



Get Social with E Source on Twitter

By Jenny Field - Marketing Manager | 0 comments

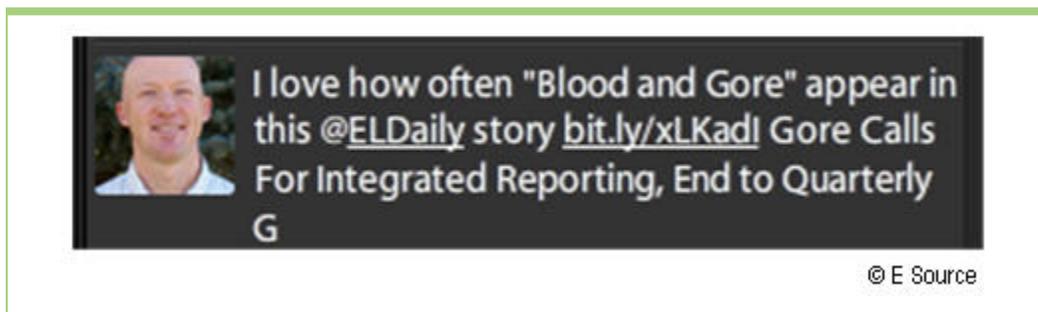
When I first joined Twitter with my [@ESourceJenny](#) account, I was so anxious to send my first tweet out into the world. I signed up with the intention of writing about building efficiency topics, especially as they related to the California Energy Commission project that I've been working on. Here's that first tweet:



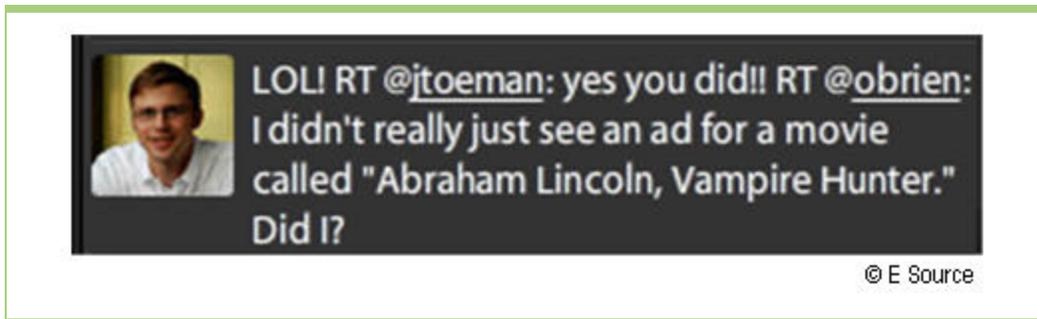
What does research on a sub-sea cable from Iceland to Europe have to do with building efficiency? Or the California Energy Commission? It's humbling to look back on that tweet. A co-worker eventually advised me to first listen to what others on Twitter had to say before blasting the world with random bits of information.

I'm still working on listening and engaging rather than "blasting," and I'd like to share a few of my favorite Twitter conversations from my fellow E Sourcers. You'll notice that I finally migrated from the regular Twitter interface shown above to the more sophisticated TweetDeck interface seen below. #BehindtheTimes

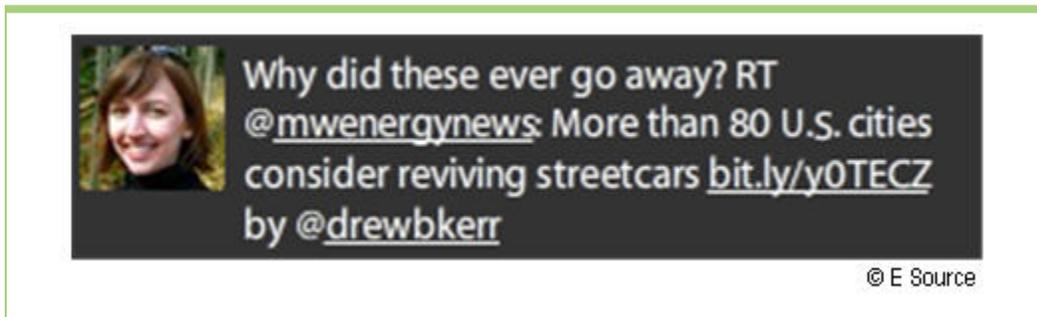
In this tweet, [@ESourceKevinV](#), also known as [Dr. Kevin Vranes](#), injects his dry sense of humor into his passion for climate-change policy from his Capitol Hill days. Kevin, I, too, loved reading "Blood" and "Gore" multiple times in that article!



One of our utility communications and social media experts, [Matt Burks](#) ([@ESourceMatt](#)), uses Twitter almost exclusively to converse. No matter the subject (presidential vampire hunters?), he usually includes a personalized response: "LOL!", "Agreed!", "Take note!", and "Worth a quick read!" to list a few.



Kerry McDonough (@ESourceKerry), E Source expert on all things Salesforce, always finds the coolest facts to share. Sometimes I learn more about her interests through Twitter—like I did from our recent Twitter conversation about Rockies opening day—than I do in person.



I hope you enjoyed learning about some of our E-tweets. If you want to learn more, follow our team:

- @ESourceAlex: energy-efficiency and demand-response programs
- @ESourceFlorence: utility customer experience and websites
- @ESourceGenise: E Source customer service
- @ESourceJanice: E Source conferences
- @ESourceJenny: E Source conferences and utility services
- @ESourceJustin: utility customer care and customer experience
- @ESourceKerry: Salesforce and business applications
- @ESourceKevinV: greenhouse gases, energy efficiency, and cleantech
- @ESourceKym: cool E Source happenings
- @ESourceLee: energy-efficiency technologies
- @ESourceMatt: utility marketing and communications
- @ESourceSarah: utility customer care
- @ESourceSteph: utility marketing and social media
- @ESourceWendy: B2B marketing

And here are some of our other Twitter handles:

- @E_Source: general E Source happenings and research
- @ESourceForum: info about the E Source Forum, our premier member event

If you're on Twitter, let me know what your handle is so I can follow you!

