Targeting Success

Social Media and Utility Online Community

- Katie Sproles, Web Editor, Eugene Water & Electric Board
- Hillary McBride, Community Relations Officer, Emerald PUD
- Michael Howe, Communications and Government Relations Specialist, Oregon Trail Electric Consumers Cooperative
- Dave Kestra, Manager Partner Services, Northwest Energy Efficiency Alliance
- Kim Thompson, Program Marketing Manager, BPA Energy Efficiency

EWEB

Eugene Water & Electric Board

Social Media

Utility Energy Efficiency Summit

March 18, 2010

About EWEB

- Katie Sproles, Web Editor, Public Affairs department
- Public utility founded in 1911
- Provide electricity, water and steam to more than 86,000 customers
- Oregon's largest customer-owned utility
- 513 employees
- 235.6 square mile service area

EWEB's social media beginnings

- Created social media committee
- Talked with utilities around the country about their use of social media
- Created a strategy:
  - "Measured" approach
  - Who to manage/contribute
  - Frequency of posts
  - Response time
  - Searches
  - Part of integrated communications strategy
- Launched Facebook fan page and Twitter account in Sept. 2009
- Introduced two e-newsletters in past six months

EWEB's social media goals

- Enhance the image of the utility
- Reach new demographics
- Create a dialog with customers and the community
- **Promote efficiency programs**
- Gather product and service feedback
- Recruit employees
- Generate website traffic
- Media relations
- Crisis management (outages, long hold times, etc.)
- Promote events and public participation opportunities
- Provide timely news to supplement print publications

Facebook

- Conservation-focused
- Include photos and videos
- 156 fans

Twitter

- One account
- Use category tags
- 332 followers

EWEB

E-newsletters

- For residential customers (quarterly)
- For commercial/industrial customers (bi-annual)

Visit our website | Forward this email

CURRENTConnections EWEB news and tips for your home

Winter 2010

Get connected with EWEB

Welcome to Current Connections, the Eugene Water & Electric Board's new quarterly e-newsletter for residential customers.*

In Current Connections, you will find:

Vote for $100,000 Greenpower grant winners

Are you an EWEB Greenpower customer?

If so, you can vote to determine which two renewable energy projects will be awarded EWEB's spring 2010 Greenpower grants, worth up to $100,000 each.

Sign up for EWEB Greenpower by Wednesday, March 31, to be eligible to cast your vote. Greenpower customers will receive ballots in early April. The winners will be announced at Eugene's Earth Day celebration at EWEB's River Edge Plaza on April 24. Read more...

