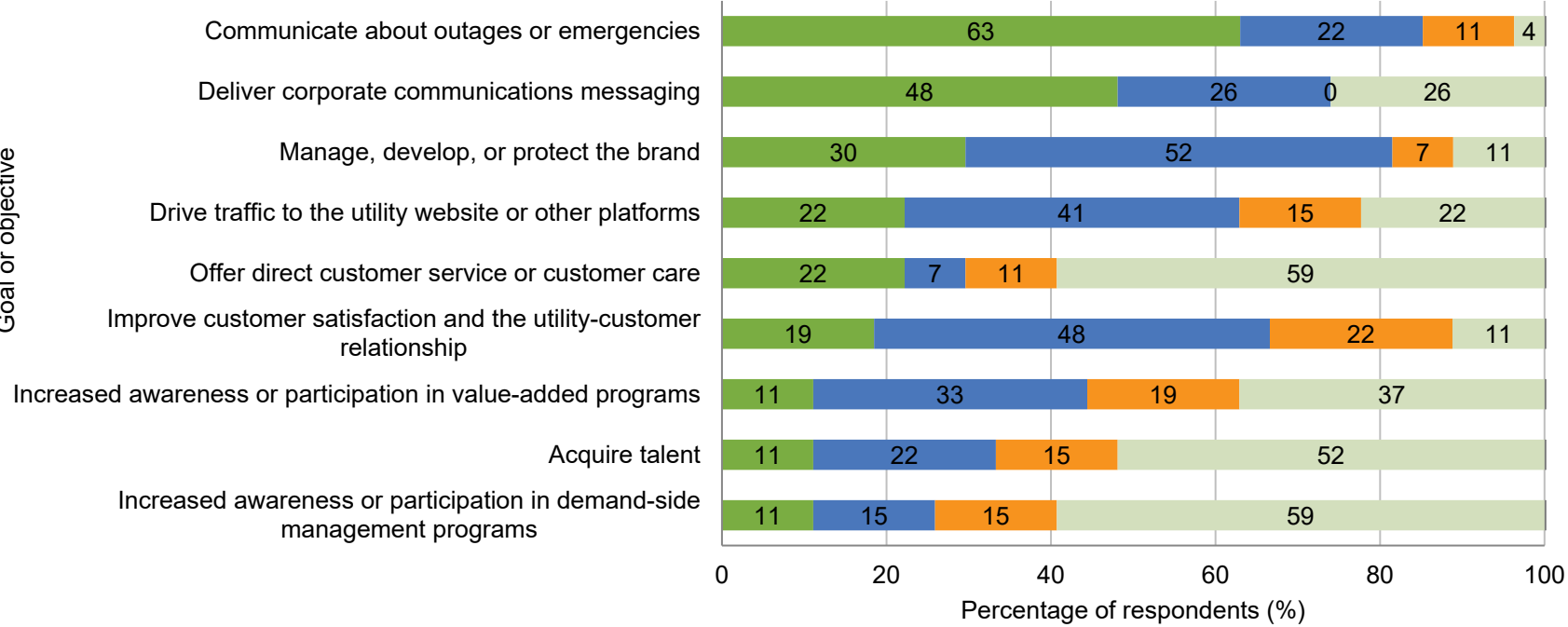




**Overall strategies and goals:  
Marketing, corporate communications,  
and customer care**

# Successful use of social media

■ 9 to 10 rating   ■ 7 to 8 rating   ■ 1 to 6 rating   ■ Not a primary goal or objective



Utilities use social media for many reasons, but they feel their social media efforts were most successful at communicating about outages and emergencies.

**Base:** n = 27 utilities. **Question S3\_2:** Using a scale of 1 to 10, where 1 means not at all successful and 10 means very successful, please rate how successful your utility's use of social media has been in accomplishing each of the following goals and objectives. **Note:** Use caution when sample size falls below 30. © E Source (2021 Social Media Survey)

# Challenges and planned improvements

- 1 Improving and enhancing our overall social media presence (48%)
- 2 Integrating social media into a broader digital communications strategy (37%)
- 3 Integrating social media into a broader customer experience plan (37%)
- 4 Trying new forms of engaging content (37%)
- 5 Determining appropriate measurement, metrics, or key performance indicators (37%)

The top challenge utilities reported in 2021 was improving and enhancing their overall social media presence.

**Base:** n = 27 utilities. **Question S3\_3:** What are the top five social media issues or challenges you expect to focus on at your utility over the next 12 months? Please select up to five. **Note:** Use caution when sample size falls below 30. © E Source (2021 Social Media Survey)

# Questions for the audience

- Which strategies and tactics have provided the most engagement or participation in your **programs and services**?
- What has been your greatest driver in **getting customers to engage** with your content?
- Have you been able to create a **digital care center** outside of the call center? How?
- For those who have established a more robust social or digital customer care team, **how did you make this business case** internally?

# ComEd's Twitter message about inclement weather




Source: ComEd

# FortisAlberta's Facebook marketing for its My Account feature



Source: FortisAlberta

# Alliant Energy's tree planting campaign




The image shows a Facebook post from Alliant Energy. At the top left is the Alliant Energy logo and the text "Alliant Energy about 8 months ago". To the right is a Facebook icon. The main text of the post reads: "Plant a tree in a derecho-impacted community." followed by the Alliant Energy logo. Below the text is a photograph of a man and a woman standing on a lawn in front of a house, looking at a small tree being planted. There are bags of soil and a wheelbarrow nearby. Below the photo, the post text says: "Now through the end of August, we'll plant a tree in a derecho-impacted community for every Iowa customer who signs up for My Account. Don't miss this opportunity to help your neighbors and plant hope across our state. <https://bit.ly/3yTfEIZ>". At the bottom, it shows 15 likes, a comment icon, and 11 shares.

Source: Alliant Energy

# Boosted and targeted posts

## Post Details




Entergy Mississippi  
Mar. 18, 2022 10:26 AM MDT ⓘ

MS  
f  
Photo

Greg McGriff spent more than two weeks restoring power in Louisiana after Hurricane Ida. He wasn't surprised to meet so many grateful customers then, but learning a customer contacted the company to thank him by name left him speechless!

He said getting that thanks was the perfect way to close out his 32-year career as a lineman. Read the full story <http://enter.gy/6181K1799>

Kudos, Greg! 🍌🍌🍌



[View on Facebook](#) [Likely Boosted](#)

**1.59K** ENGAGEMENT TOTAL ⓘ

- 1.40K REACTIONS ⓘ
- 139 COMMENTS ⓘ
- 49 SHARES ⓘ

**18.6K** PAGE FANS ⓘ

**8.53%** ENGAGEMENT RATE BY FOLLOWER ⓘ

**74.1X** ENGAGEMENT RATE LIFT ⓘ

**1.40K** REACTIONS ⓘ

- 1.23K LIKES ⓘ
- 166 LOVES ⓘ
- 0 HAHAS ⓘ
- 1 WOWS ⓘ
- 0 SADS ⓘ
- 0 ANGRYS ⓘ

Source: Entergy Mississippi and Rival IQ



# Boosted and targeted posts

## Post Details



Peoples Gas  
Mar. 8, 2022 7:06 AM MST ⓘ



Photo

Peoples Gas celebrates #InternationalWomensDay. Team members from our Tampa service area office strike a pose to support calling out gender bias, discrimination and stereotyping. Together we can #BreakTheBias and create workplaces where everyone is valued and welcomed.

