

# Navigating social media during the COVID-19 crisis



**E Source**

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2020 Social Media Summit

# Today's topics



**Poll: How utilities are currently managing social media and COVID-19**

**Discussion**

**Q&A**

**Wrap-up**

A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a profile picture, a name, and various posts. The background is a solid blue color. The text 'Utilities' social media and COVID-19' is overlaid on the image in a white, bold, sans-serif font, enclosed in a white rectangular border.

# Utilities' social media and COVID-19

# 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](https://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](https://PollEv.com/esource2)

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

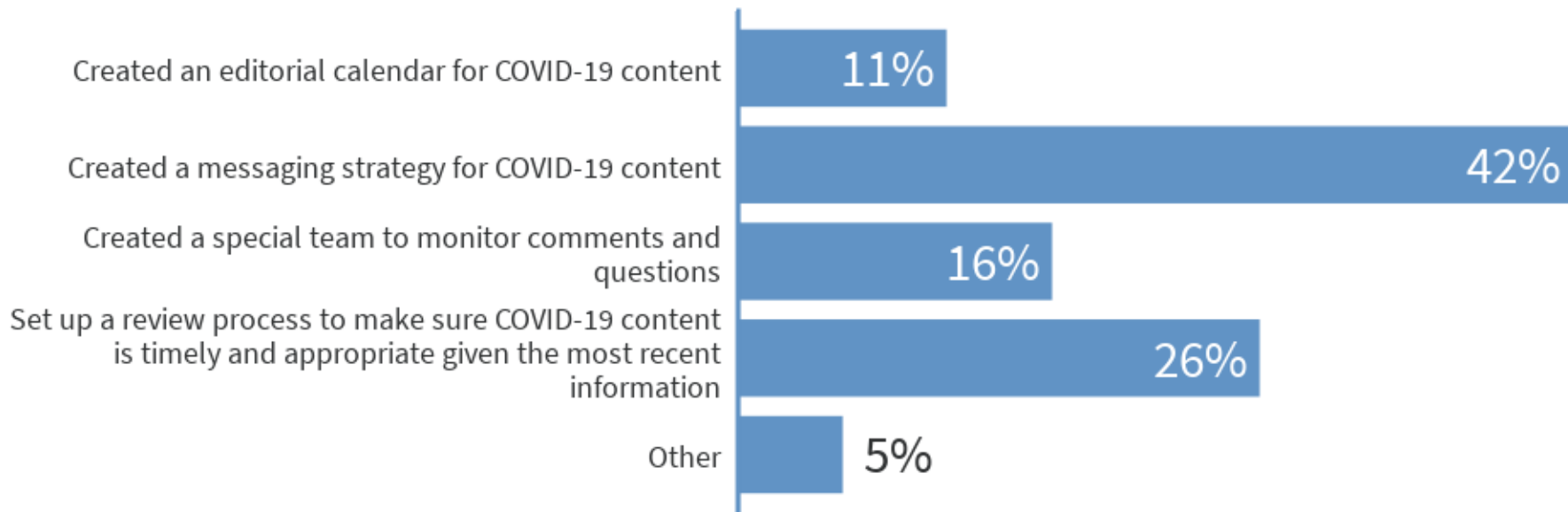
# Which departments at your utility are you working with to coordinate your COVID-19 social media strategy?



