

E Source Digital Strategy Summit for the Tennessee Valley

Part 1: Social media

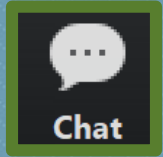
Shelby Kuenzli

Analyst, Customer
Engagement Solutions



E Source

Submit your questions now using Zoom chat



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

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E Source

11:00–11:40 a.m. ET

The lay of the land: Social media trends across the utility industry and the Tennessee Valley

11:40–11:50 a.m. ET

Break

11:50 a.m. –12:30 p.m. ET

How to organically grow your social media presence and create engaging content

The lay of the land: Social media trends across the utility industry and the Tennessee Valley



E Source

Shelby Kuenzli
Analyst, Customer
Engagement Solutions

Session outline



Social media trends across the industry

Social media trends across the Tennessee Valley

COVID-19 utility social media trends

Discussion

The background of the slide features a collection of incandescent light bulbs. One bulb in the center is in sharp focus, showing its internal filament. Other bulbs are visible in the foreground and background, but they are out of focus, creating a bokeh effect. The entire image is covered with a semi-transparent green filter.

Industry insights

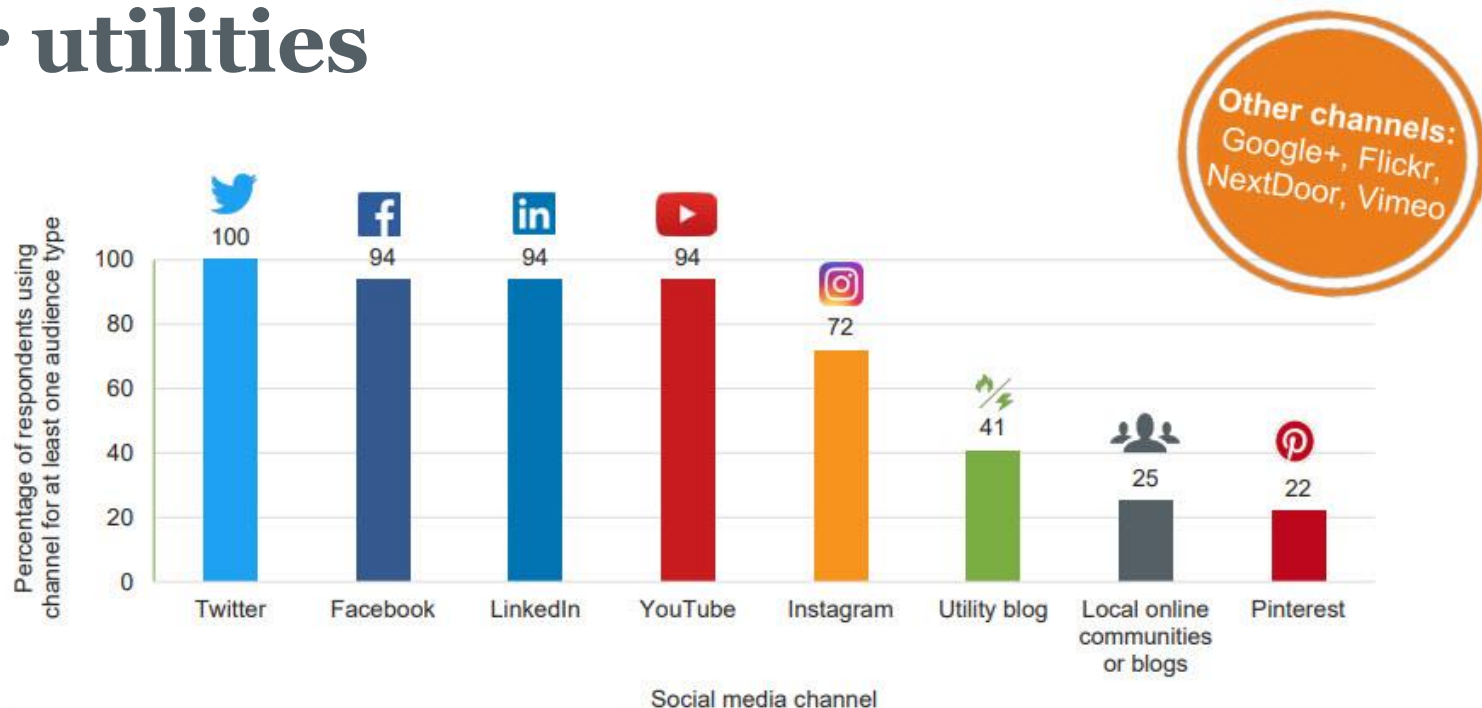
The top uses of social media for utilities



Base: n = 32 utilities. **Question S3_2:** What are the most important uses of social media to your utility? Please rank your top five uses of social media, where 1 is the most important.
Note: Only the top five uses of social media are presented.