#IWD2022 International Women's Day



[View on Facebook](#) \$ Likely Boosted

**154** ENGAGEMENT TOTAL ⓘ  
136 REACTIONS ⓘ  
14 COMMENTS ⓘ  
4 SHARES ⓘ

**1.65K** PAGE FANS ⓘ

**9.36%** ENGAGEMENT RATE BY FOLLOWER ⓘ

**80.7X** ENGAGEMENT RATE LIFT ⓘ

**136** REACTIONS ⓘ  
117 LIKES ⓘ  
8 LOVES ⓘ  
9 HAHAS ⓘ  
0 WOWS ⓘ  
0 SADS ⓘ  
2 ANGRYS ⓘ

Source: TECO Peoples Gas and Rival IQ

# Call center focus



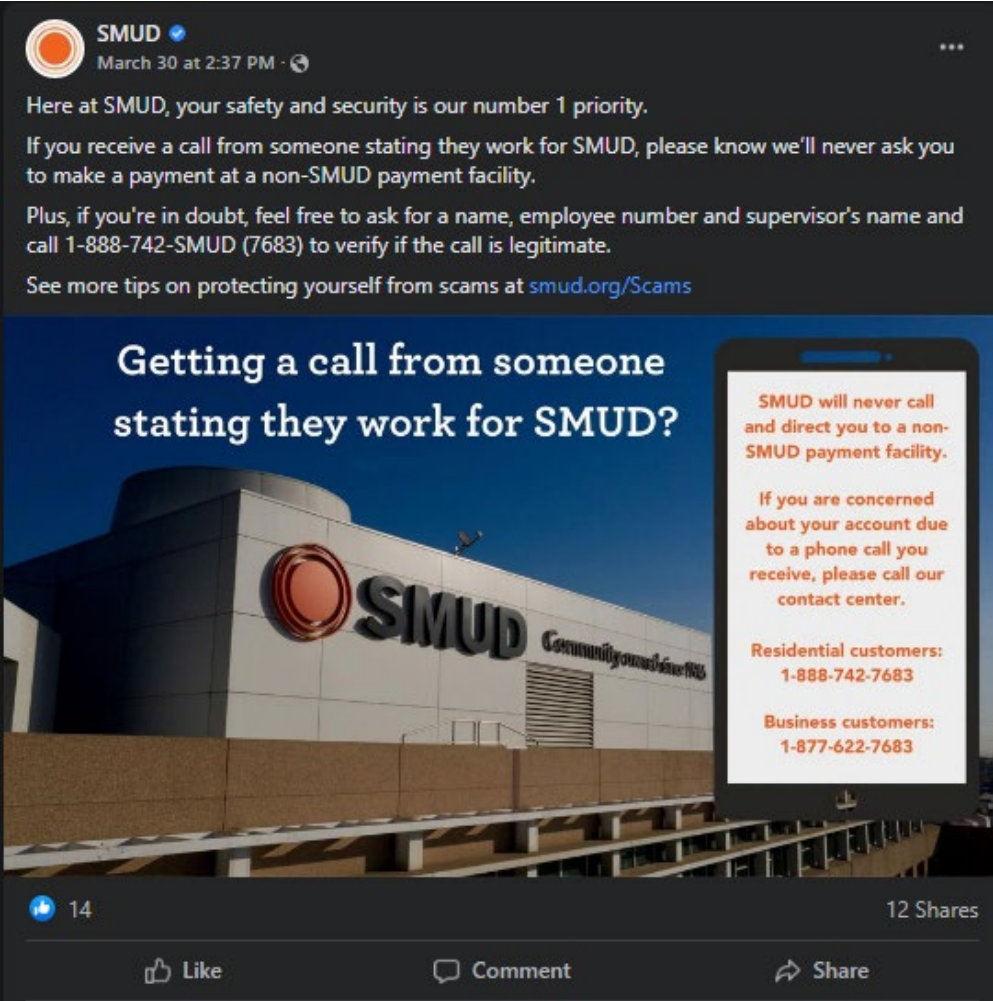
“Our social presence is a curated expression of who we are, or who we would like to be perceived as.”

ted on by Debra Ann [?] November 12 at 12:07  
h They have already called me and set up an  
ow. Thank you so much for the quick response.  
vember 12 at 12:15pm

[REDACTED] One thing about your Facebook page,  
you are GREAT at quick responses. The only contact I can trust to get to you.

Okay thank you so much. I'm really sorry about my tone and I appreciate you understanding why I'm upset. Have a good day!

# Cybersecurity



**SMUD** March 30 at 2:37 PM · 🌐

Here at SMUD, your safety and security is our number 1 priority.

If you receive a call from someone stating they work for SMUD, please know we'll never ask you to make a payment at a non-SMUD payment facility.

Plus, if you're in doubt, feel free to ask for a name, employee number and supervisor's name and call 1-888-742-SMUD (7683) to verify if the call is legitimate.

See more tips on protecting yourself from scams at [smud.org/Scams](https://smud.org/Scams)