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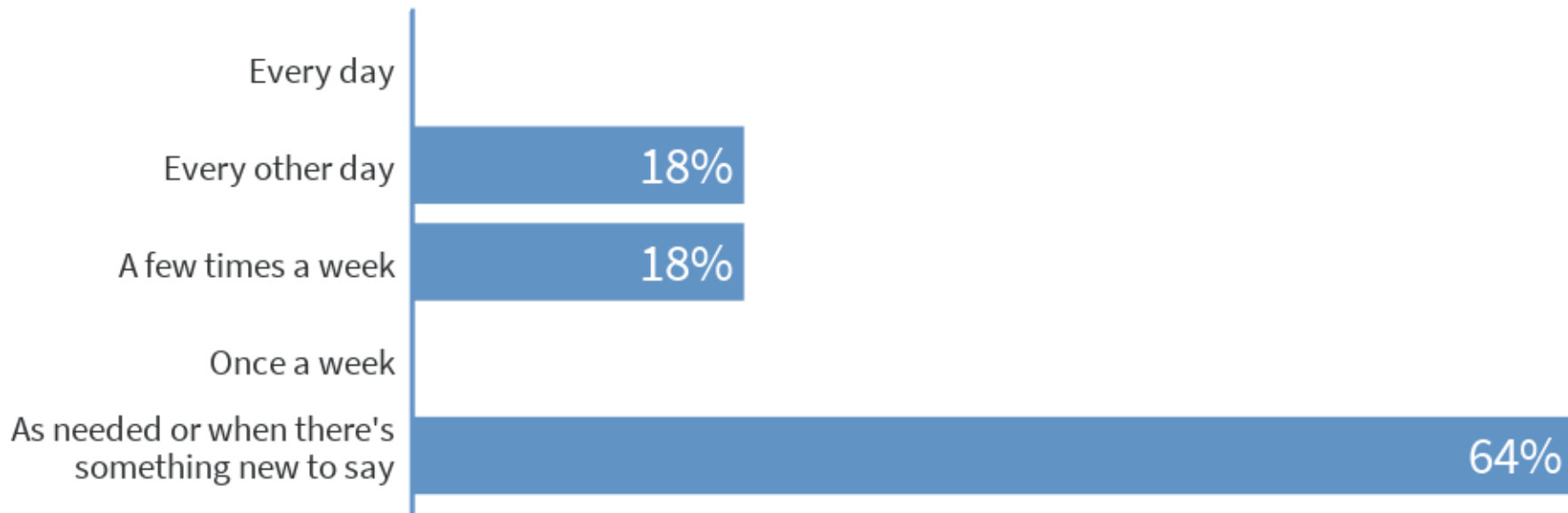
## What actions have you taken to prepare your social media communications for COVID-19?



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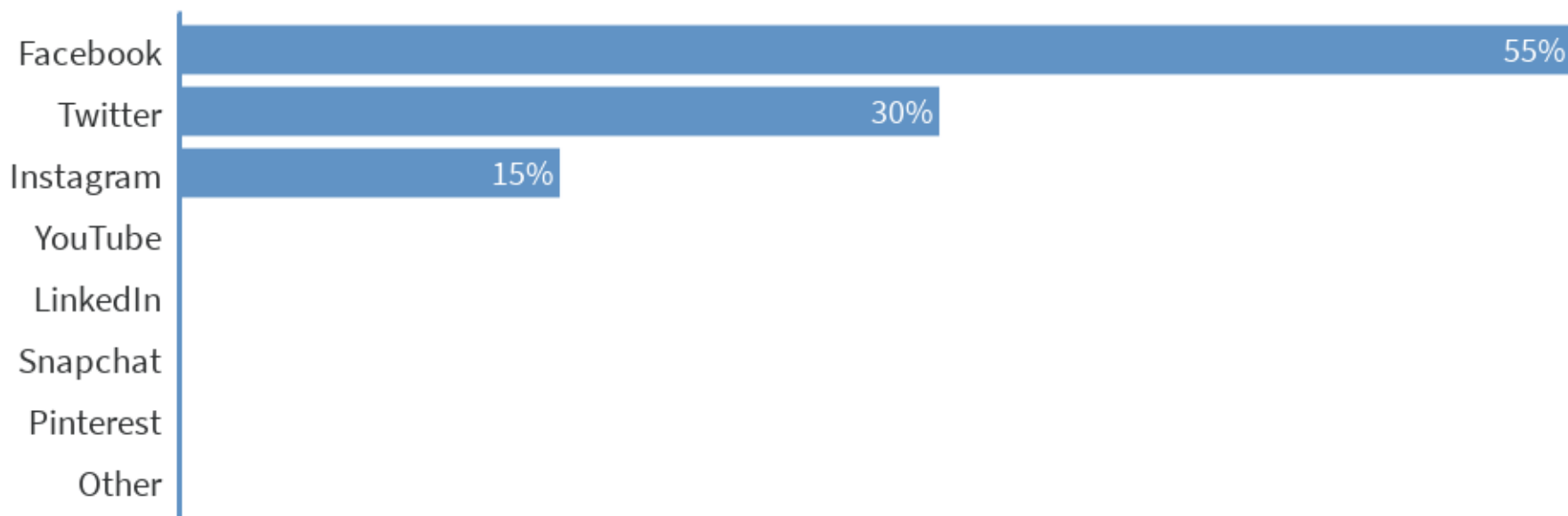
## How often are you posting about COVID-19 on social media?



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## Which social media channels have you found to be the most effective at reaching customers about COVID-19?





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# What messages are you prioritizing on social media during COVID-19?

