



E Source Utility Communicators Service

Branding and social media for better corporate communications.

Service members click here to access content.

Your corporate reputation is at stake, yet the rapidly changing information landscape is harder to manage than ever. Social media, on-demand news feeds, and the volatile political climate are driving the new face of corporate communications. This requires managing your brand along with a need for greater transparency. Utilities face an even greater challenge as growing backlash on smart grid technologies, higher energy bills, and environmental impacts can take control over your communications and often leads to cascading messages of misinformation.

DID YOU KNOW . . .

First Energy introduced a compact fluorescent lamp “giveaway” program on October 5, 2009, to positive fanfare. E Source watched the social media buzz skyrocket to 160 negative stories by October 7. By October 8, intervention by top politicians and the mainstream media essentially forced the program to a halt, illustrating the new power of citizen journalists.

DID YOU KNOW . . .

Two of the biggest drivers of satisfaction are: (1) whether your customers think you’re working hard to reduce environmental impacts, and (2) whether they think your prices are fair (not whether they are high or low).

Taking charge of your reputation and messaging requires knowing what is being said about your company and brand in the media and quickly creating strategies for thoughtful, proactive public communications. The *E Source Utility Communicators Service* helps move you ahead by providing tools, best practices, and benchmarks to improve your brand image, customer satisfaction scores, and the buzz in the news and social media. We equip our members with utility-specific corporate communications strategies and case studies for dealing with social media, reputation management, and crisis communications. In addition, our bi-monthly leadership calls about utility social media, advanced metering infrastructure (AMI) communications, rates and price communications, crisis communications, and other timely topics provide a critical and ongoing venue to discuss the evolving utility communications landscape and how our industry is adjusting to meet the challenges.

If you already have an esource.com account, visit [My E Source](#) and sign up for the *E Source Utility Communicators Service* newsletter (in the Manage My Newsletters section) to find out what members of this service are talking about. If you don’t have an account, you can [create one now](#).

“I use E Source to augment my staff when I don’t have time to perform the research myself. Well worth the investment and if I only could chose one consulting group it would be E Source. E Source provides me with guidance and best practices. . . . [I] can’t image what 2010 would have been like without E Source.”

—Paige Nunn, Manager, Customer Research and Communications Support, Dominion

"I know I can always turn to E Source for guidance. As I tell my coworkers, when I'm noodling a problem or coming up with a campaign, even if I think I'm on the right track, I frequently query E Source for examples and best practices from my peers. I've been an E Source user for only a brief time and I've already, on multiple occasions, said to someone, 'I got an E Source response about that. I'll send it to you.' Alternately, if someone poses a question to me or to the group, I'll say, 'I'll E Source it and get back to you.' Great stuff."

—Kevin Winslow, a corporate communications specialist at a western utility

What You Get with the *E Source Utility Communicators Service*

Get Real-Time Responses to Your Most Pressing Communications Questions

Gain Access to Your Peer Community and Experts in the Field

Learn from Our Timely Research Reports

Use Our Ready-to-Go Communications Briefs

To Subscribe or for Additional Information

Download the *E Source Utility Communicators Service* benefits flyer (PDF) to learn more or contact [Matthew Burks](#), senior product manager, E Source Mass-Market Services, 303-345-9173.

Get Real-Time Responses to Your Most Pressing Communications Questions

Think of E Source as an extension of your staff! As an E Source member, you can get just-in-time answers and consulting assistance from our industry experts. You can ask us questions, bounce ideas off of our researchers, or contact us whenever you need an unbiased third-party perspective.

- *Save time.* Let us do the research and analysis so that you don't have to.
- *Make better decisions.* You'll be equipped with the latest independent, unbiased, and well-documented research and information.
- *Don't reinvent the wheel.* Get access to industry best practices so you don't make costly mistakes.

We'll answer your questions related to:

- Social media strategy and channels
- Brand strength and reputation
- Internal and external communications
- Public relations

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Gain Access to Your Peer Community and Experts in the Field

We know that your peers are often your best resource. E Source helps you develop that essential peer network through in-person meetings and interactive web conferences.

In-Person Meetings

The E Source Forum is our exclusive event for E Source members. We offer insights and best practices on ways to improve and enhance customer satisfaction while building positive relationships with your customers. The agenda is packed with more than 25 sessions in five

topical tracks—Customer Service, Demand-Side Management, Smart Grid, Marketing & Communications, and End-Use Technologies.

Topical Web Conferences

Members of the *E Source Utility Communicators Service* can attend as many service web conferences as they wish without having to pay extra fees—and that applies to a member's entire staff! Plus, we archive the conferences on our web site, so if you miss one, you can always watch and listen to it later.

These web conferences allow you to hear from and speak directly with experts in the industry on the hottest topics of the day. **You can see a list of recent E Source Utility Communicators Service web conferences.**

Communications Leaders Group Calls

We also facilitate bi-monthly Communications Leaders Group calls, which are highly interactive, discussion-based conference calls with utility leaders from across North America. They currently cover four primary topic areas: utility social media, rate and price communications, AMI communications, and crisis and outage communications. Call participants discuss issues and ideas with their peers and ask pressing questions—all in a secure, vendor-free environment. Groups include:

- Social Media Leaders Group
- Rate/Price Communications Leaders Group
- AMI/Smart Meter Communications Leaders Group
- Crisis and Outage Communications Leaders Group
- Corporate Communicators Executive Council
- Canadian Marketing and Communications Leaders Group

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Learn from Our Timely Research Reports

With the latest independent, unbiased, and well-documented research, you'll be able to stay current on topics that affect utility corporate communications across North America. We identify potential problem areas and give advice on what you can do to avoid them. You can expect to see profiles of innovative social media programs and other corporate communications best practices. **Take a look at what we've recently published.**

Use Our Ready-to-Go Communications Briefs

Get access to short articles that you can use in your customer communications. The articles can be used on your web site, inserted in your newsletters, or printed and given away at customer events. **Check out the Communications Briefs we currently offer.**

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