**Getting a call from someone stating they work for SMUD?**

**SMUD will never call and direct you to a non-SMUD payment facility.**

**If you are concerned about your account due to a phone call you receive, please call our contact center.**

**Residential customers:**  
1-888-742-7683

**Business customers:**  
1-877-622-7683

14 Likes 12 Shares

Like Comment Share

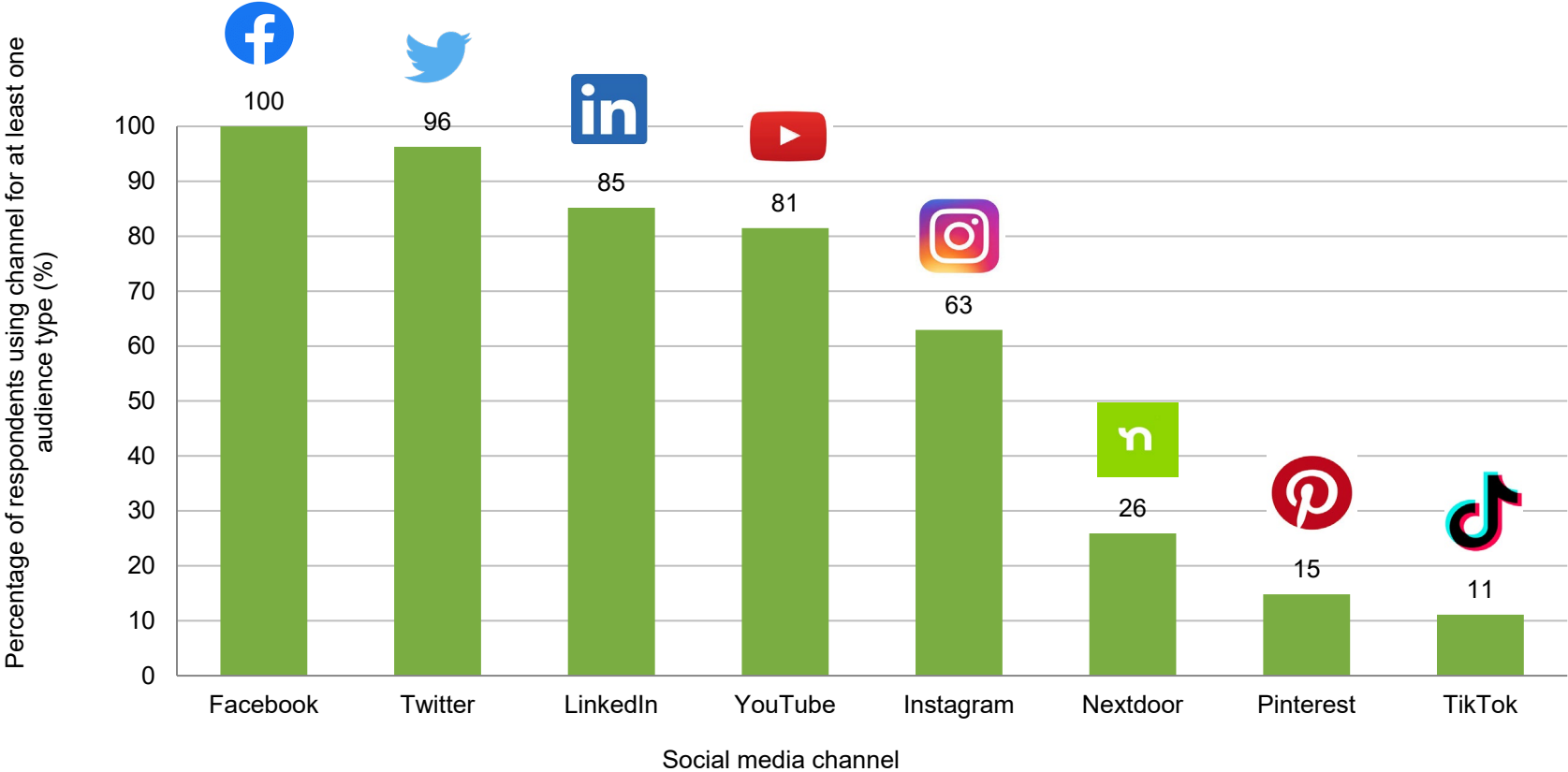
Source: SMUD



# Existing and new channel strategies and tactics



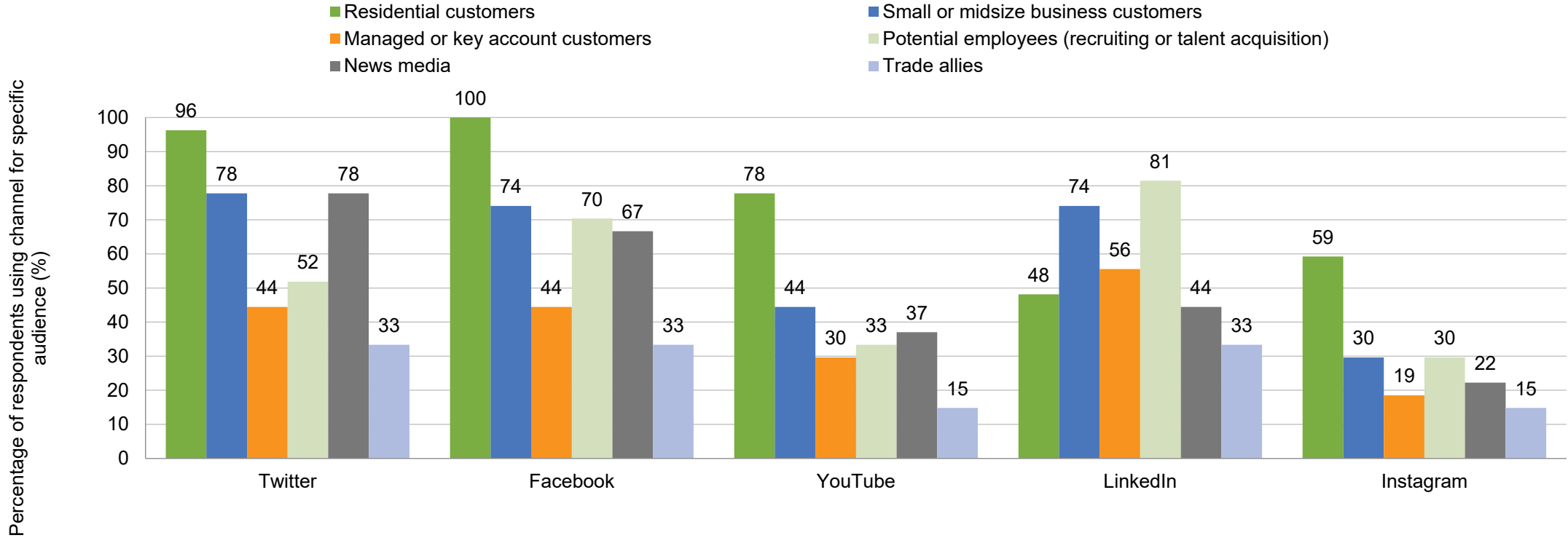
# Use of Twitter and Facebook remains consistent; Nextdoor and TikTok are new



**Base:** n = 27 utilities. **Question S1\_1:** Please indicate which of the following social media channels your organization currently uses for communicating with the following audiences. Select all that apply for each channel. © E Source (2021 Social Media Survey)

# Utilities use Twitter and Facebook for many audiences

Other channels are used for more-specific groups



**Base:** n = 27 utilities. **Question S1\_1:** Please indicate which of the following social media channels your organization currently uses for communicating with the following audiences. Select all that apply for each channel. © E Source (2021 Social Media Survey)

# Facebook is the most popular channel for targeted communications to residential customers


Multilingual customers or customers who speak English as a second language

 59%

Low-income customers

 93%  73%

Multifamily or renters

 56%  50%

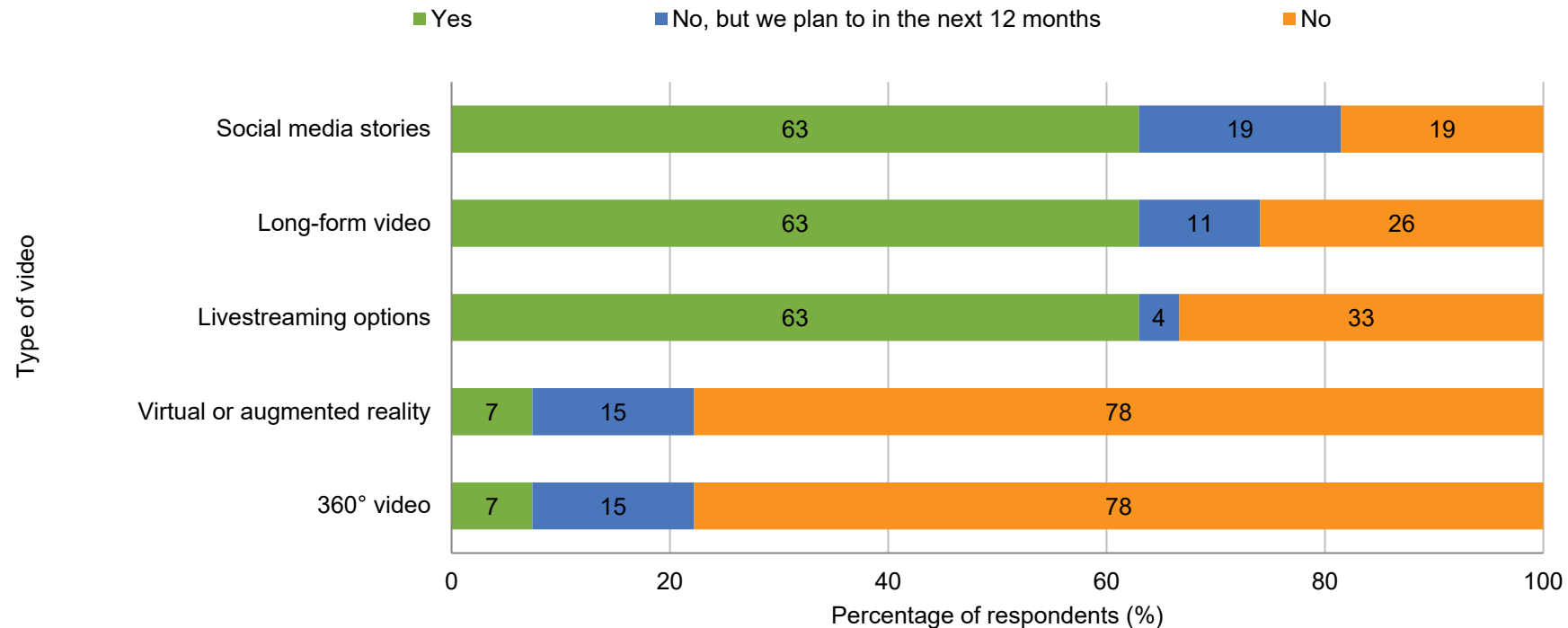
Senior citizens

 93%  73%

**Base:** n = 27 utilities. **Question S1\_3:** Please indicate which of the following social media channels your organization currently uses for targeted communications with the following residential customers. Select all that apply for each channel. **Note:** Percentages based on the number of utilities using that specific channel. © E Source (2021 Social Media Survey)

# Types of videos used in social media posts

Most utilities are already using a variety of video styles.



**Base:** n = 27 utilities. **Question S5\_1:** Has your utility used the following as part of its social media efforts? **Notes:** Percentages may not add to 100 due to rounding. Use caution when sample size falls below 30. © E Source (2021 Social Media Survey)



# What utilities would like to try in the next 12 months

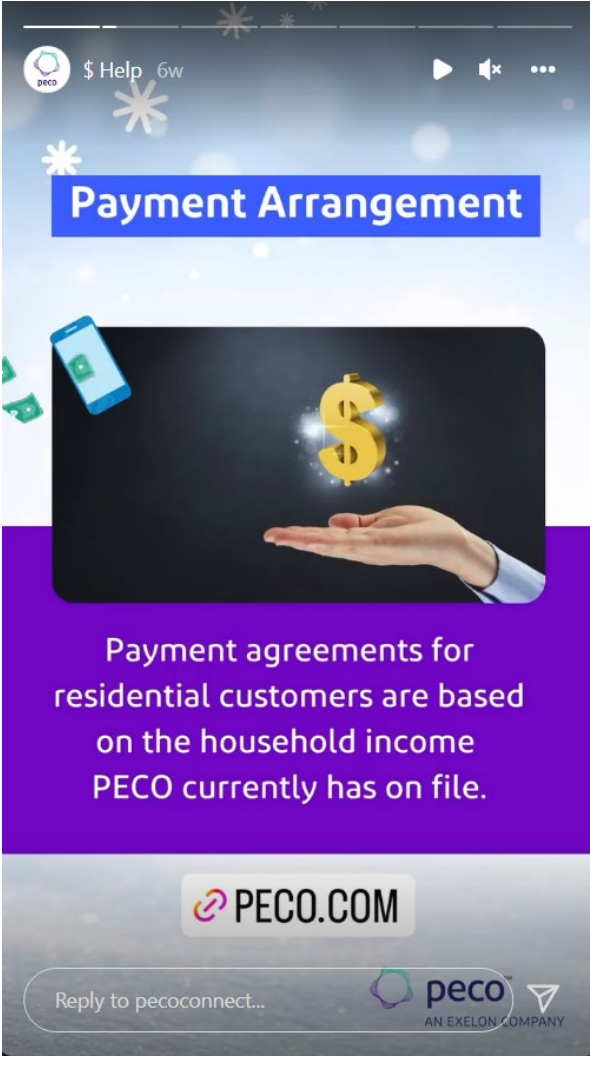


# Instagram stories



Source: SoCalGas

# Instagram



Source: PECO

# TikTok



Source: SMUD

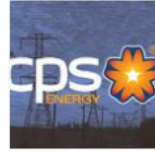
# Nextdoor



## CPS Energy is working to resolve multiple electric service disruptions in the Five Point area 03.24.2022.

Marketing Manager Carroll Elter from CPS Energy · 24 Mar

As your electric and gas utility, CPS Energy is committed to providing you with reliable power so that your lights and gas turn on quickly, operate safely, and remain affordable.



