E Source Toolbox for Corporate Communicators and Social Media Teams

Luke Currin

Corporate communicator

- Strategizes and executes communications, both monumental (big announcements) and day-to-day (outages), to the public and employees

- Success means news stories are balanced, the brand and reputation are healthy, and employees are informed and engaged

- Friendly, intense, connector, collaborator, busy, creative
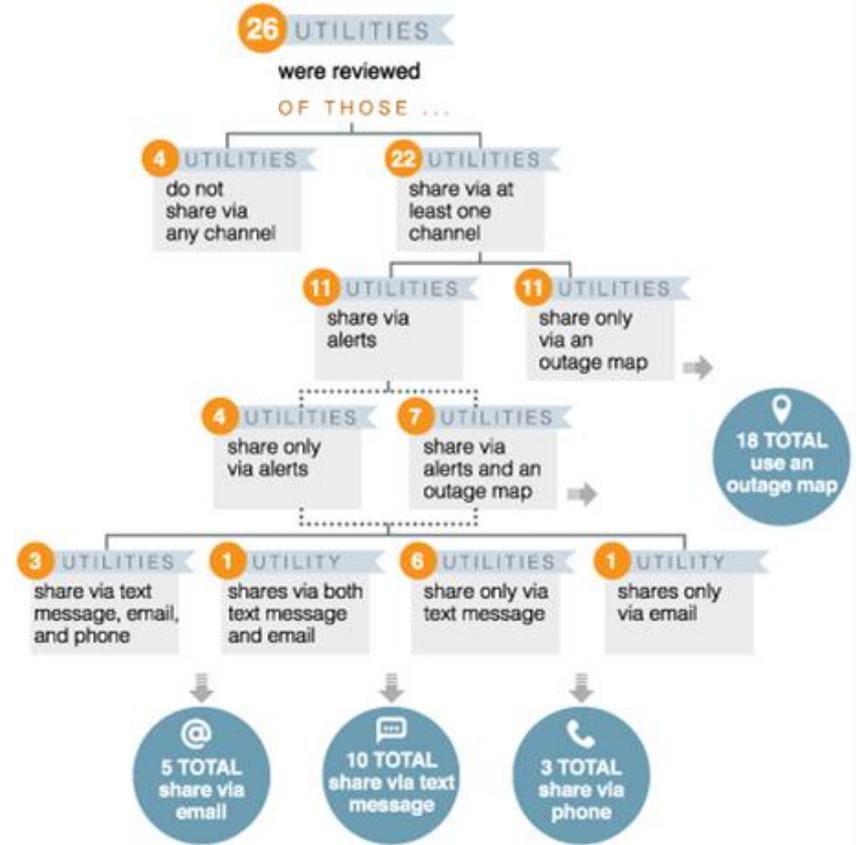
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Social media manager

- Owns the strategy, operations, and ultimate success or failure of the utility's social media channels

- Success means posts garner high engagement, executives understand the value of social media, and customers have a more positive perception of the utility

- Busy, analytical, busy, friendly, busy, creative, busy

" During outages, journalists often ask us the cause of the outage. How do other utilities phrase various causes of outages?

Utility name	Shares outage cause via at least one channel	Shares via outage map	Shares via notifications	Utility's outage causes
Alabama Power	No	NA	NA	NA
Ameren Missouri	Yes	Yes; see outage map	Yes. Customers can sign up to receive outage alerts via text message or email.	• Not yet determined • Maintenance/repair
APS	Yes	Yes; see outage map	Unknown	• Troubleshooting • Planned upgrade
BGE	Yes	Yes; see outage map	Unknown	• Still investigating • Equipment damaged
ComEd	Yes	Yes; see outage map	Yes. Customers can download an app or sign up via text to receive outage alerts via text message or reliability report.	• Under investigation • Equipment problem • Equipment failure
Con Edison	Yes	Yes; see outage map	Yes. Customers can sign up to receive outage alerts via text message.	• Pending investigation

26 UTILITIES were reviewed

OF THOSE ...

4 UTILITIES do not share via any channel

22 UTILITIES share via at least one channel

11 UTILITIES share via alerts

11 UTILITIES share only via an outage map

4 UTILITIES share only via alerts

7 UTILITIES share via alerts and an outage map

18 TOTAL use an outage map

3 UTILITIES share via text message, email, and phone

1 UTILITY shares via both text message and email

6 UTILITIES share only via text message

1 UTILITY shares only via email

5 TOTAL share via email

10 TOTAL share via text message

3 TOTAL share via phone

© E Source (Why and How to Communicate the Cause of an Outage)

> We're evaluating tools to monitor activity on our social media channels. What's the most popular tool in the industry?