© E Source (Social Media Survey 2018)






Instagram is a growing channel for utilities



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.

© E Source (Social Media Survey 2018)

Metrics utilities use to measure success

		Promoted posts		Organic posts	
		Metric used	N	Metric used	N
	Twitter (n = 32)	Engagement rate	5	Engagement rate	8
		Impressions	4	Impressions	5
	Facebook (n = 30)	Engagement rate	7	Engagement rate	10
		Reach	3	Reach	6
	YouTube (n = 30)	Views	2	Views	3
		Engagement rate	1	Engagement rate	2
	LinkedIn (n = 30)	Engagement rate	1	Impressions	2
		Depends on campaign	1	Engagement rate	1
	Instagram (n = 23)	Engagement rate	2	Engagement rate	3
		Likes	2	Likes	3

Base: Varies; utilities were only shown channels they use. **Question S5_3:** For each social media channel, what metric do you use to measure the success of promoted and organic posts (for example, engagement rate, click-through rate, or something else)? **Note:** Answering this question was optional; only the top two responses for each channel are presented.

© E Source (Social Media Survey 2018)





Social media management tools

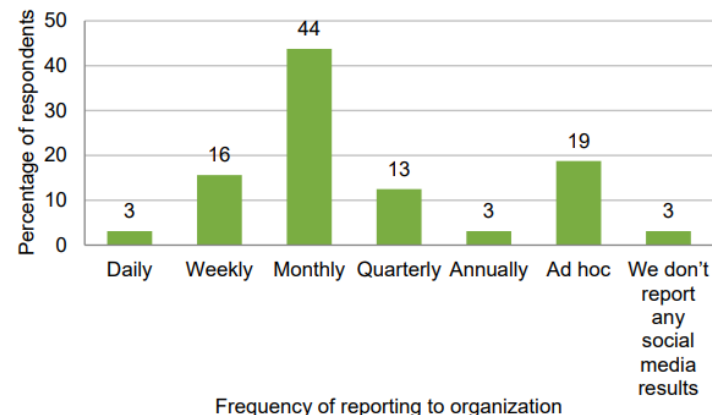
Other tools mentioned:

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



Base: n = 32 utilities. **Question S5_6:** What social media tools does your organization use to analyze or measure the success of the following social media activities? **S5_7:** How often do you typically report your social media results to your organization?

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



© E Source (Social Media Survey 2018)



Industry and Tennessee Valley benchmarks

Methodology



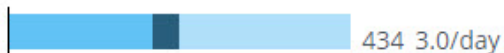
- Created an industry landscape of 150 North American utilities and 25 organizations from the Tennessee Valley (TNV) using RivalIQ, a social media analytics tool
- Industry benchmark snapshots for **5-month period** (February 2020 to June 2020)
- TNV benchmark snapshots for **5-month period** (February 2020 to June 2020)
- **Social posts** = total number of posts done across channels during the selected time period
- **Social engagement** = total engagement* received across channels (count of measurable interactions including retweets, likes, comments, and shares)
- **Engagement rate by follower** = total interactions on posts* published during the selected time period, per follower, expressed as a percentage

* includes boosted and organic posts, except for Instagram; doesn't include pure ads

Industry: Social post total and by day (February 2020 to June 2020)

Average posts per month

Average posts per day



Landscape Average

Tweets Retweet Tweets

Reply Tweets

90.6

3



Landscape Average

30.2

1



Landscape Average

12

0.4



Landscape Average

3

0.1



TNV: Social post total and by day (February 2020 to June 2020)