We acknowledge that you and your neighbors have experienced several outages in the past year. CPS Energy will be conducting a thorough inspection of the circuit serving your area to identify any opportunities to improve your reliability. We expect this work to be complete in the next week, with the identified work to begin soon after. Thank you for your patience as we work to improve the reliability of electric services in your neighborhood.

\*\*EN ESPAÑOL\*\*

CPS Energy está trabajando para resolver las múltiples interrupciones del servicio eléctrico en el área de Five Point 03.24.2022.

Como su empresa de electricidad y gas, CPS Energy se compromete a proporcionarle una energía fiable para que sus luces y su gas se enciendan rápidamente, funcionen con seguridad y sigan siendo asequibles.

Reconocemos que usted y sus vecinos han experimentado varios apagones en el último año. CPS Energy llevará a cabo una inspección exhaustiva del circuito que da servicio a su zona para identificar cualquier oportunidad de mejorar su fiabilidad. Esperamos que este trabajo se complete en la próxima semana, y que los trabajos identificados comiencen poco después. Gracias por su paciencia mientras trabajamos para mejorar la fiabilidad de los servicios eléctricos en su barrio.

24 Mar · Subscribers of CPS Energy in 1 area in General

THANK

REPLY



## CPS Energy monitoring possible severe weather, crews on standby 04.12.2022

Digital Communications Specialist Adrian Garcia from CPS Energy · 6 days ago

CPS Energy crews are on standby as the latest weather reports indicate the CPS Energy service area could see severe thunderstorms this Tuesday afternoon. Should storms develop, the US National Weather Service in Austin-San Antonio reports large hail and damaging wind gusts are the main concerns.



Due to the possibility of severe weather this afternoon, please remember safety first and:

- ✓ Never go near downed power lines and call CPS Energy at 210-353-HELP (4357)
- ✓ Move Over & Slow Down if you come across CPS Energy crews working out in the field

Please don't wait for a power outage, make a family outage plan now.

Anyone can also visit [cpsenergy.com/outagemap](https://cpsenergy.com/outagemap) for outage tips, view current outages on the Outage Map, or report an outage.


6 days ago · Subscribers of CPS Energy in General

THANK | 69

REPLY


Source: CPS Energy

# Nextdoor ad

 Public Service Company of Oklahoma, Spon... ▼

**Save the Watts! Upgrade your old appliances and get rebates from PSO.**

Get rebates on select ENERGY STAR® certified appliances to save energy, money, and Watts!



See more ways to save at [PowerForwardWithPSO.com](https://PowerForwardWithPSO.com) [Learn more](#)

Source: Public Service Co. of Oklahoma and E Source Energy AdVision

# Nextdoor



ComEd

ComEd Community Engagement Team • 10 Aug



ComEd Taking Steps to Restore Power After Severe Storms. A severe thunderstorm with 80+ MPH wind gusts and hail has severely damaged many communities in our service area. Over 635,000+ customers have been impacted. This storm caused significant damage across the service territory, including downed poles, broken lines and tree-related damage. We expect that it will take multiple days to restore service to all of the customers affected by the storm and recommend that customers take whatever steps they feel necessary to keep themselves and their families safe.

We have more than 800 employees working around the clock to restore energy to affected customers as quickly and safely as possible. Additionally, more than 1,100 mutual assistance workers are coming in from out of state to assist in restoration efforts. Due to the increase of outage reports, we are experiencing technical difficulties with [ComEd.com](https://www.comed.com), our mobile app, and our outage text alerts.

We recommend customers report outages by using our interactive voice response telephone system by contacting us at 1-800-334-7661 and dialing "1". Our crews are working as quickly and safely as possible to restore power. Stay safe and thank you for your patience.


Source: ComEd and E Source Energy AdVision

# Nextdoor

**Savings that shine.**  
Up to \$5 off energy-efficient indoor LED fixtures on the PSE Marketplace.



SHOP NOW



PUGET SOUND ENERGY

Indoor Lighting

**Flip the savings switch.**  
Up to \$10 off energy-saving outdoor LED fixtures on the PSE Marketplace.



SHOP NOW



PUGET SOUND ENERGY

Outdoor Lighting A

**Your future savings look bright.**  
Up to \$10 off energy-saving outdoor LED fixtures on the PSE Marketplace.



SHOP NOW



PUGET SOUND ENERGY

Outdoor Lighting B

**Time for a fixture fix-up.**  
Save instantly on energy-efficient LED shop lights on the PSE Marketplace.



SHOP NOW



PUGET SOUND ENERGY

Shop Light

**Artificial intelligence. Real savings.**  
Get \$75 off smart thermostats on the PSE Marketplace.



SHOP NOW




PUGET SOUND ENERGY

Thermostat

Source: PSE and E Source Energy AdVision

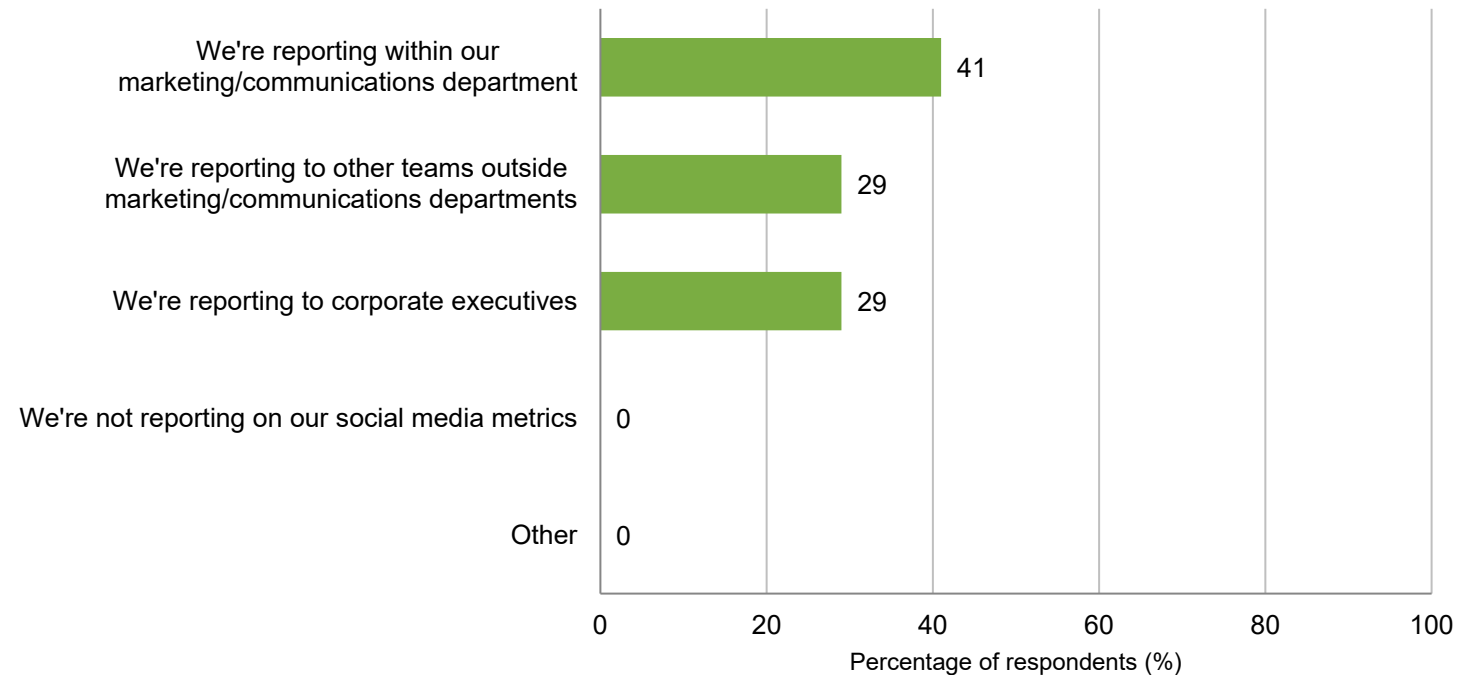


A nighttime cityscape with illuminated buildings and a complex highway interchange, serving as the background for the slide.