Efficiency by Design

A publication from EWEB's Energy Management Services

Fall/Winter 2009

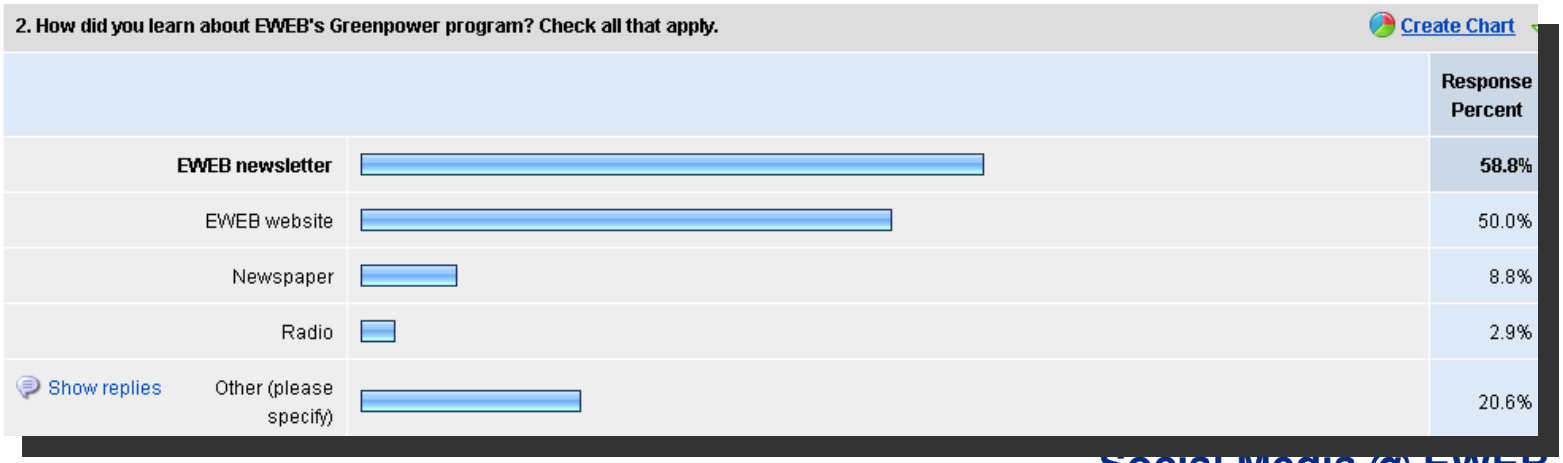
Shoe-a-holic sees the light

When Lazar Makyadeth, owner of the Shoe-A-Holic store in downtown Eugene, decided to

Efficiency By Design goes digital

Success measures

- Number of fans/followers
- Customer comments and tone (questions, feedback, retweets)
- Web analytics
- E-newsletter subscriptions and metrics
- Program enrollment
- Online surveys
- bit.ly



2. How did you learn about EWEB's Greenpower program? Check all that apply.

Create Chart

	Response Percent
EWEB newsletter	58.8%
EWEB website	50.0%
Newspaper	8.8%
Radio	2.9%
Other (please specify)	20.6%

Show replies

Challenges & lessons

- Access
- Resources
- Frequency of posts
- Transparency
- Public records

Rely on us.

The People's Power

About EPUD

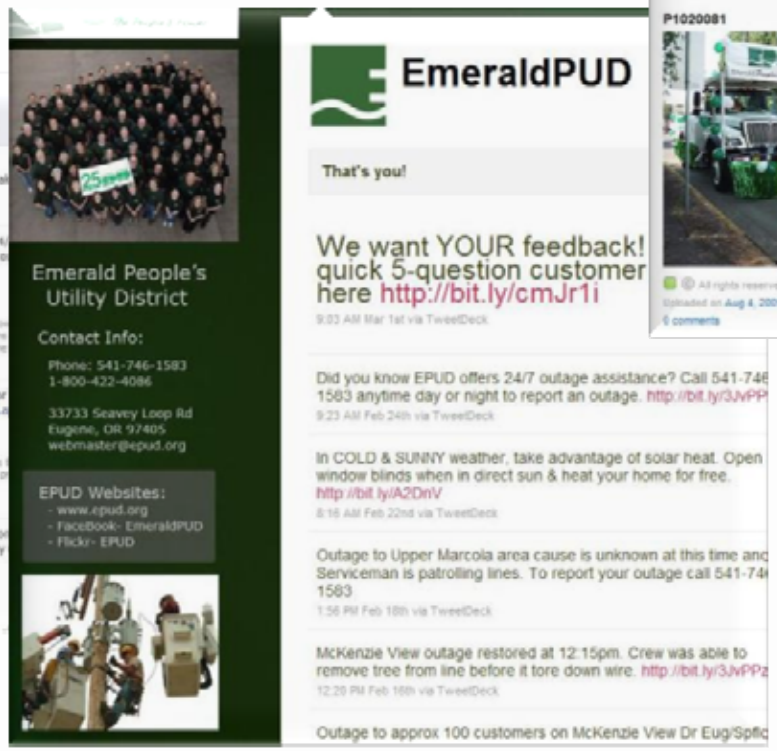
- Hillary McBride-Community Relations Officer
- Public utility founded in 1983
- 20,000 Customer-Owners in rural/suburban areas around Eugene/Springfield.
- Electric service only
- 74 Employees
- 564 square mile territory

The People's Power

What We Use:

FaceBook (2-3x/wk)

Twitter (3-10x/wk)



Flickr (As needed)

