



BPA Summit

Let's Get Social

Matthew Burks
Senior Product Manager, Mass Markets
Utility Communicators Service (UCS)



Photo Credit: Photo credit: Blyzz
via Flickr



What is Web 2.0?

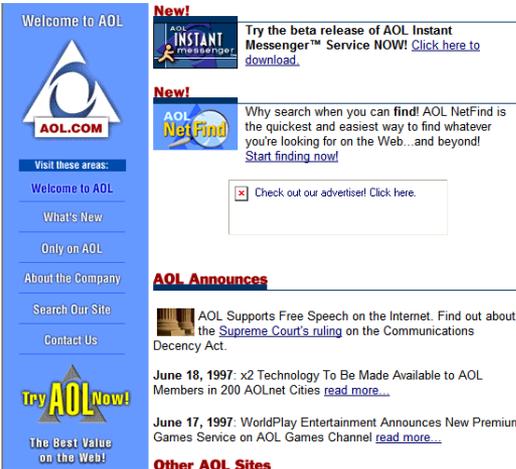
“Web 2.0” is an umbrella term that is used to refer to a new era of Web-enabled applications that are built around user-generated or user-manipulated content, such as wikis, blogs, podcasts, and social networking sites.

Pew Internet &
American Life Project

What is Web 2.0?



www.google.com
(May 2001)



www.AOL.com
(April 1997)



www.facebook.com
(January 2006)



The Bad News



Search

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A Comcast Technician Sleeping on my Couch



★★★★★ 2,373 ratings

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Statistics & Data

DoorFrame [Subscribe](#)
June 20, 2006
(more info)

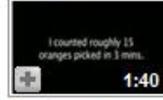
To see the video with music, go here:
<http://www.snakesonablog.co...> A Comcast technician came to replace a faulty modem. After spending an hour on hold with Comcast's central office, he fell asl...

URL

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More From: DoorFrame

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<http://www.youtube.com/watch?v=CvVp7b5gzdU&feature=related>



The Bad News

twitter

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Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @BPGlobalPR](#).

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Get updates via SMS by texting [follow BPGlobalPR](#) to **40404** in the United States
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Oh man, just wrapped up an EPIC game of [redacted] with Gov. Bobby Jindal. He definitely won. [#bpcares](#)

39 minutes ago via web

Just found Terry throwing mud at the ocean. You got to love his enthusiasm but I'm starting to think he doesn't deserve his 700k a year.

about 1 hour ago via web

[@wired](#), how do we know you're the official twitter account?

about 2 hours ago via web

Eating at a very expensive restaurant and spilled salad dressing on my pants. Not sure how to tackle this.

about 2 hours ago via web

Btw, does anyone have Criss Angel's email? I bet he can make this oil disappear! [#bpbelievesinmagic](#) [#bpcares](#)

about 3 hours ago via Twitterrific

Been trying to tweet all morning but someone (Terry) got the company Internet shutdown by downloading torrents of every Criss Angel show.

about 3 hours ago via Twitterrific

Name BP Public Relations

Location Global

Bio This page exists to get BP's message and mission statement out into the twitterverse!

798 following 29,763 followers 776 listed

Tweets 70

Favorites

Following



[View all...](#)

[RSS feed of BPGlobalPR's tweets](#)

Web 2.0 Reality



This Guy Impacts You!

Web 2.0 Reality



Fukushima Daiichi Impacts You!

(And you don't even have nukes.)

Image:
<http://fr.wikipedia.org/wiki/Fichier:Tepco.png>



CNN 
 @CNN
 Breaking News, U.S., World, Weather, Entertainment & Video News
<http://www.cnn.com>

Follow 

Timeline Favorites Following Followers Lists

CNN About @CNN

19,679 Tweets 542 Following 1,955,693 Followers 44,712 Listed

Anderson Cooper 
 @andersoncooper view full profile →
 New York

A behind the scenes look at "Anderson Cooper 360°" written by Anderson Cooper. Watch AC360° M-F at 10 p.m. ET. <http://ac360.com>

10,458 Tweets 49 Following 1,158,981 Followers 30,942 Listed

 **Robin Meade** 
 @RobinMeade view full profile →
 Atlanta, GA

Morning Express with Robin Meade weekdays 6-noon ET on HLN <http://www.cnn.com/robin>