# Metrics for success, reporting and analytics, and executive advocacy

# Audience poll

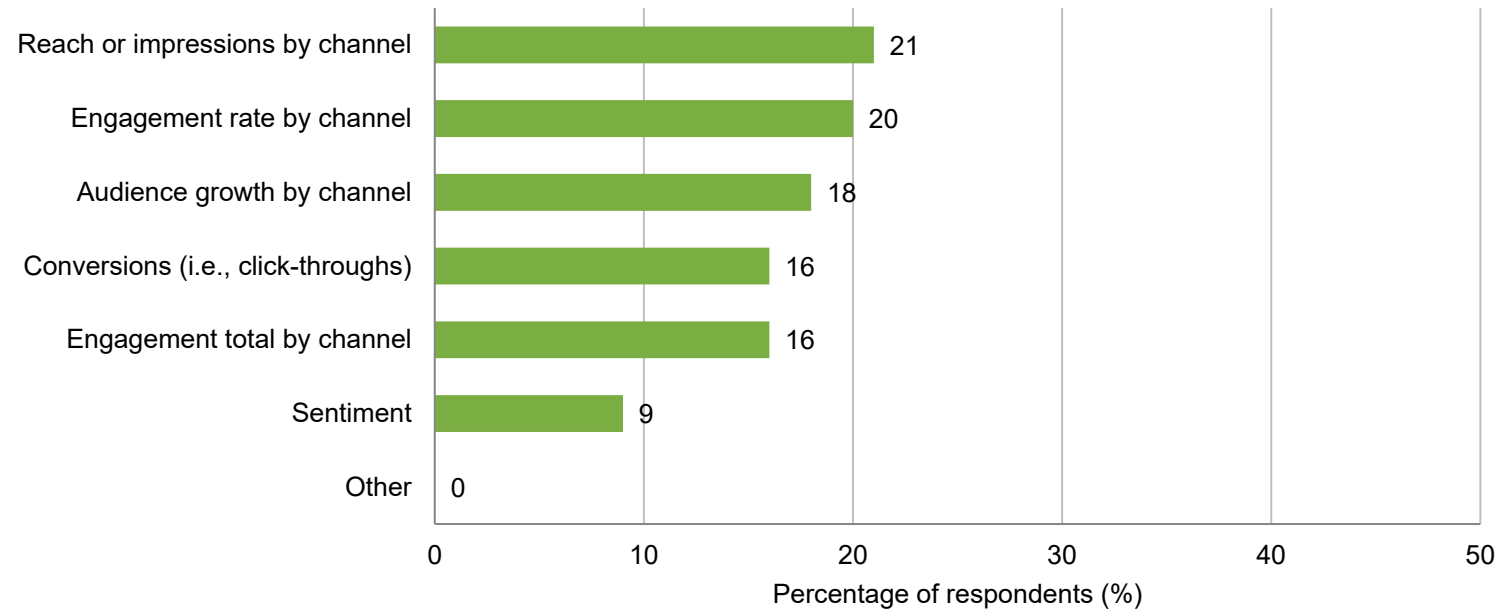
## How are you reporting on social media metrics at your utility?



**Base:** Event attendees (n = 34). **Question:** How are you reporting on social media metrics at your utility? Select all that apply. © E Source

# Audience poll

## Which metrics do you include in your reporting?



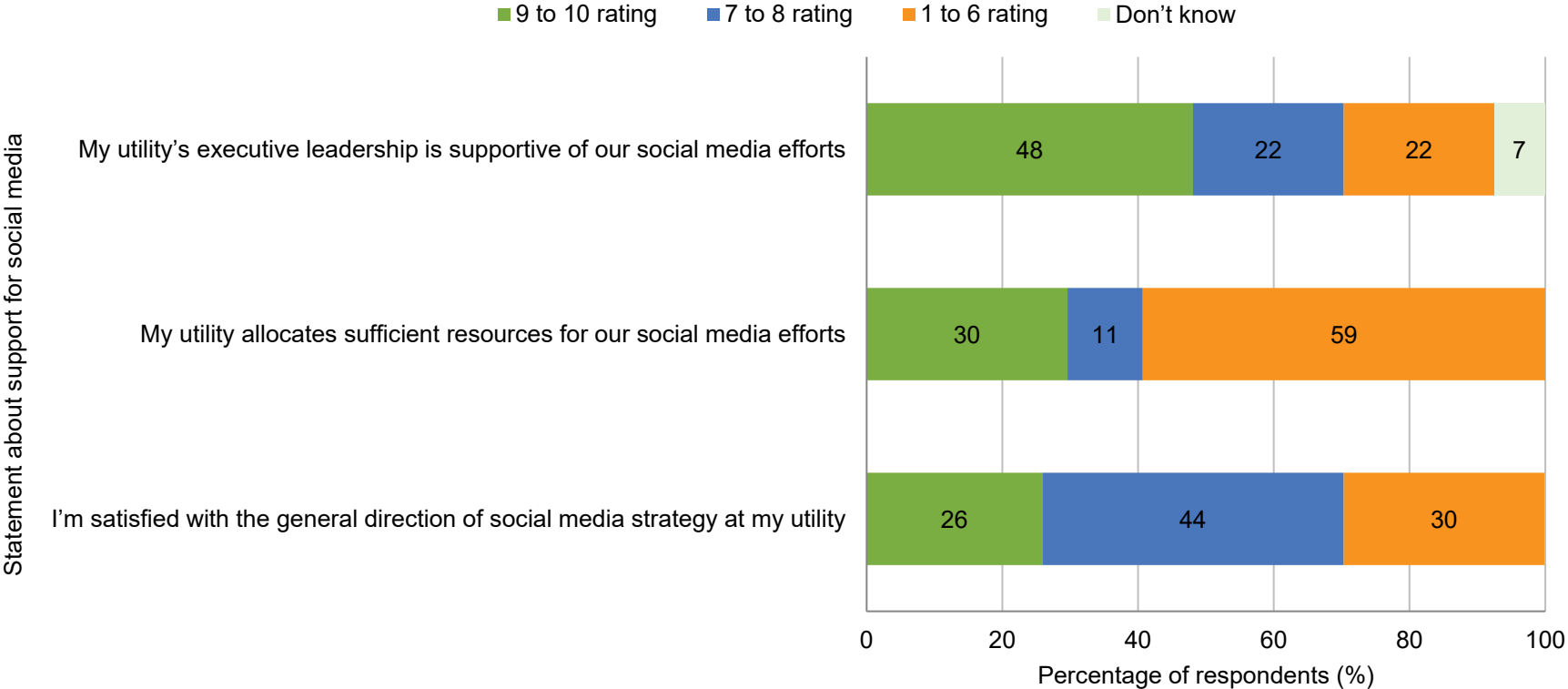
**Base:** Event attendees (n = 56). **Question:** Which metrics do you include in your reporting? Select all that apply. © E Source

# Questions for the audience


- How do you measure the ongoing sentiment of all your mentions on social (tools, tagging?)
- How are your executives using social media as brand ambassadors?
- Is search important? Is there a strategy within social media strategy that plays in SEO?

# Support for social media resources and strategy

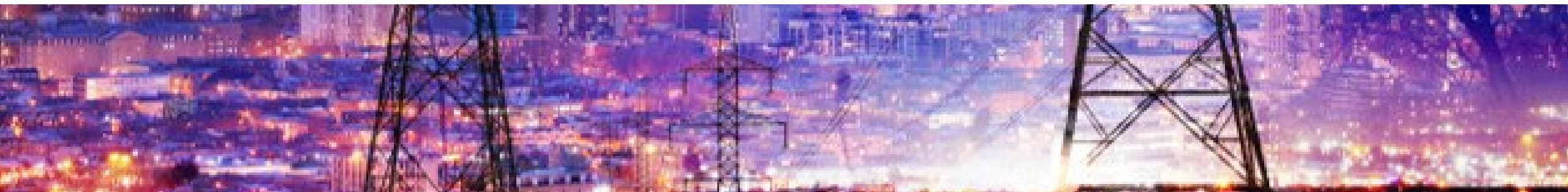
Almost half of respondents from the 2021 Social Media Survey strongly agree that their social media efforts have the support of leadership, but even more don't feel that they have sufficient resources.