2018 Social Media Survey Results

Trends in Utility Social Media Strategies, Structures, and Priorities

Heather Hilgenkamp, Cory Coggins

JUNE 14, 2018

Hootsuite is a popular choice for measuring the success of social media activities

Almost all utilities use tools, mostly Twitter Analytics and Facebook Analytics, to capture social media metrics and report success. A large number of utilities use Hootsuite to measure their social media monitoring or listening and publication success. Only 6% of utilities aren't using any tools to analyze or measure the success of their social media activities.

Social media activities	Most-used tools
Metrics and reporting	Analytics Facebook Analytics
Monitoring or listening	Hootsuite
Publication	Hootsuite

Other tools mentioned:

- Sprinklr
- Google Analytics
- Meltwater/Sprout Social
- YouTube Analytics
- LinkedIn Analytics
- Talkwalker
- Brandwatch
- Instagram Analytics
- Tweetdeck
- Mention

Meltwater · sprinklr · Brandwatch · talkwalker · sprout social · TweetDeck · YouTube Analytics · Google Analytics · mention

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" We're planning a brand campaign for the smart grid. How can we communicate its benefits in relatable ways?

Research
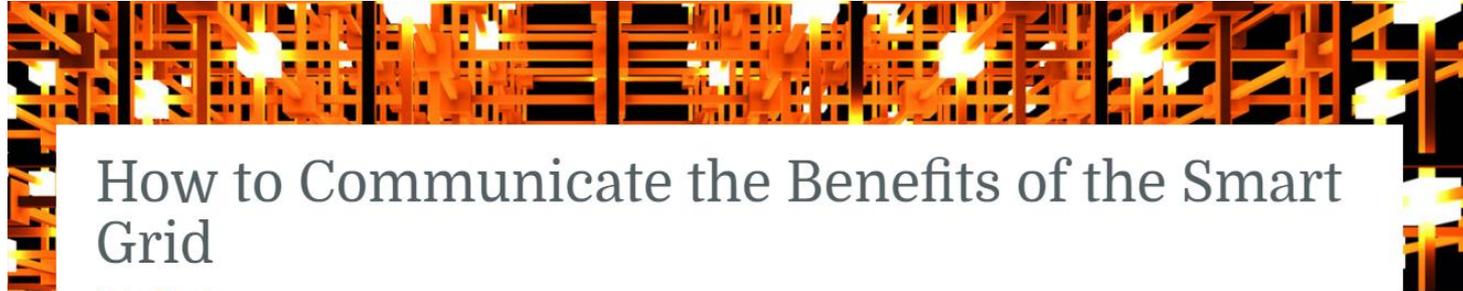
How to Communicate the Benefits of the Smart Grid
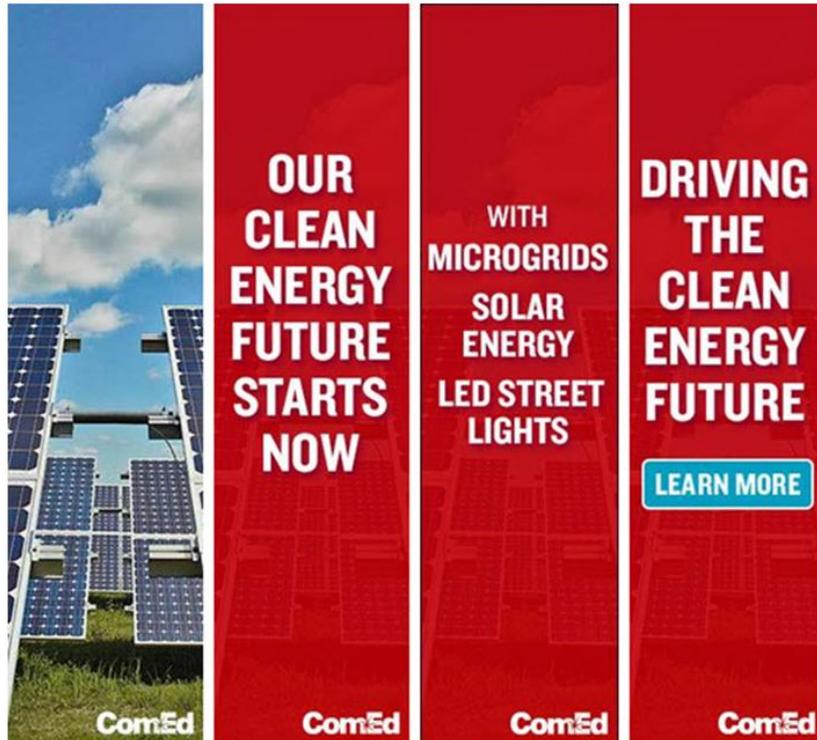
Luke Currin

NOVEMBER 28, 2017

Assume Customers Don't Understand

Customers don't have a good grasp of the grid. But they understand that electricity enables a lot of great things in their life. When you communicate your smart grid efforts, talk in a way that appeals to people's priorities. Our report How Your Brand Empowers Your Communications references E Source market research that can guide your conversations with customers around complicated utility concepts like grid modernization. Specifically, appeal to their primary values: family, the environment, future generations, and community.