5,184 Tweets 306 Following 32,109 Followers 829 Listed

 **Glenn Beck** 
 @glennbeck view full profile →
 New York City

Sometimes I feel like i am living a dream, other times like I am in a Hitchcock film but when I am with Tania and the kids, I feel happy and whole. <http://www.glennbeck.com>

1,064 Tweets 25 Following 396,556 Followers 11,565 Listed

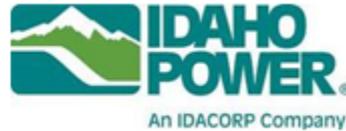
Blitzer?



WOLF! What gives?

Image:
<http://fr.wikipedia.org/wiki/Fichier:Tepco.png>

Web 2.0 Reality



Impact You!



Imaged: Google Images



Web 2.0 Reality

Your Service Territory?

Web 2.0 Reality



Impacts You!



- Wall
- Info
- My USAA**
- Join USAA
- Video
- Photos (25)
- Events
- Discussions

About

Welcome to the official Facebook page of USAA®. We have been proudly servin...
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 people like this

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- My Military Life**
- National Naval Aviation Museum**
- Unconventional Military Art**
- U.S. Coast Guard**

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By sharing this link to a few simple questions, family and friends can find out if they're eligible to join.

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Find More Friends

Matthew, More Fri



These 4 friends found friend finder. Have yo friends? Give it a try.

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Facebook won't s

Sponsored

Boulder Bucket Lis
 partners.livingsocial.c



Grand Futures Pre



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Best Facebook WV



Turn-Key Boulder
 pedaltoproperties.com



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Posted: 10/16/2009



Print

Teach Financial Independence

Rated 3.7 by USAA Members [Read Comments](#) | [Write a Comment](#)



Take advantage of real-life money lessons today so that you and your children can reap the benefits in the future.

"In the past year, college savings plans may have had big losses, or a friend's parents might have

lost a job or a house," says USAA member Susan Beacham, founder and CEO of Money Savvy Generation. "Our kids are paying attention."

While they're listening, start talking — and help them gain financial smarts.

1. Give them a plan. Ease your child into the world of self-sufficiency with a financial responsibility plan. "Decide what financial skills you'd like to turn over to your child at

One Day You'll Pay

Let kids know what bills they'll encounter as they grow and at what age you will require them to contribute to or take responsibility for these spending categories.

RELATED CALCULATOR

College Savings Calculator

Find out how much you'll need to save for educational goals.

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RELATED PRODUCT



College Savings Options

Attractive tax benefits with flexible investment choices.

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usaa USAA

Vote for your favorite song in USAA's Garage Band Playoffs & enter our sweepstakes for a chance to win 1 of 5 iPads:

<http://budurl.com/tseh>

19 Apr



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2011 Milblog Conference Fan Favorite... Vote NOW! Winner receives May 2011 Military Blogger of the Month.

<http://budurl.com/4fmr>

19 Apr



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Feel like you're drowning in debt? Learn how to wage the battle against personal finance troubles. <http://budurl.com/yscq>

19 Apr



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Stocks move lower as S&P issues negative report on U.S. debt.

<http://budurl.com/xrfb>

18 Apr



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One day your kids will leave the nest. Give them the financial skills to fly solo: <http://budurl.com/murq>

18 Apr



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April Severe Storms: USAA Responds. Visit our Disaster & Recovery Center to view these locations for helpful info.

<http://budurl.com/v7qm>

18 Apr



usaa USAA

[@perhakansson](https://twitter.com/perhakansson) We're sorry to hear about your experience. Plz email us at USAASOCIALMEDIA_PNC@usaa.com and we'll be happy to help.

18 Apr



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News | Our hearts go out to those affected by the recent events in Japan. Support the relief efforts by donating to the Red Cross.

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Password

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EarlyBird Check-In 

Automatic Check-In
Better Seat Selection
EarlyBird Check-In is available on select flights.