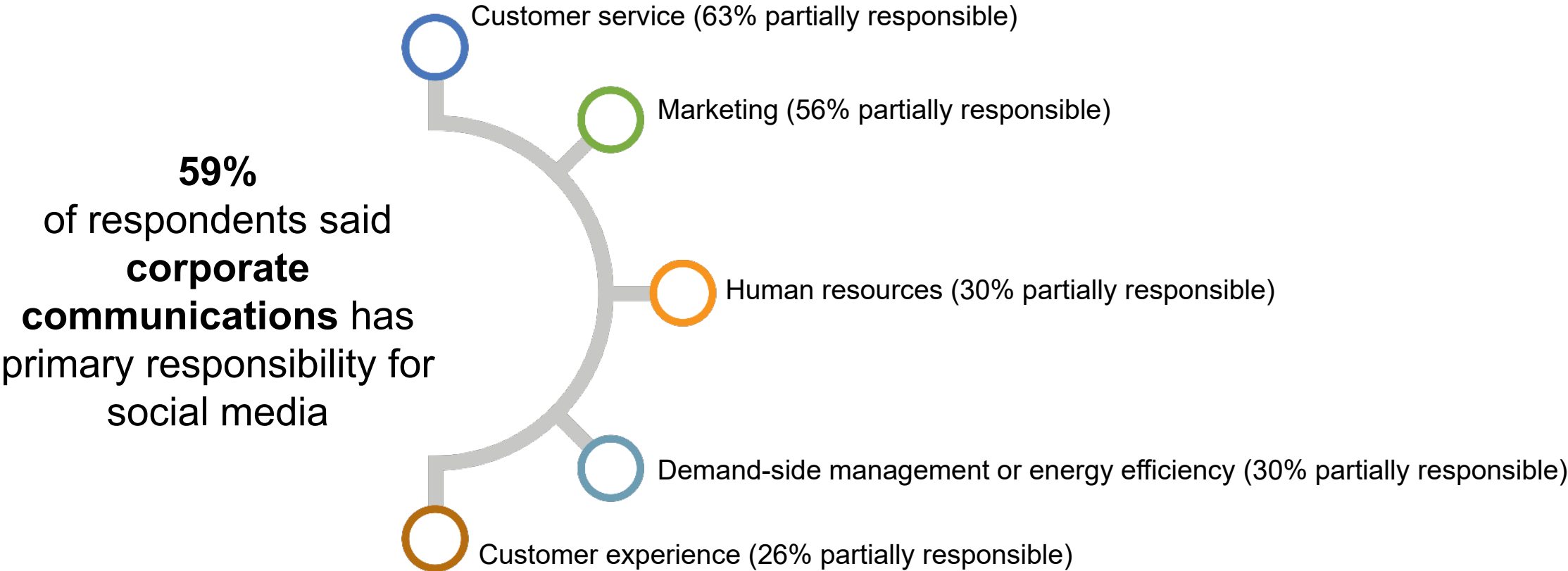
**Base:** n = 27 utilities. **Question S2\_14:** Using a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree, please indicate how strongly you agree or disagree with the following statements. If you have no opinion, check the box at the far right ("don't know"). **Note:** Use caution when sample size falls below 30. © E Source (2021 Social Media Survey)



# **Organizational structure, team roles, and budget**

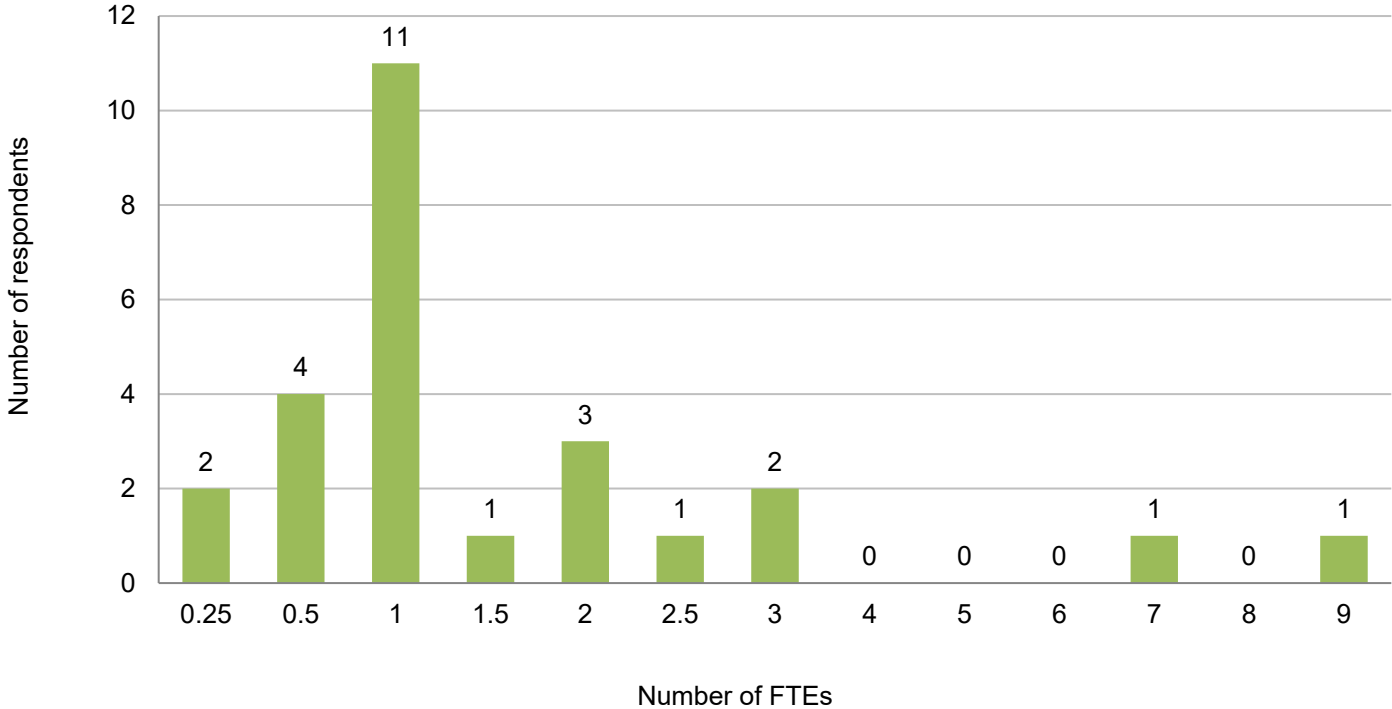


# Corporate communications continues to have responsibility for social media



**Base:** n = 27 utilities. **Question S2\_1:** Which department within your utility has primary control or ownership over social media activities? Select one. **S2\_2:** During normal business operations, which of the following groups within your utility are involved to some degree with social media activities? **Note:** Top five departments shown (excluding corporate communications, public affairs, or media relations). © E Source (2021 Social Media Survey)

# Most often respondents said that they have just one FTE dedicated to social media



**Base:** n = 27 utilities. **Question S2\_3:** Approximately how many full-time equivalents (FTEs) are dedicated to social media at your organization (that is, how many have access to post on the organization’s social media channels)? © E Source (2021 Social Media Survey)

