



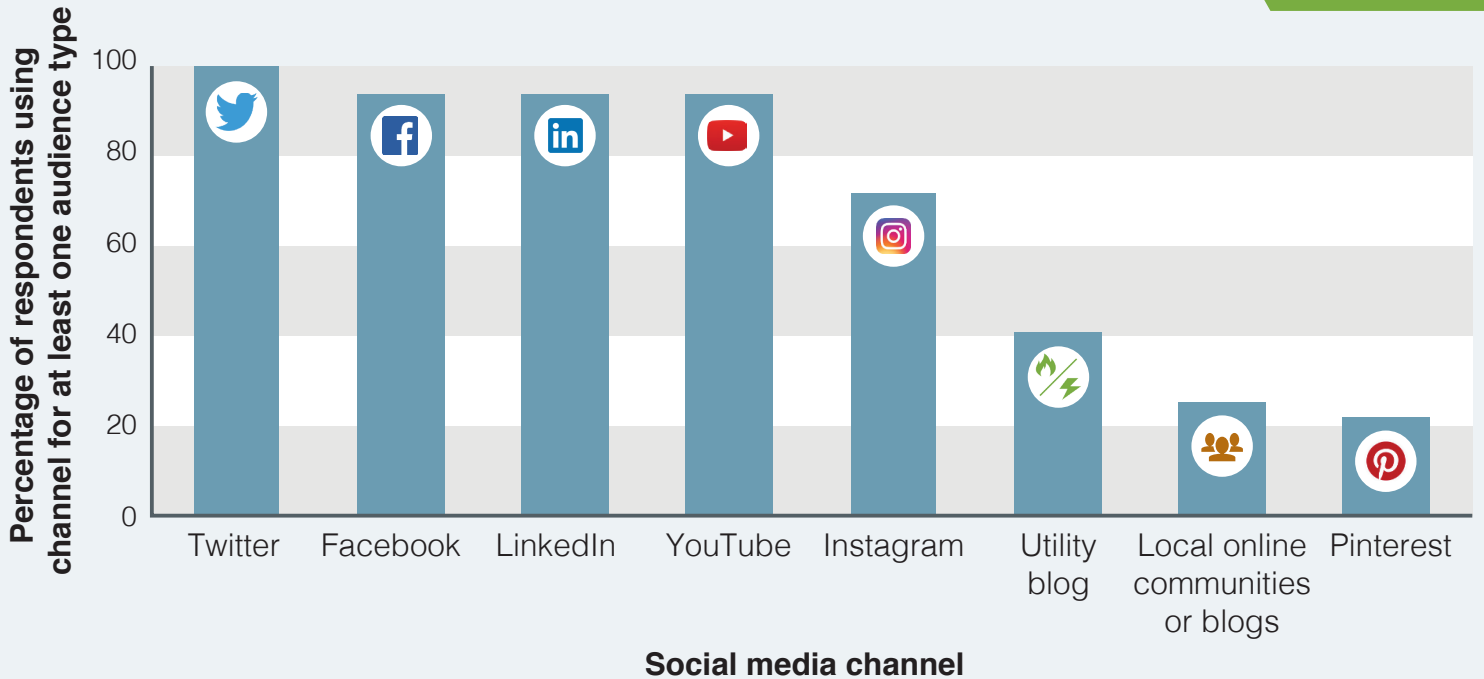
How Are Utilities Engaging Customers on Social Media?



Twitter remains utilities' most used social media channel

Twitter, Facebook, LinkedIn, and YouTube have been the four most-used social media channels since 2016, which isn't surprising given that these are the channels utilities have been using the longest. Most utilities have used Twitter and Facebook for 7 to 10 years, YouTube for 5 to 7 years, and LinkedIn for 3 to 5 years. While Pinterest use is still low among utilities, it's being used more now than in 2016 (22% in 2018 versus 10% in 2016).

Other channels:
Google+, Flickr,
NextDoor,
Vimeo



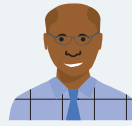
Base: n = 32 utilities. Question S1_1: Please indicate which of the following social media channels your organization currently uses for communicating with the following audiences. Select all that apply in each column. If you are the decision-maker for more than one utility, please do your best to answer with all of them in mind.

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?