Tweets Retweet Tweets
Reply Tweets

Average posts per month

24.1

Average posts per day

0.8



24.1

0.8



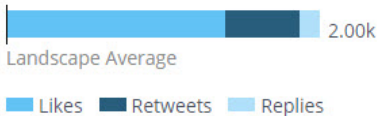
15.1

0.5



Industry: Social engagement total (February 2020 to June 2020)

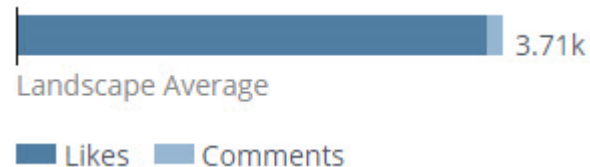
Average number of engagements per month



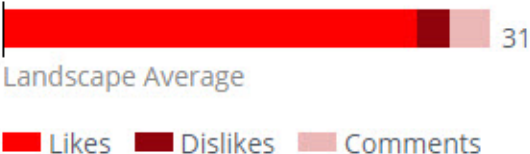
400



3,600



742



6.2

TNV: Social engagement total (February 2020 to June 2020)

Average number of engagements per month



86.6







1,160



127.2

Industry and TNV: Engagement rate by follower (February 2020 to June 2020)

		Industry	TNV
	Landscape average =	1.76%	1.66%
	Landscape average =	0.36%	0.81%
	Landscape average =	0.11%	N/A
	Landscape average =	0.041%	0.024%

Key findings



- **Social posts per day**
 - Room for improvement on Twitter
 - Almost on par on Facebook
 - Leading the industry on Instagram
- **Social engagement total**
 - Room for improvement across all social media channels
 - For each channel, the TNV average is *less than half* of the average for the utility industry.
- **Social engagement rate per follower**
 - Room for improvement on Twitter
 - Almost on par on Instagram
 - Leading the industry on Facebook

Most engaging posts: Facebook (February 2019 to June 2020)



Manitoba Hydro posted a video to the playlist Cool Stuff to Watch.

13 February · 🌐

⚠️ Caution: cat crossing ⚠️ Our employee Shaun Kirchmann filmed this lynx litter on the highway to Grand Rapids after he saw a bunch of little heads peeking from the trees 🐾



👍❤️🐾 25K

1.3K comments 18K shares



Upper Cumberland Electric Membership Corporation

9 March · 🌐

Here's a shot of our dedicated UCEMC and Tri-County folks taking a much-needed break at the damaged Cookeville office last week. They had to stop their work during the presidential motorcade and used the time to enjoy the delicious food that our thoughtful members were so generous to bring. Thank you for your kindness, UCEMC members! Meanwhile, All UCEMC members had their power restored by around 7pm Saturday night. UCEMC crews continued to work throughout the weekend, cleaning up broken poles, conductors, meters, and other downed equipment. This cleanup process will last several months. UPDATE: The Cookeville District Office is now open for business as of Monday, and officials have reopened Highway 70.



👍❤️ 546

140 comments 220 shares

**Rival
IQ**

Most engaging posts: Twitter (February 2019 to June 2020)



Most engaging posts: Instagram (February 2019 to June 2020)



tecopeoplesgas • Follow

tecopeoplesgas We have great people on our team! This is a perfect example of Sharing The Love! Happy Sunday! Thank you, Albert, for your kindness. You are amazing! #ShareTheLove #SoutheastConnections
Repost
@goodnews_movement

(Winter Park, Florida): This utility worker for @tecopeoplesgas gave an impromptu performance when he saw this resident and her caregiver at Alabama Oaks. Beautiful! 🥰💖👏
Submission by Jennifer Mattingly.

Este trabajador de servicios públicos para @tecopeoplesgas le dio un concierto improvisado a esta anciana



2,321 views

APRIL 5

Log in to like or comment.



cumberlandemc • Follow

cumberlandemc Acting on the Cooperative Principle, Cooperation Among Cooperatives, yesterday CEMC sent 12 lineworkers to assist our neighboring co-op, Middle Tennessee Electric Membership Corporation who sustained major damage following the devastating tornado that hit early Tuesday morning. At one time, as many as 40,000 MTEMC members were without power. According to MTEMC officials, that number is down to less than 2,000 members as of this morning; however, those who remain without power will take time to clear as they are some of the most isolated. Please join us in keeping all those affected in your thoughts and prayers. #ThankALineman #CoopStrong



49 likes

MARCH 5



Add a comment...