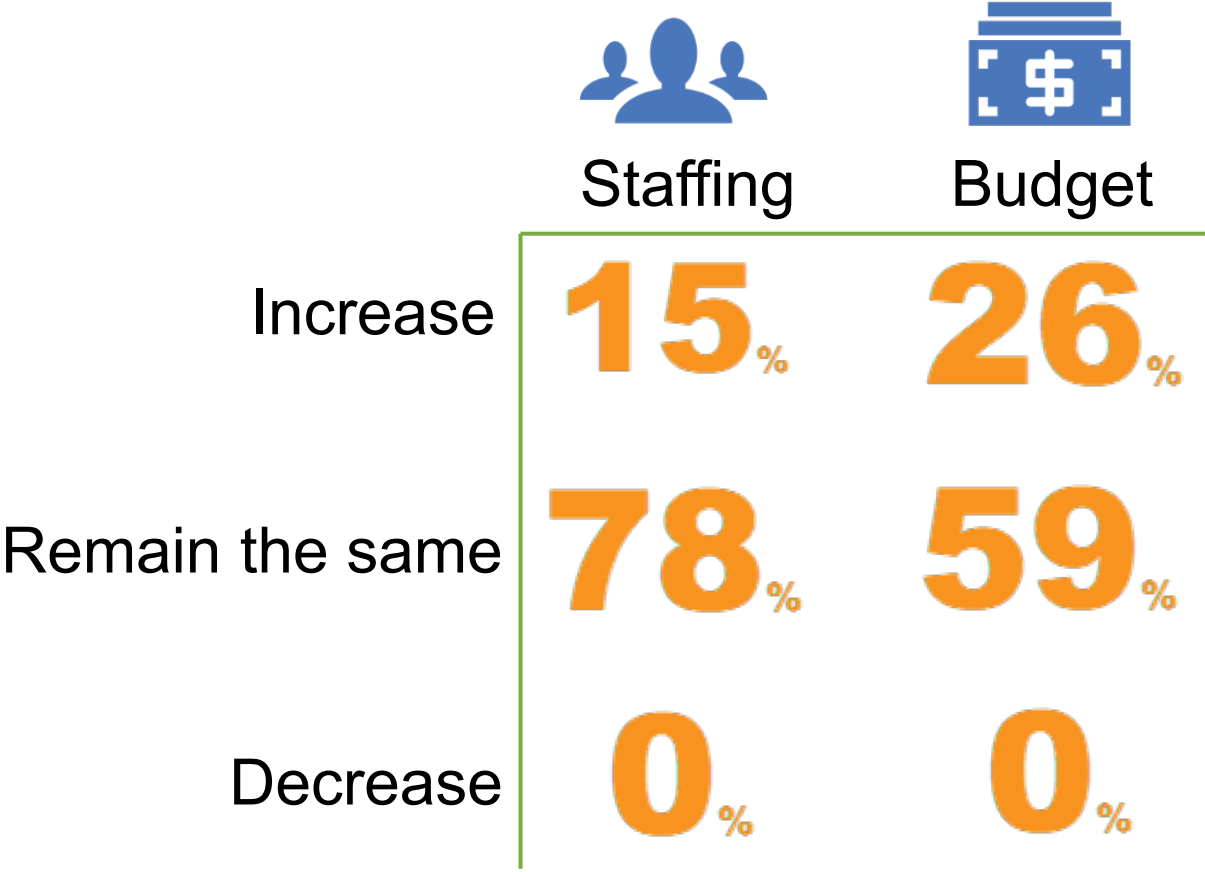


# Budgets remain small for most utilities

Budget amount	Have dedicated budget (%)	Receive funding from other departments (%)
Less than \$10,000	26	30
\$10,000–\$24,999	7	0
\$25,000–\$49,999	0	4
\$50,000–\$74,999	7	0
\$100,000–\$149,999	4	0
\$150,000 or more	4	4
No budget, but we request funding as needed	22	NA
No budget for social media	7	NA
We don't receive funding for social media from other departments	NA	37
Don't know	22	26

**Base:** n = 27 utilities. **Question S2\_12a:** What's your utility's annual social media budget (excluding employee salaries)? **Question S2\_12b:** How much funding do you receive from other departments to support social media activities (for example, funding from Marketing for promoted posts)? **Note:** NA = not applicable. © E Source (2021 Social Media Survey)

# Most respondents expect staffing and budgets to remain the same



**Base:** n = 27 utilities. **Question S2\_13:** How do you see the staffing level of social media personnel and the budget for social media at your utility changing in the next 12 months? **Note:** Percentages may not add up to 100% as respondents could select Don't know. © E Source (2021 Social Media Survey)

# Questions for the audience

- How many people at your utility are responsible for social media?
- If you could build a social media dream team and didn't have to factor in budgets or other limitations, what would the structure look like?

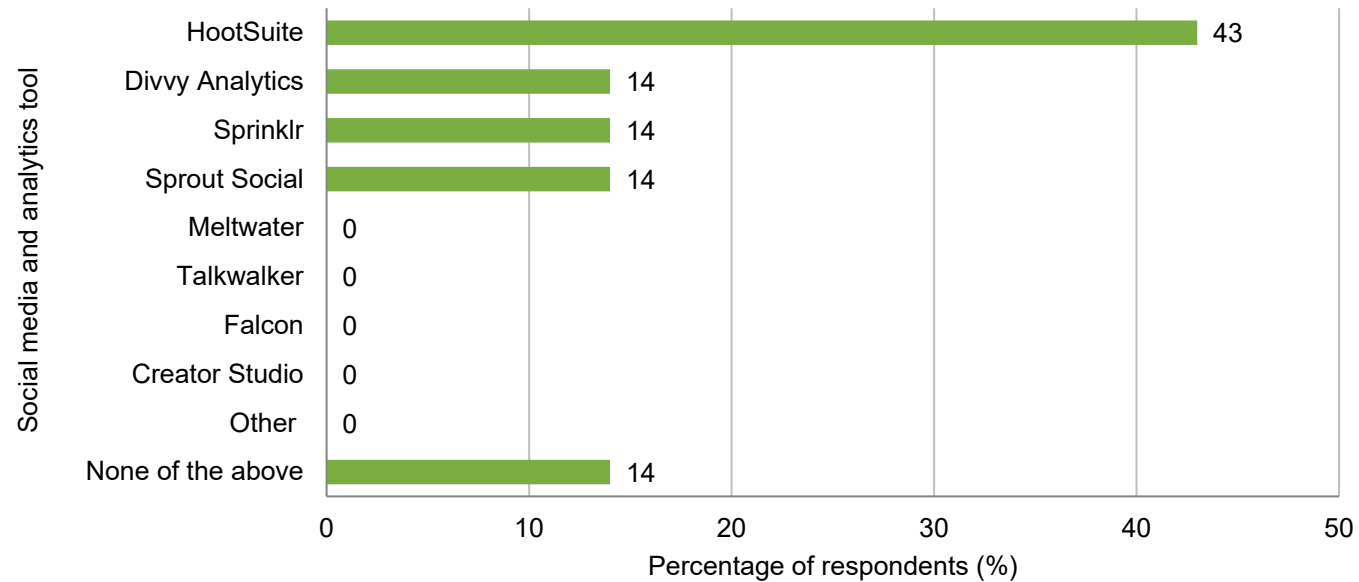


# Internal processes, tools, and content creation



# Audience poll

Which tools are you using for your social media efforts or analytics?

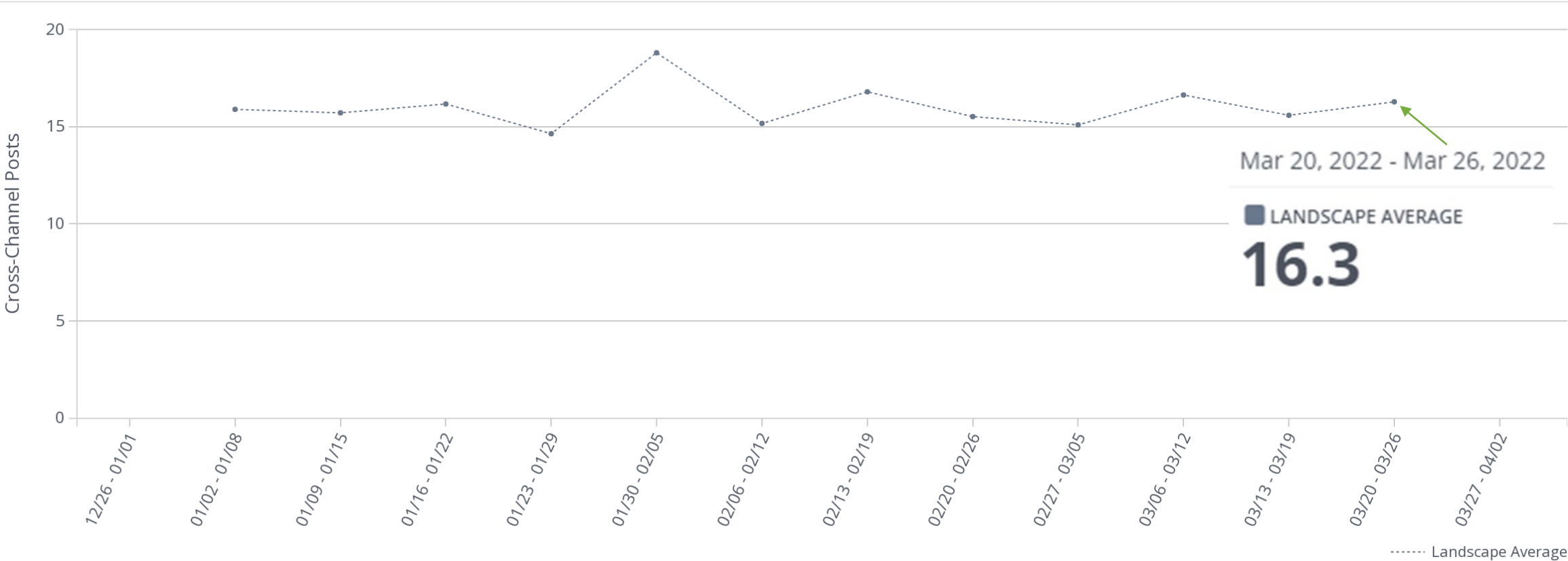


**Base:** Event attendees (n = 7). **Question:** Which tools are you using for your social media efforts or analytics? Select all that apply. **Note:** Use caution when sample size falls below 30. © E Source