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CITIES SERVED: 69
DAILY DEPARTURES: 3,300+
HEADQUARTERS: Dallas, Texas
EMPLOYEES: 35,000+

CONNECT WITH SWA ELSEWHERE:

- Official Homepage
southwest.com
- Company Blog
blogsouthwest.com
- Social Networking Sites



MOST RECENT RECOGNITIONS:

- "Top 15 World's Most Admired Companies"
—FORTUNE, 2010
- "Top 25 Customer Service Champs Rating"
—Business Week, 2010
- "Brand Excellence Grand Award Winner"
—City Business Journals, 2010
- "Most Rewarding Frequent Flyer Program"
—smartertravel.com, 2010
- "Diamond Award Winner"
—Air Cargo World, 2010

We will not address specific
Customer Service issues on this site.



SouthwestAir Southwest Airlines

We're giving away once-in-a-lifetime trip to Nashville to celebrate our 40th Birthday! Get all the details here: <http://bit.ly/hWLH49>

2 hours ago



SouthwestAir Southwest Airlines

@erininspace Such a cute little peanut! Hope you had a great flight!

2 hours ago



FlyingPhotog Paul Thompson ↻ by SouthwestAir

An amazing sunrise shot submitted to the @SouthwestAir Flickr pool by a Customer: <http://flic.kr/p/9CAigb>

3 hours ago



SouthwestAir Southwest Airlines

@jhaves Typically you'll receive an email letting you know your plane is wifi enabled prior to departure!

16 hours ago



SouthwestAir Southwest Airlines

@LifeAsBen I think I see my house! Just kidding! Thanks for visiting the Big D!

19 hours ago



SouthwestAir Southwest Airlines

@bdoyle2 I just sent you a DM. Hopefully we can get the issue resolved.

19 hours ago



SouthwestAir Southwest Airlines

@ManyaS yes you sure do! It should go back into your account after cancelling.

23 hours ago



CITIES SERVED: 69
DAILY DEPARTURES: 3,300+
HEADQUARTERS: Dallas, Texas
EMPLOYEES: 35,000+

CONNECT WITH SWA ELSEWHERE:

- Official Homepage southwest.com
- Company Blog blogsouthwest.com
- Social Networking Sites



MOST RECENT RECOGNITIONS:

- “Top 15 World’s Most Admired Companies” –*FORTUNE*, 2010
- “Top 25 Customer Service Champs Rating” –*Business Week*, 2010
- “Brand Excellence Grand Award Winner” –*City Business Journals*, 2010
- “Most Rewarding Frequent Flyer Program” –*smartertravel.com*, 2010
- “Diamond Award Winner” –*Air Cargo World*, 2010

We will not address specific Customer Service issues on this site.

 **SouthwestAir** Southwest Airlines

We're giving away once-40th Birthday! Get all the
 2 hours ago

 **SouthwestAir** Southwest Airlines

@erininspace Such a cu
 2 hours ago

 **FlyingPhotog** Paul Thomp

An amazing sunrise shot pool by a Customer: <http://>
 3 hours ago

 **SouthwestAir** Southwest Airlines

@jhables Typically you'll plane is wifi enabled prior
 16 hours ago

 **SouthwestAir** Southwest Airlines

@LifeAsBen I think I see visiting the Big D!
 19 hours ago

 **SouthwestAir** Southwest Airlines

@bdoyle2 I just sent you resolved.
 19 hours ago

 **SouthwestAir** Southwest Airlines

@ManyaS yes you sure after cancelling.
 23 hours ago



Erin M.

@erininspace view full profile →
 Houston, TX



Jordan Haby

@jhables view full profile →
 Caldwell/Somerville, TX

<http://www.facebook.com/jordan.haby>



O'Doyle Rules

@bdoyle2 view full profile →
 Maryland

grad student, works in health policy research, loves yoga, new



Manya ✓

@ManyaS view full profile →
 The 'net is vast and infinite.

Passion for new media. Love to laugh. Tech culture. Enjoy travel, gadgets, food, drink, swimming, art, design. Digital marketing @lightgroup. Tweets are my own. <http://linkedin.com/in/manyas>

26,424	998	4,230	329
Tweets	Following	Followers	Listed

More Tweets from @jhables →

Internet Activities By Generation



Millennials
Ages 18-33

Gen X
Ages 34-45

Younger Boomers
Ages 46-55

Older Boomers
Ages 56-64

Popularity of internet activities among internet users in each generation.