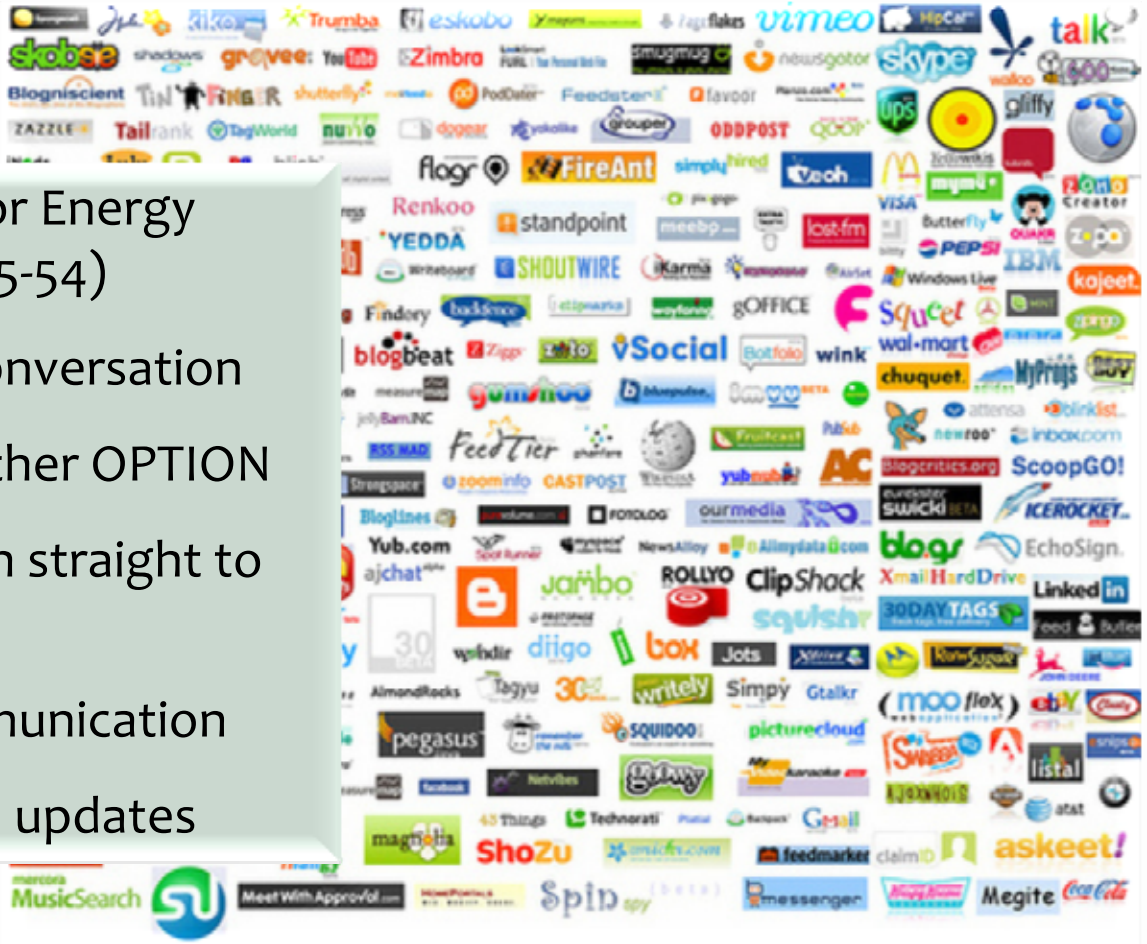
Subscribe to our RSS News Feed

Next…

The People's Power

Why Social Media?

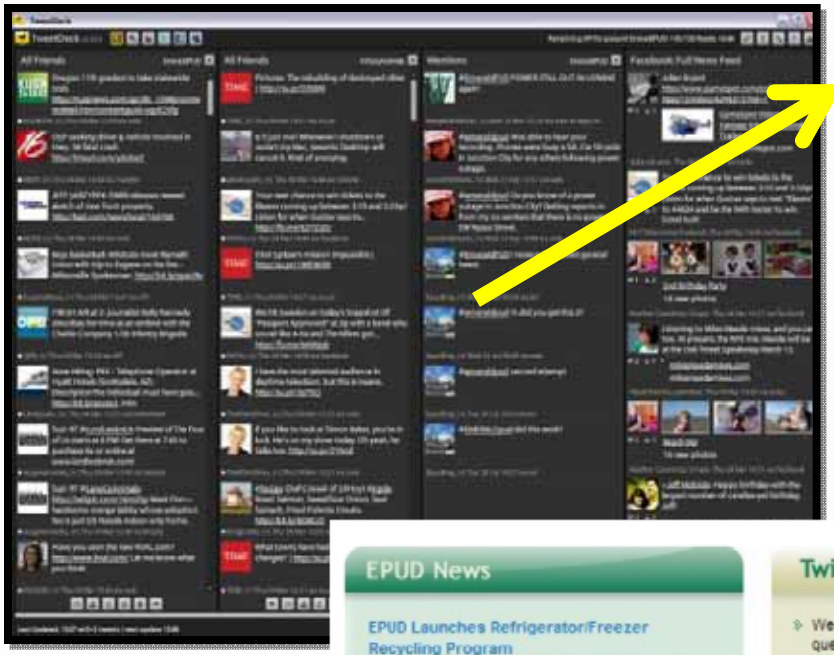
- Target Demographic for Energy Efficiency Campaigns (35-54)
- Being A PART of the conversation
- Service: Providing another OPTION
- Outage communication straight to mobile devices
- Internal/External communication
- Instant mobile website updates