Post


Rival
IQ



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app



Which types of social media posts have been getting the most engagement on your channel(s) during the past five months?



COVID-19 utility social media trends

Current and future COVID-19 trends



Thanking and featuring employees for their hard work

- Showcasing the amazing things they do at work and in the community

Featuring animal content

- To educate
- To create a lighthearted tone
- To demonstrate humanity

Taking part in national conversations and holidays

- BLM, Pride month, Independence Day, International Women in Engineering Day

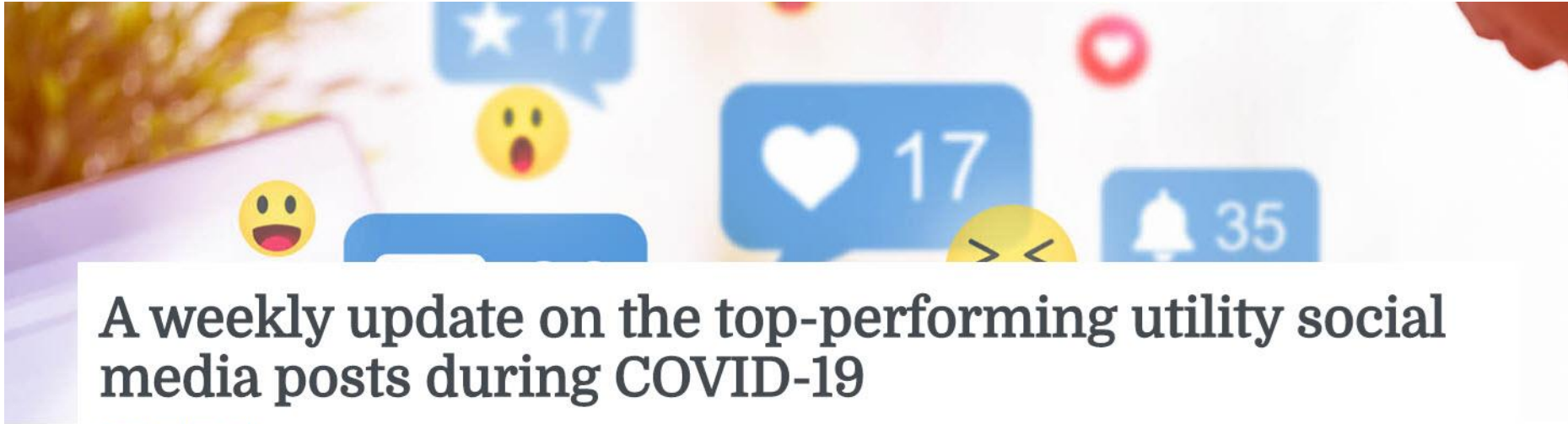
Showing support

- Businesses, employees, healthcare workers

Sprinkling in classic utility content

- Outages, infrastructure updates, updates on renewable or decarbonization goals

See the latest weekly trends in social media




A weekly update on the top-performing utility social media posts during COVID-19

Shelby Kuenzli

JULY 9, 2020

Updated

[A weekly update on the top-performing utility social media posts during COVID-19](#)



With the pandemic still going on, what are your top priorities for social media going forward? And why?

10-minute break!

Stay in this meeting!

Up next: How to organically grow your social media presence and create engaging content



E Source

How to organically grow your social media presence and create engaging content



E Source

Shelby Kuenzli
Analyst, Customer
Engagement Solutions

Session outline




Easy, organic ways to increase followers and engagement

How to create engaging posts

Examples of utilities and companies doing this well

Discussion/Q&A



Easy, organic ways to increase followers and engagement

Use your other communication channels

Feed

SRPConnect on Twitter

 Salt River Project Retweeted



The American Legion  6h 

Happening 6am-4pm today in [#Phoenix](#):
American Legion Post 65 teaming up w/
[@HeroZonaOrg](#), [@SRPconnect](#),
[@maricopacounty](#) District 5 &
[@AZChamber](#) to provide free drive-up
[#COVID19](#) testing at [@smcccougat](#), 7050
S. 24th St. No pre-registration or
appointment necessary. [#coronavirus](#)

  3  7

0 Comments

SRPconnect

 Disqus' Privacy Policy

 Login

 Recommend

 Tweet

 Share

Sort by Newest



Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS 



Name

[Account information release form](#)

[View lake levels](#) 

[How to read your meter](#)

[Problem resolution](#)

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1996-2020 © SRP

Website



Blog

Use your other communication channels



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For inquiries, please do not reply to this email. Submit feedback via [Contact Us](#). "PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation
77 Beale St. San Francisco, CA 94105.