90-100%	40-49%
80-89%	30-39%
70-79%	20-29%
60-69%	10-19%
50-59%	0-9%

Key: % of internet users in each generation who engage in this online activity

	Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64
Email	Email	Email	Email	Email
Search	Search	Search	Search	Search
Health info	Health info	Health info	Health info	Health info
Social network sites	Get news	Get news	Get news	Get news
Watch video	Govt website	Govt website	Govt website	Govt website
Get news	Travel reservations	Travel reservations	Buy a product	Travel reservations
Buy a product	Watch video	Buy a product	Travel reservations	Bank online
IM	Buy a product	Watch video	Bank online	Watch video
Listen to music	Social network sites	Bank online	Social network sites	Social network sites
Travel reservations	Bank online	Social network sites	Social network sites	Social network sites

Web 2.0 Bad & Good News

- There are A LOT of conversations!
- Distributed
- Mobile
- Empowered and enabled
- Happening In Real Time
- Most importantly, you can't control the conversation...
BUT, you can influence it!

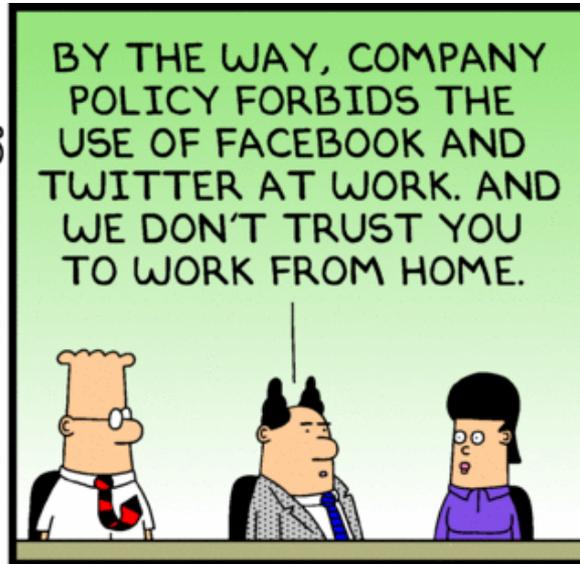


Web 2.0 Reality

**The world is rapidly changing and
integrating these channels regardless of
what you do!**



Dilbert.com DilbertCartoonist@gmail.com



9-13-10 © 2010 Scott Adams, Inc./Dist. by UFS, Inc.



Source: Dilbert .com

Shiny Object

**Social media doesn't change
what you say!**

Shiny Object

Social is not a strategy!

Shiny Object

What is “success” to you?

Shiny Object

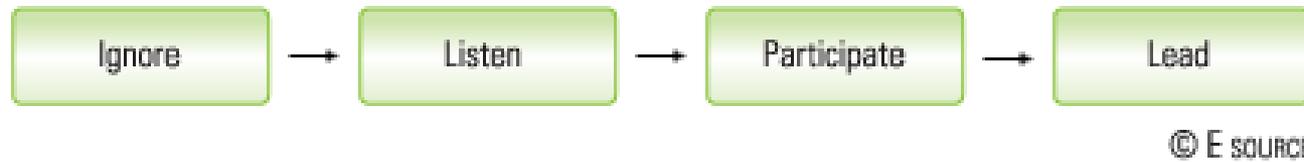
- Current channels
- Objectives & goals
- Strategy
- Tactics
- Resources, Backup, Support
- Content creation
- Legal
- HR
- IT