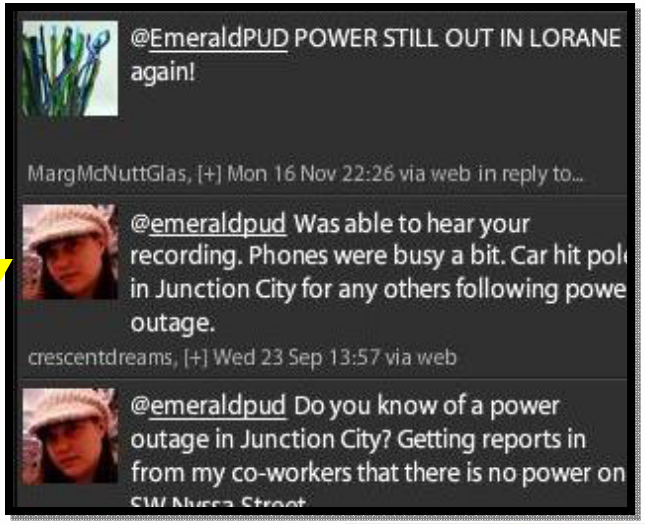


The People's Power

In Action

TweetDeck





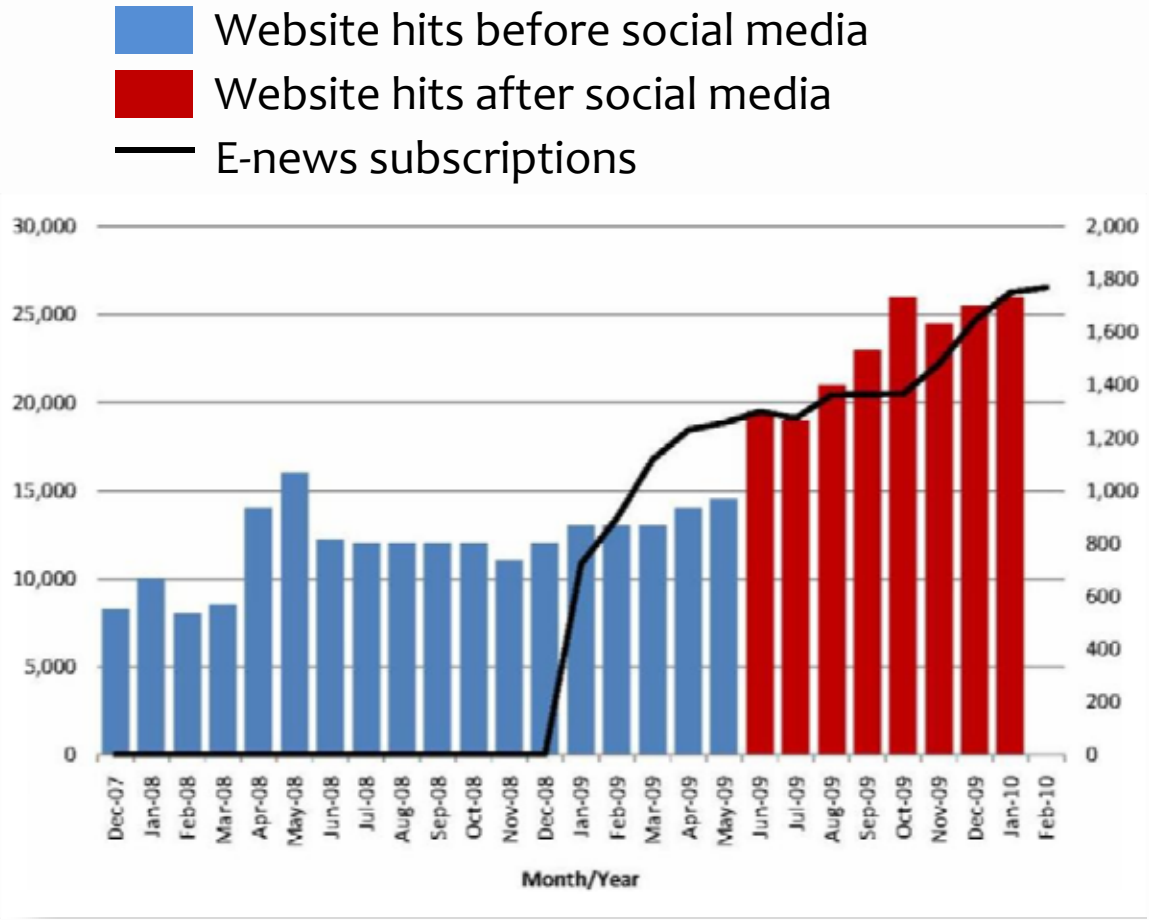
Facebook Interaction

Website Twitter Window

The People's Power

Success?

- Measure fans, followers & interactions
- Measure website traffic
- Measure e-news subscriptions
- Measure program enrollment
- Good internal/external feedback



The People's Power

Lessons Learned

- Listen, watch, and learn FIRST
- Consult your I.T. team
- Create ONE user name and use across all platforms
- BE ACTIVE
- Reference on all materials
- Network
- Create a social media policy. Samples: socialmediagovernance.com/policies.php