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CSB-0320-2130


Email

Insert

WIN BIG WITH E-BILLING

All new and existing e-billing subscribers will be entered in a special drawing to receive \$100 off their next bill this February!

To sign up, simply log on to "My Account" and update your billing preferences!



[EnergyUnited](#) [@EnergyUnitedEMC](#) [EnergyUnited Electric Cooperative](#) [EnergyUnitedEMC](#) **EnergyUnited**
YOUR LOCAL CONNECTION

summer 2020

nationalgrid
weconnect

Energy news for our electric customers in Massachusetts

Electric Emergency
1-800-465-1212

Customer Service
1-800-322-3223

[ngrid.com](#)

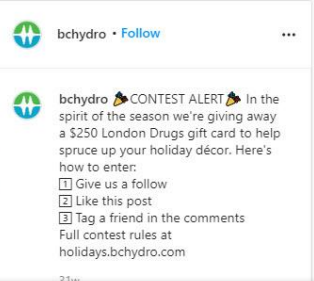


...the guesswork out of monthly energy bills.

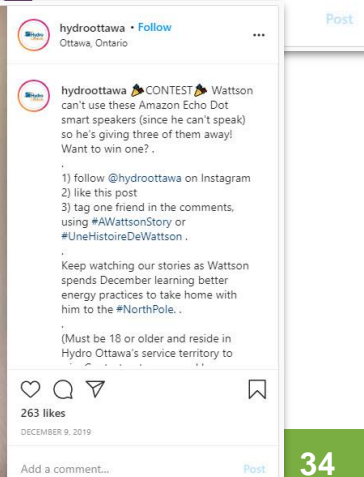
Budget Plan uses the amount you usually pay on your personal Grid bills in a year and breaks that amount into 12 balanced

Newsletter

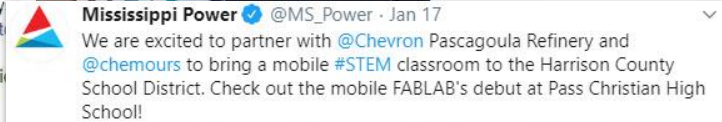
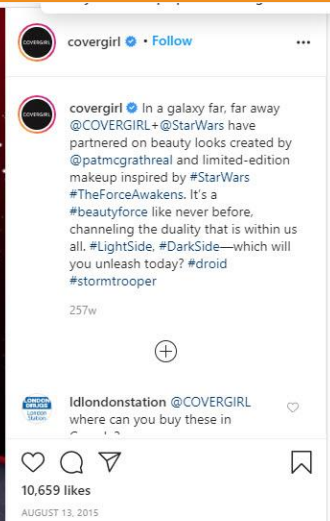
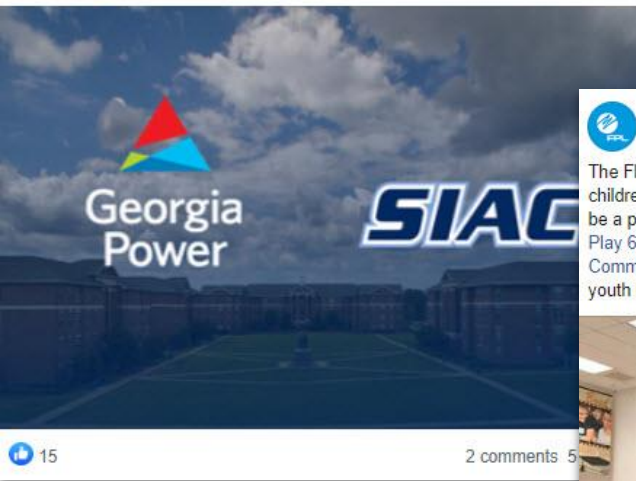
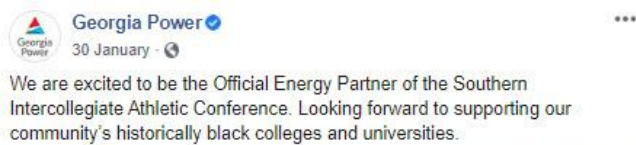
Incentivize customers



ENTER TO WIN* 6-QT INSTANT POT & TOASTER OVEN!