“You can still rely on us”

“Donations to charity”

“Our community support”

“energy assistance/energy efficiency programs for Moderate income”

“Not disconnecting, anything positive uplifting we can share”

“EE”

# Types of utility social media posts

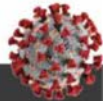
**AEP Ohio**  
15 March at 06:30

At AEP Ohio, we're committed to the health and safety of our customers, communities and employees. We're closely monitoring the COVID-19 situation and have taken a number of necessary steps, including:

- Temporarily suspending customer disconnections for non-payment.
- Asking employees to work from home if they are able to do so.
- Instructing our critical front-line employees who work tirelessly to keep the lights on how to minimize or avoid exposure to the virus.

We stand ready to respond as COVID-19 affects our communities. We know the days ahead may look different than what we're used to, but we don't anticipate COVID-19 will cause disruption in our ability to provide power to our customers. We'll continue to look for ways to support our customers and communities as we work to keep the power flowing. And you have our promise that we'll keep you updated as we weather this unprecedented time together. Stay safe. Stay healthy.

## IN RESPONSE TO COVID-19 WE ARE:



- Temporarily suspending customer disconnection for non-payment.
- Asking employees to work from home if they are able to do so.
- Instructing our critical front-line employees who work tirelessly to keep the lights on how to minimize or avoid exposure to the virus.

43 comments 189 shares

**MyBGE**  
13 March at 12:31

We are closely monitoring the COVID-19 pandemic, and we are here to help customers through temporary or extended financial hardship. We are suspending service disconnections and waiving new late payment fees through at least May 1. We will be working with customers on a case-by-case basis to establish payment arrangements and identify energy assistance options. We have programs to help. Visit [www.bge.com/coronavirus](http://www.bge.com/coronavirus)

160 15 comments 623 shares

**Southwest Gas' Response to COVID-19**

**southwestgas** • Follow

southwestgas  
We understand that many customers have questions about their natural gas bills and service during the COVID-19 crisis. Visit our FAQ section on [swgas.com/covid19](http://swgas.com/covid19) to get answers to the most commonly asked questions. #covid19 #safety #naturalgassafety

1d

22 likes 1 DAY AGO

Log in to like or comment.

**CPS Energy** @cpsenergy · Mar 13

A message from our President & CEO @Paula\_GW in response to the #Covid\_19 pandemic & our efforts in supporting the #SanAntonio community.

For more on CPS Energy's awareness & preparations for COVID-19, here's our latest official statement [cpsenergy.com/news/3c/EnHj](https://cpsenergy.com/news/3c/EnHj)

2.7K views 0:07 / 1:10

**Consumers Energy**  
11 March at 13:34

Safely delivering energy to you is what we do. Starting in early February, we activated an internal team to make sure we are prepared in the event the global novel Coronavirus (COVID-19) started impacting Michigan communities. We are confident that we have the people, plans, and procedures in place to keep electricity and natural gas flowing to all the homes and business that rely on us to power their days.

We have encouraged our employees to follow the same guidelines agencies such as the Centers For Disease Control (CDC) and Michigan Department of Health and Human Services; wash your hands frequently and avoid touching your face among them. We have also taken the step of limiting non-essential employee travel to help prevent the possibility of spreading the virus.

For our coworkers who have daily interactions in people's homes as a normal part of their work, we have advised them to use disinfecting wipes on any surfaces they may need to touch and to practice social distancing. If you have an appointment for service at your home and you become sick, please contact us to reschedule your appointment.

301 18 comments 142 shares

🗨️ When poll is active, respond at [PollEv.com/esource2](https://PollEv.com/esource2)

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# What types of COVID-19 posts are getting the most engagement?

“Assistance During COVID-19”

“Donation”

“Suspending Disconnects”

“Disconnect and donation”

“Photos of our crews”

“policy changes”

🗨️ When poll is active, respond at [PollEv.com/esource2](https://PollEv.com/esource2)

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# What is your COVID-19 social media strategy moving forward?

“Continue to show that we care about our customers and communities. Adding Energy Efficiency Tips ”

“Energy Saving Tips ”

“Policy changes for bill payment ”

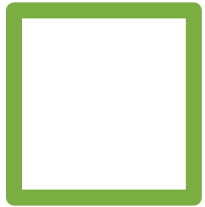
“Continue to emphasize that we care about customers and communities ”

“How it effects your bill if you have fallen behind ”

“Prepping for any negative responses when we resume disconnects and late fee collection. ”

# Discussion and Q&A

If we missed your questions related to utilities, social media, and COVID-19, submit them now!



Click the chat button  
on the bottom of the  
screen to submit your  
questions



*Having technical issues? Email [events@esource.com](mailto:events@esource.com) or call 1-800-ESOURCE*

# Thank you! Questions?



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