> Appeal to customers' primary values: family, the environment, future generations, and community.

Advertising Examples

Courtesy: ComEd

Courtesy: ComEd

> **"** What brand-related social content works best with customers? We want our posts to be authentic, not to come off as propaganda.

Use puppies and linemen to increase organic, nonpaid engagement

When asked about the most successful way their utility has increased organic, nonpaid engagement on social media, many utilities stated that images and videos were effective, especially those including puppies and linemen.

"Visual content is key. We try and **ensure our videos or photos are engaging to customers.** Once we had a video of a pet shelter that our linemen assisted in installing lighting. The video consisted of three of our linemen with dogs from the shelter, and that has been one of our most successful videos to date."

"Simply used listening as a way to **understand what our audiences are talking about** and wanting us to talk about—not just what we want to say to them."

"Puppies! JK—fun content. They're few and far between, but our followers like pretty pictures, good animal stories, and other types of engaging content. On Instagram, we notice **our followers like photos of linemen,** so those photos now make up 90% of that content."

"Posting photos of crews working and alerting customers to drive safely around them. Using very **project-specific messaging has the most engagement.**"

"We incorporate **graphics or video in every post**, and we make sure the content is beneficial or engaging to the viewer. [We're] not posting just to say we posted."

Base: n = 32 utilities. **Question S5_5:** What has been the most successful way your utility has increased organic, nonpaid engagement on social media?

© E Source (How Are Utilities Engaging Customers on Social Media?)

> **"** Our employee satisfaction survey showed that people aren't proud to work here. We're doing great things, but how can we share those with employees in an engaging way?

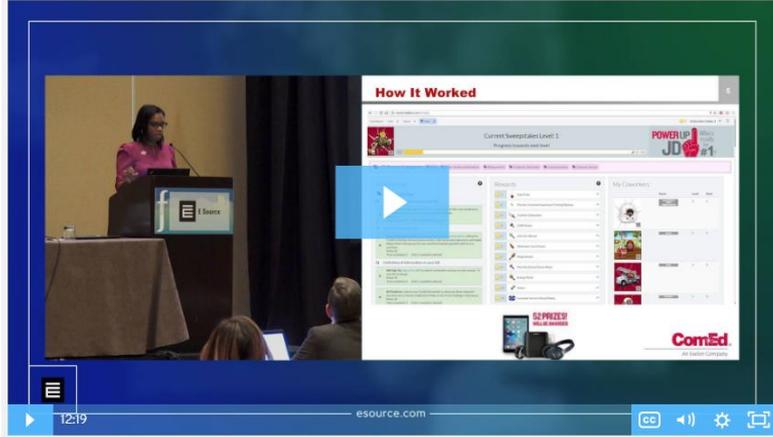# Strategies for Effective Internal Communications: How to Inform and Engage Employees

Luke Currin, Joy Herbers

FEBRUARY 13, 2018

How to Run an Effective Internal Communications Function

Common Channels Internal Communications Teams Use

Determining an Appropriate Frequency for Internal Communications

Duke Energy's Internal Communications Team Structure and Channels

Using Gamification to Educate and Engage Employees

Strategies and Tactics for Engaging Employees

Figure 4: ComEd director of strategy and technology Jennifer Montague describes Power Up JD! at the 2017 E Source Forum

An excellent example of creative employee engagement is ComEd's gamified Power Up JD! sweepstakes. The utility launched the contest in May 2017 with the goal of educating employees about the utility's customer experience (CX) strategy and staff's role in influencing ComEd's J.D. Power scores. The sweepstakes was so successful it won second place in the first annual E Source Achievements in Utility Employee Experience Award.

© E Source (Strategies for Effective Internal Communications: How to Inform and Engage Employees)

E Source offerings for communicators and social media teams

- E Source memberships:
  - Corporate Communications Service
  - E-Channel Service

- Tools:
  - Residential Customer Insights Center
  - Business Customer Insights Center

- Consulting:
  - Bill redesign

Next steps

Visit the Learning Lab to try these tools

Schedule a meeting at the Forum with Luke or a Customer Success Director

Attend an upcoming online meeting; check out www.esource.com/events

Call us after the Forum to schedule a time for us to meet with your team

Subscribe to monthly newsletters and weekly alerts

For more information

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