Partner and cobrand



Be useful!

Huntsville Utilities was live.
10 July at 13:03 · 🌐

In today's episode of Facebook Live Friday, Jake from Energy Services (not from State Farm—but he WAS wearing khakis) joins us to talk about the best time to run heat-generating appliances in the summer and how to make your AC run efficiently in this miserable heat.



Watch together with friends or with a group Start

👍❤️ 26 4 comments · 3 shares · 1.4K views



Be Prepared with an Emergency Kit
12,788 views · Dec 12, 2019



Mother Nature is unpredictable. Prepare your home by putting together an emergency kit with essential items you might need in the event of an emergency. For more information on emergency preparedness, visit <https://bit.ly/3g9p00t>.

Silicon Valley Power
19 November 2019 · 🌐

As temperatures start to cool down, this is a great safety reminder! Never plug a space heater into a power strip. #BePowerSafe #ElectricalSafety #TuesdayTip



FOX2DETROIT.COM

Here's why you don't plug space heaters into power strips

👍😬 58

Idaho Power
24 March · 🌐

Spending more time at home to help reduce the spread of COVID-19? Whether you're working from home or entertaining the kids while they're out of school, it could result in an increase of energy use. Idaho Power is here to help with some energy-saving tips!

Learn more on how to save energy at home: www.idahopower.com/save



18 shares

Our recommendations

- All communication channels and materials should point to social media
- Incentivize customers to follow and engage with you
- Partner and cobrand with other organizations to promote your brand
- Be useful!



Which of these methods have you used to increase followers and engagement?

Using all communication channels and materials to point to social media **A**

Incentivizing customers to follow and engage with you **B**

Partnering and co-branding with other organizations to promote your brand **C**

Posting useful content **D**

Other, please elaborate! **E**

A background image of a green hill with several wind turbines. The image is overlaid with a semi-transparent green filter. The text 'How to create engaging posts' is centered within a white rectangular border.

How to create engaging posts

Tell stories



Memphis Light, Gas & Water (MLGW)

13 July · 🌐

This #MLGW crew made sure the overflow hospital on Union Avenue is ready to go. The Network Cable Splicing Team installed electrical, secondary cable in the old Commercial Appeal building. Their work will ensure the hospital can bear the load if patients have to start being admitted due to a #COVID19 surge. #ServingYoulsWhatWeDo



#ServingYoulsWhatWeDo

👍❤️👏 34

1 comment 11



pseqli • Follow



pseqli This past summer, Dana became the first female electrical technician at #PSEGLI. Determined to turn her passion into a career, her ambition paves the way for all female electrical technicians. ⚡️ Congrats Dana. We're so #PSEGLIProud!

35w



JEA @NewsfromJEA · Oct 14, 2019

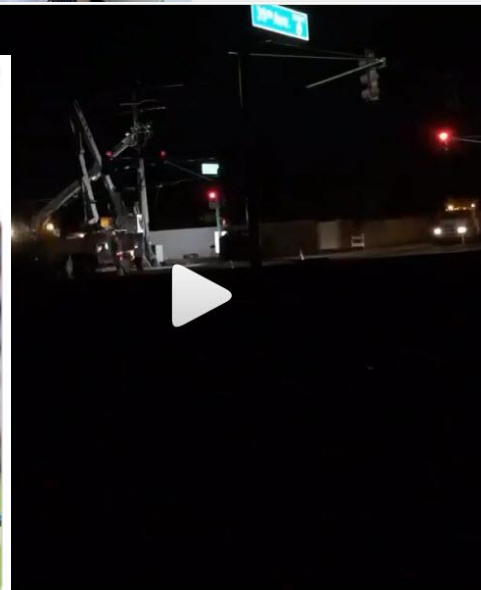
Thank you to @MylesJack and the @Jaguars for their generous one-time donation to help pay the utility bills of some of our elderly customers who were unable to pay their bills. Through their generosity, they kept the lights on and water running for 31 customers. #DUUUVAL



🗨️ 35

↺ 348

❤️ 1.5K



apsfyi • Fo



apsfyi Our Thank you creating the crews work lights 📢 last week through.