# Frequency of posts per week

Cross-Channel Posts per Week

Jan. 1, 2022 - Mar. 31, 2022 MDT

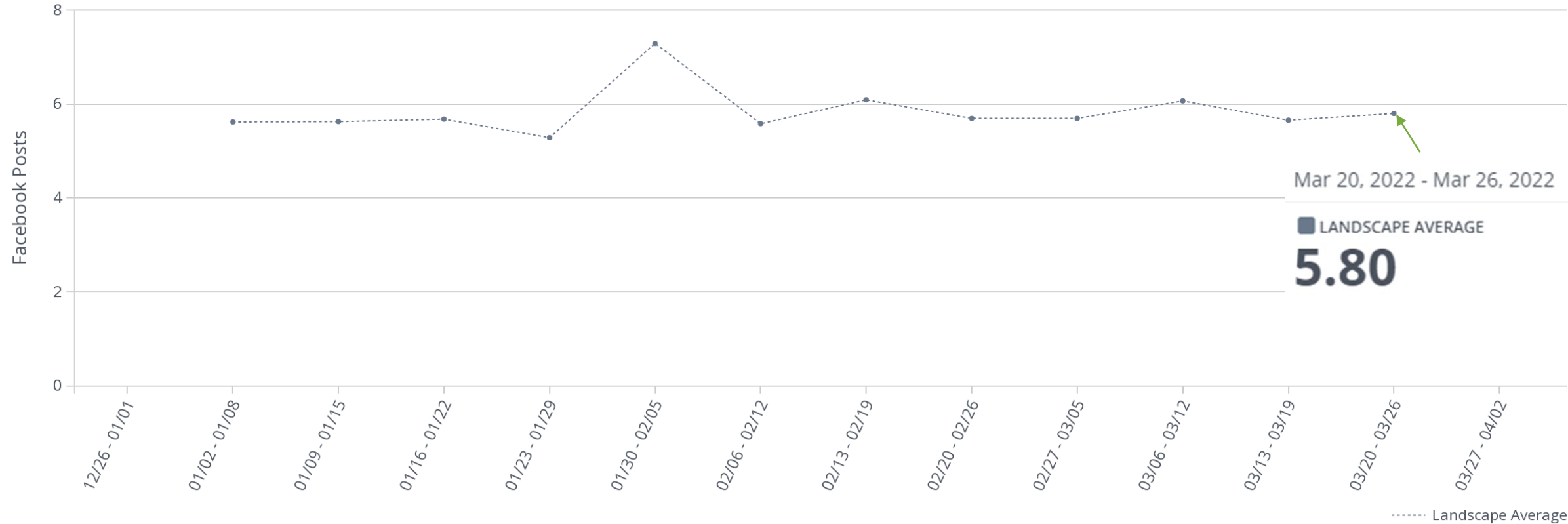


Source: Rival IQ

# Frequency of posts for Facebook

Facebook Posts per Week

Jan. 1, 2022 - Mar. 31, 2022 MDT

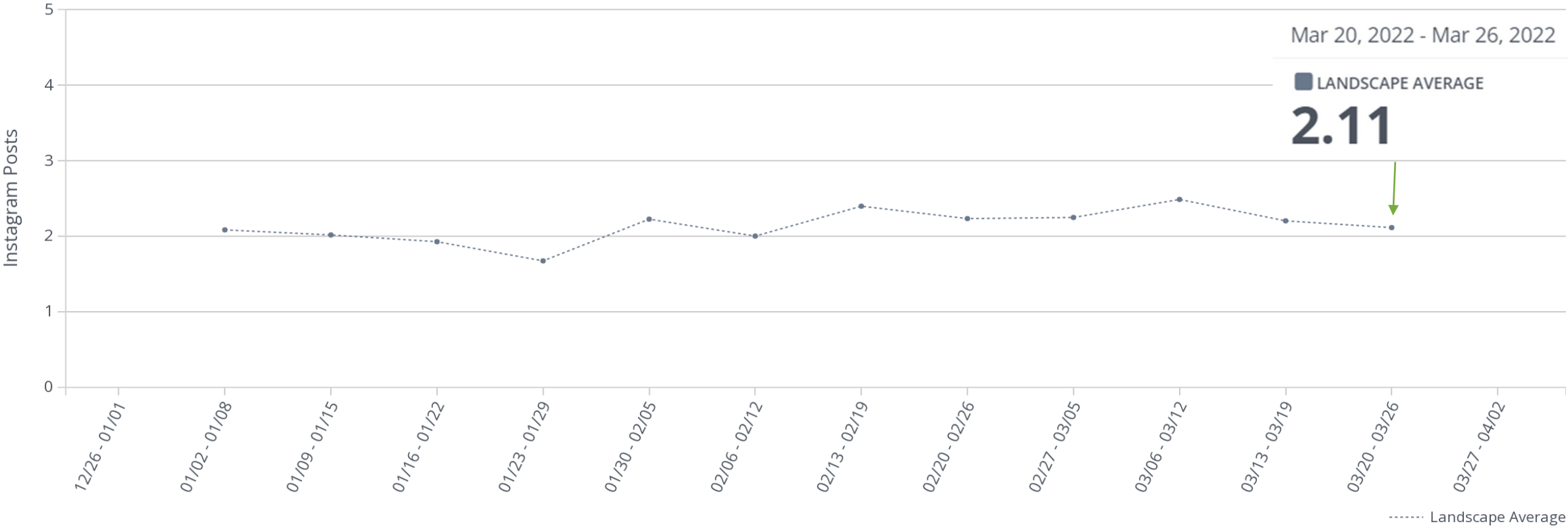


Source: Rival IQ

# Frequency of posts for Instagram

Instagram Posts per Week

Jan. 1, 2022 - Mar. 31, 2022 MDT



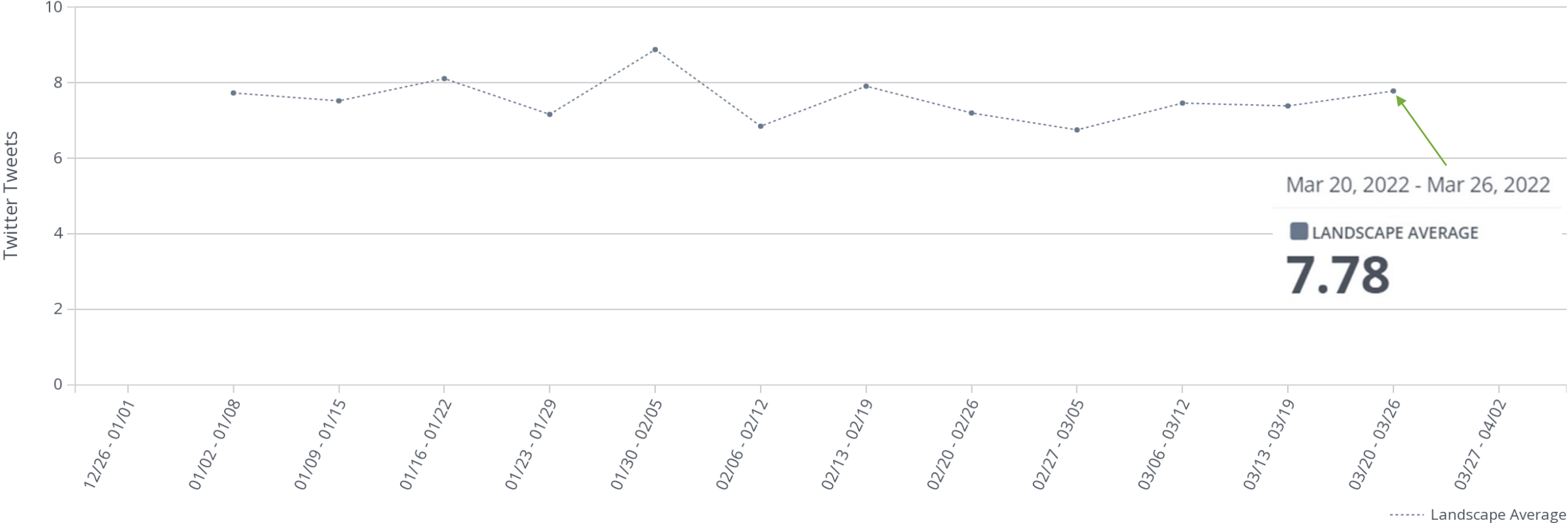
Source: Rival IQ



# Frequency of posts for Twitter

Twitter Tweets per Week

Jan. 1, 2022 - Mar. 31, 2022 MDT



Source: Rival IQ

# Questions for the audience

- Do you use a dedicated social listening tool? If so, for what purpose?
- Do you have a particular tool you like using? Why?
- How do you stay on top of or fulfill content needs?

A nighttime cityscape with illuminated buildings and a complex highway interchange, serving as the background for the slide.

# Open discussion

# Social media resources

See the [CX resource center's](#) corporate communications section

## Reports:

- [Digital marketing trends that engage customers and drive program results](#)
- [2021 social media trends](#)
- [Channels, goals, and resources: Highlights from the E Source 2021 Social Media Survey](#)
- [Create a winning LinkedIn strategy](#)
- [A weekly update on the top-performing utility social media posts](#)
- [The essentials for a strong social media strategy](#)
- [Organizational structures of utility social media teams](#)



# Speak at the E Source Forum 2022

September 13–16  
Denver, CO

[www.esource.com/forum2022](http://www.esource.com/forum2022)



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