- Managing personal AND work sites? BE CAREFUL!

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Targeting Success

Using social media tools to promote energy efficiency

Presented by:
Michael Howe
Oregon Trail Electric Consumers Cooperative

OTEC social media

- Twitter
- Facebook
- Podcasts
- Videos
- Residential video:

http://otecc.com/energyStarAppliances.aspx

- Agriculture video:

http://otecc.com/freezeResCattleFountain.aspx

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Targeting Success

Building a NW Energy Efficiency Online Community

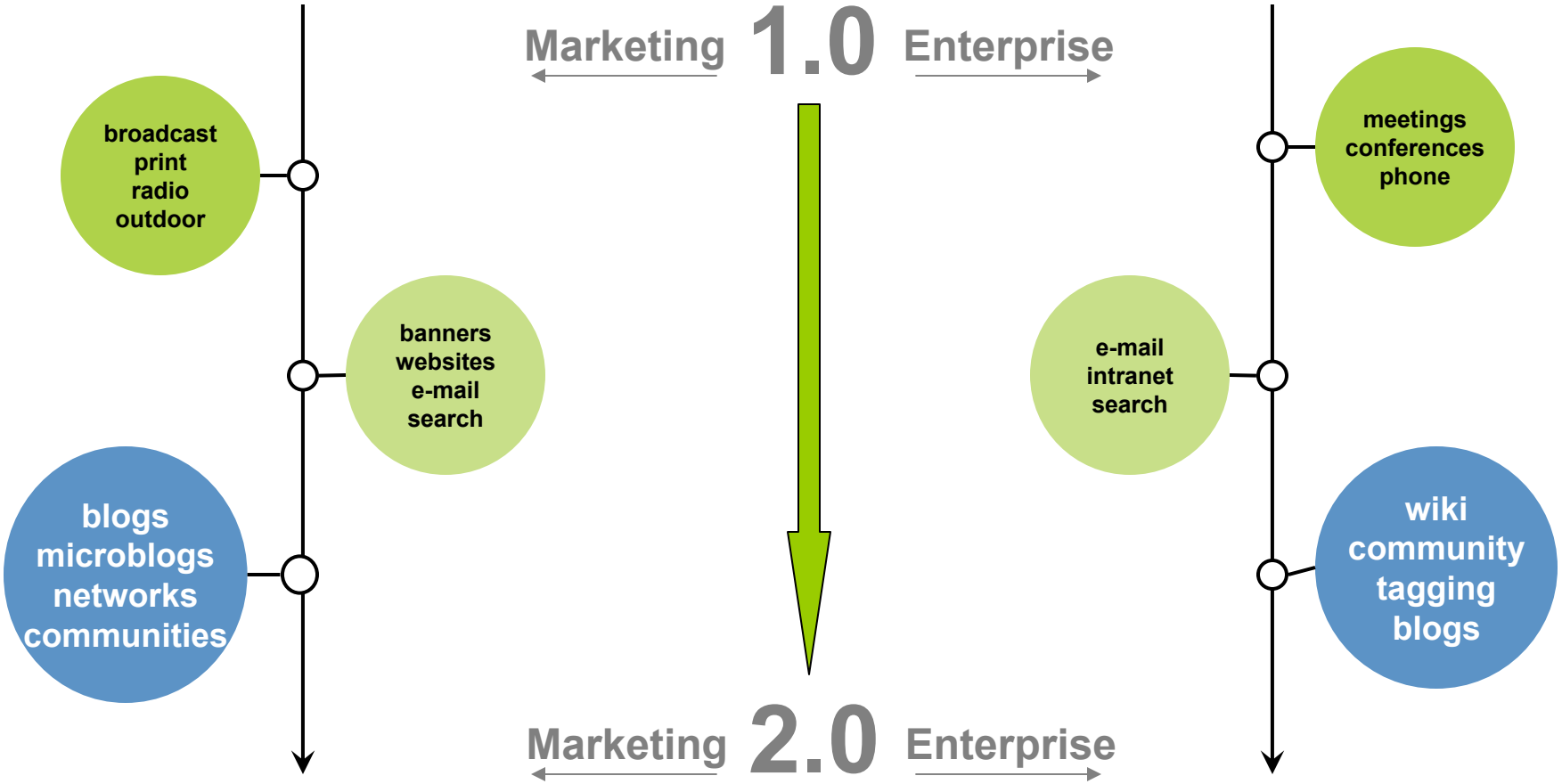
Presented by:

Kim Thompson & Dave Kresta

BPA & NEEA

NORTHWEST ENERGY EFFICIENCY ALLIANCE

Context: Moving from a 1.0 to 2.0 world



Benefits of Enterprise 2.0

Regional Needs: What We've Heard

NEEA Strategic Planning

- Energy efficiency goals (and expectations) are rising
- Information overload
- Collaboration is happening, but more is desired
- Interest in online tools, but must be simple

BPA Strategic Planning

Shared challenges = Opportunity for shared solution

Solving For Our Regional Need

If you have a penny and I have a penny and we trade them, we both still have one cent. But if I have an idea and you have an idea and we trade them, we each have two ideas *(Anonymous)*

Solving For Our Regional Need

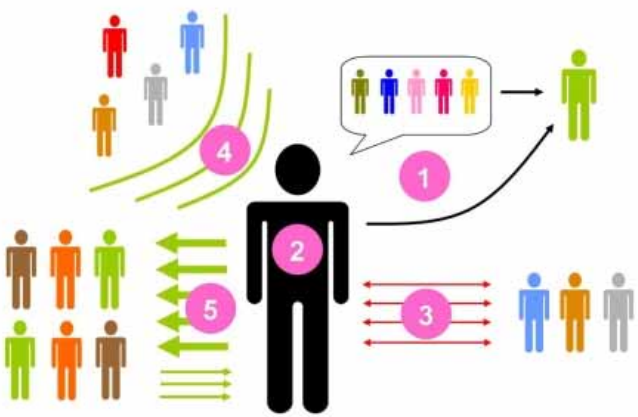
- Solution: Define & implement a regional platform to drive efficiency and effectiveness in energy efficiency achievements.
- Formal definition, design, and scoping in progress
- Timeline dependent on prioritized scope

Key Elements of the Solution

- Capabilities not yet scoped, *could* include:

What it will take:

Cultivating a Successful Online Community



Source: Cultivate an Active Network (Chris Brogan)

1. **BE HELPFUL** - offer your network advice or suggest people that can help
2. **BE PRESENT** - participate and contribute
3. **BE SOCIAL** - engage with as many people as possible...not to be confused with just pushing out messages to a list.
4. **SHARE THE LOVE** - make it about them...talk about your network
5. **PAY IT FORWARD** - build equity by contributing to your network before asking for anything in return...and never take out more than you put in.

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Contact

For more information, contact:

Kim Thompson
BPA, Program Marketing Manager
ktthompson@bpa.gov
503-230-3408

Dave Kresta
NEEA, Partner Services Manager
DKresta@nwalliance.org
(503)827-8416 ext. 282