#thankalin
#linemana
#iworkatap
#linemana
#storm #st
#timelapse

31w



1,000 views

DECEMBER 6, 2019

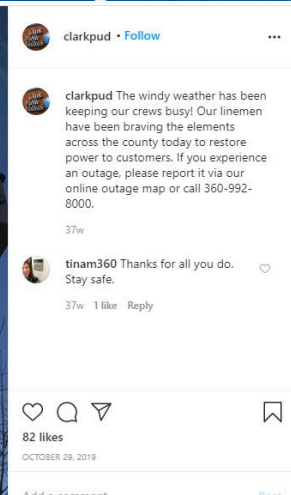
Add a comment...



Be VISUAL



Here's what six feet of social distancing looks like the Nebraska way.



Made you look! (at my text)

Austin Energy
10 September 2019 · 🌐

MOVE OVER, SLOW DOWN!

As of Sept. 1, Texas drivers are required to move over and slow down for utility service vehicles that are stopped on the side of the road.

The law requires drivers move out of the lane closest to the utility vehicle when possible or reduce their speed to 20 mph below the posted limit. If the road does not offer multiple lanes, the driver must slow down.

As our crews work to keep the 🚧 on, please give them the space they need to safely do the work. We've had drivers hit cones, take out side view mirrors and other close calls.



**MOVE OVER
OR
SLOW DOWN**

👍❤️ 586 23 comments 336 shares



energie_nb_power · Follow

energie_nb_power 🍷 Want a chance to WIN two Harvest Jazz and Blues Saturday night passes? Here's how you can enter:

- 1.) Like this post
- 2.) Follow our official NB Power Instagram page
- 3.) Tag a friend that you'd like to attend with in the comments

🍷 That's it!

Contest closes September 13, 2019. Good luck!

🍷 Voulez-vous la chance de GAGNER deux billets pour samedi soir au festival Harvest Jazz and Blues? Voici comment vous inscrire :

Heritage Gas
15 January · 🌐

Is your resolution to save money in 2020? Check out our new Savings Calculator to see how much you could save with natural gas.

#forwardenergy



Nashville Electric Service
5 March · 🌐

RESTORATION UPDATE:

NES crews made significant progress overnight, restoring power to an additional 10,000 customers. Since the tornado hit two days ago, crews have repaired power to approximately 31,000 customers. This morning, all more than 18,000 without electricity, but we will continue to work the clock until power is restored to every customer who can.

The number of broken power poles from this storm has increased to 673, compared to approximately 200 broken poles from the 1998 tornado. It takes time to replace so we thank you for your continued patience and we won't stop until power is restored.



534 comments 586 shares

#Hashtags

A SoCal boy's birthday party was cancelled as a result of COVID-19. SCE crews wanted to let him know his day was not forgotten.

#PoweringThruTogether



sce • Follow



sce SCE linemen to the rescue! This 5-year-old boy's birthday party was cancelled due to the COVID-19 crisis, so our linemen surprised him with a bucket truck parade. #PoweringThruTogether 🌟👏👏

12w



litatomygkids Love this!!

12w 1 like Reply



faithsarr @joshuaadamsarr 🤔

12w Reply



2,670 likes

APRIL 16

Log in to like or comment.



socalgas • Follow

Downey, CA



socalgas This week we celebrated and honored members of #TeamSoCalGas who have bravely served our country. We're grateful for your service and your commitment to SoCalGas! 💙 us

#us #USMilitary #Veterans #USNavy #USArmy #USMarines #USCoastGuard #USAirForce #SoCalGas #Downey

33w



ladyariel Thank you!

