

Making social media connections



E Source

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2020 Social Media Summit

Interactive poll instructions

How to use Poll Everywhere for today's session

- On your laptop or mobile device, open your browser and visit PollEV.com/esource2

— OR —

Text ESOURCE2 to 22333

- Type or text your answer to the question on the screen
- Answers will appear as a word cloud
- Use dashes between words to keep the phrase together
- All answers will be anonymous
- You can submit more than one answer per question
- Please participate and be prepared to discuss your answers

🗨️ When poll is active, respond at PollEv.com/esource2

📱 Text **ESOURCE2** to **22333** once to join

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

community continue
focused visual use
expand

When poll is active, respond at PolleEv.com/esourcepolls4

Text **ESOURCEPOLLS4** to **22333** once to join

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



2019 results

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What social media **LESSONS** have you learned in the last year?

alignment
creative

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What social media LESSONS have you learned in the past year?



2019 results

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

A word cloud of social media accomplishments. The words are arranged in a cluster, with 'engagement' at the top left, 'positive' and 'feedback' in the middle, 'rate' on the left side, 'friday' and 'live facebook' below 'positive', and 'increase' at the bottom.

engagement
rate positive feedback
friday live facebook
increase

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



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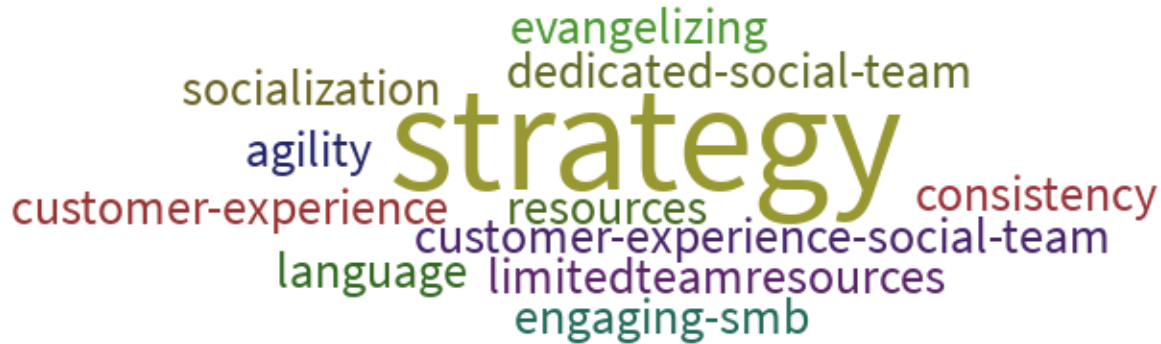
What are the biggest GROWTH areas for social media at your utility?

video ig
youtube
linkedin

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



2019 results

Thank you! Questions?



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Have a question? Ask E Source!

Submit an inquiry:

www.esource.com/question