33w 1 like Reply



THANK YOU!



pecoconnect • Follow

Philadelphia, Pennsylvania



pecoconnect Thanks to all the essential workers who are powering us through this pandemic! 🙏🔥 #PoweringThru

#PECOpowers #Philly #igersphilly #igers_philly #Philadelphia #discoverphl #pennsylvania #phillywork #phillyworkers #cityofbrotherlylove #Phila #phillycollective #phillyphilly #COVID19 #COVID-19 #coronavirusphilly

14w



pmichael_ 🙏🙏🙏

14w 1 like Reply



53 likes

APRIL 3

Log in to like or comment.

Humor and personality



hydrooneofficial • Follow
Binbrook, Ontario

hydrooneofficial Have you ever thought to yourself, how did I get into this predicament? Kudos to our "Rescue Squad" at our Customer Contact Centre and Dundas Operations Centre for reuniting this adorable pair.

27w



christine.glaves @hackett201



northwesternenergy • Follow
Sheridan, Montana

northwesternenergy Sheridan, Mont. town manager Dan C. was #twinning with his grandson for Halloween! #linemanlife #nextgeneration

36w



roan9178 Dan, Dan, The Power Man!!!!.....you are about to be outranked 😂❤❤❤

36w 1 like Reply



laura.cater.18 🍷🍷🍷🍷🍷🍷🍷🍷

36w 1 like Reply



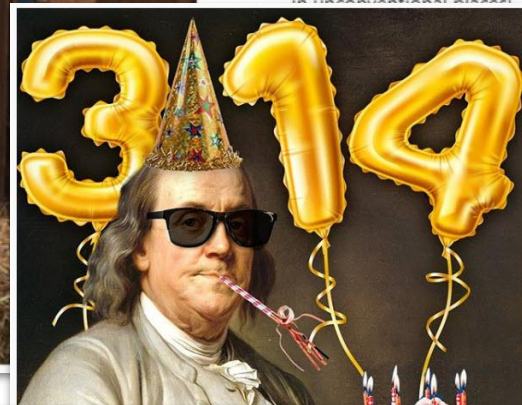
laura.cater.18 Way to follow some great footsteps little guy!



knoxvilleutilitiesboard • Follow



knoxvilleutilitiesboard Things may have changed in recent months, but we are committed to serving our community under any circumstances —even if that means our work is done in unconventional places.



pecoconnect • Follow
Philadelphia, Pennsylvania

pecoconnect On this day ago, the most electric man to walk the earth was born. Happy birthday, Ben Franklin!

#PECO #Philly #igersphilly #igers_philly #Electricity #follow #instagood #instaphotodoftheday #instagram #Philadelphia #Lights #be #flashbackfriday #birthday #happybirthday #history

25w

hireti_llc
25w 1 like Reply

33 likes
JANUARY 17

Add a comment...



Evergy @evergypower · Jan 12
Now that was electrifying! ⚡ Thank you #KCChiefs



Our recommendations

- Tell the stories of your employees, customers, and community
- Make every post visual or interactive in some way if possible
- While being visual is important, your text should also be engaging
- Hashtags are a great way to start and participate in conversations
- Don't be afraid to use a little humor, personality, or emojis



Final questions and discussion



E Source social media resources

- [A weekly update on the top-performing utility social media posts during COVID-19](#)
- [The essentials for a strong social media strategy](#)
- [Addressing negativity on social media](#)
- [How are utilities using social media to promote their carbon-reduction efforts?](#)
- [Spring 2020 E Source Social Media Summit](#)
- [COVID-19 resource center](#)



E Source

POWERING WHAT'S **NEXT**

Other helpful tools

- **TVA marketing hub**
- **[Canva](#)**: Free, easy-to-use design tool that helps you create engaging social media posts
- **[IFTTT](#)**: Free tool that helps you automate some social media processes such as posting the same post to multiple social media channels
- **CoSchedule's [social message optimizer](#)**: Helps you fine-tune every post for maximum engagement
- A **scheduling/editorial tool** to plan out and automate social media posting ([Hootsuite](#), [Buffer](#), [Sprout Social](#), and more)
- A **link-shortening tool** such as [Bitly](#) or [TinyURL.com](#)



VIRTUAL E SOURCE FORUM 2020



October 6-7, 2020

Thank you! Questions?



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Have a question? Ask E Source!

Submit an inquiry:

www.esource.com/question



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