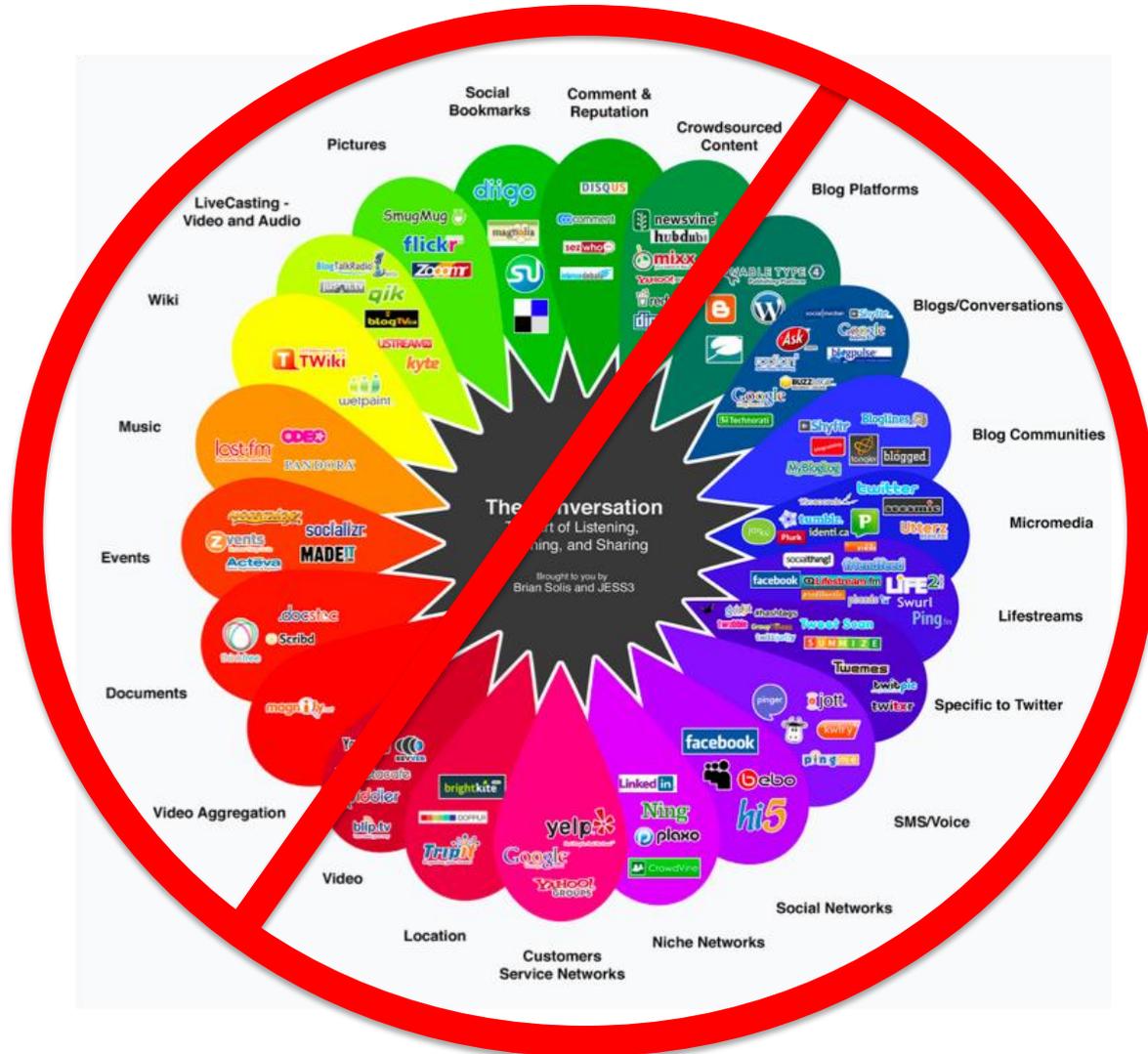
Photo Credit: Photo credit: Blyzz via Flickr



Four Stages



Cutting Through the Confusion



Most Used:

- Twitter
- YouTube
- Facebook
- LinkedIn
- Flickr

The Big 5

twitter

facebook®

Linked **in**

You **Tube**

flickr™

Current Social Media Activities

- Big three dominate:

- 74% - Twitter

- 65% - Facebook

- 71% - YouTube

- Flickr (15%) and LinkedIn (48%) on the rise

- Increased recognition of social for media

- LinkedIn clear winner for recruitment

- More moving towards corporate blogs

- More moving towards local communities and blogs

- Yammer

	Residential customers	Business customers	Employees (internal/private communications)	Media	Potential employees (recruiting/talent acquisition)	Not using this channel
Twitter	74.4% (92)	55.3% (24)	9.3% (4)	55.3% (24)	20.9% (9)	20.9% (9)
Facebook	66.7% (28)	46.5% (20)	9.3% (4)	30.2% (13)	27.9% (12)	23.3% (10)
YouTube	71.4% (30)	54.8% (23)	23.8% (10)	42.9% (18)	21.4% (9)	26.6% (12)
Flickr	36.6% (15)	29.3% (12)	14.6% (6)	26.3% (11)	4.9% (2)	56.1% (23)
LinkedIn	7.1% (3)	29.5% (12)	14.3% (6)	2.4% (1)	47.6% (20)	47.6% (20)
Corporate utility blog	33.3% (14)	21.4% (9)	11.9% (5)	21.4% (9)	4.8% (2)	57.1% (24)
Local online communities / blogs (may include posting on news sites)	5.0% (2)	2.0% (1)	1.0% (0)	1.0% (0)	7.5% (3)	65.0% (26)
Yammer	0.0% (0)	0.0% (0)	12.2% (5)	0.0% (0)	0.0% (0)	87.8% (36)
FourSquare	2.6% (1)	0.0% (0)	2.6% (1)	0.0% (0)	0.0% (0)	94.9% (37)

Channels By The Numbers

Twitter:

1 – 500 = 14%
501 – 1000 = 11%
1001 – 2000 = 21%
2001 – 3000 = 10%
3001+ = 10%

Facebook:

1 – 500 = 42%
501 – 1000 = 14%
1001 – 2000 = 10%
2001+ = 5%

YouTube:

1 – 50 = 36%
51 – 100 = 10%
101 – 200 = 5%
201+ = 5%

LinkedIn:

1 – 500 = 10%
501 – 1000 = 5%
1001 – 2000 = 5%
2001+ = 2%

Corporate Utility Blog:

1 – 500 = 12%
501 – 1000 = 2%
1001 – 2000 = 2%
2001+ = 2% (17,000)

Flickr:

1 – 5 = 7%
6 – 10 = 0%
11 – 20 = 0%
21+ = 5%

Use Importance of Social

Important:

- Outages/crisis
- Communicating w/ media
- Product promotion
- EE/safety tips
- Promote workshops & events

Outage Communications

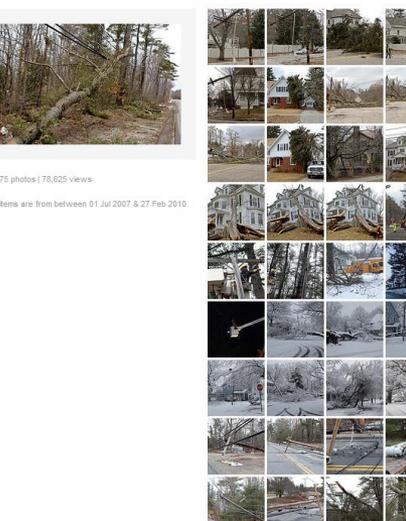
flickr from Yahoo!

Home The Tour Sign Up Explore

PSNH Sets

Damage from the February 2010 Wind Storm

Thumbnails Detail Map Comments



75 photos | 78,625 views

Items are from between 01 Jul 2007 & 27 Feb 2010.

YouTube

Broadcast Yourself Home Videos Channels Shows

PSNH pshspokesman's Channel **Subscribe** All Uploads Favorites Play



0:00 / 1:31 360p

February Wind Storm Day Three

From: pshspokesman | March 01, 2010 | 721 views | 1 ratings ☆☆☆☆

Working foreman Mike Pare discusses some of the challenges lineworkers face when restoring power.

[View comments, related videos, and more](#)

psnhspokesman **Subscribe**

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Channel Comments (6)

trainrule5 (1 month ago) Awesome footage of the Transformer move! Spam

facebook Search Home Profile Account

PSNH Become a Fan

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PSNH

psnh: The annual #earthhour is this Saturday, 3/27, from 8:30 - 9:30 pm. To participate, just switch off your lights! http://...

Yesterday at 8:48pm · Share

3 people like this.

PSNH The annual Earth Hour is this Saturday, 3/27, from 8:30 - 9:30 pm. To participate, just switch off your lights! http://bit.ly/aEnC1e

60 EARTH HOUR Official US Site for Earth Hour | My Earth Hour bit.ly Official US site for Earth Hour. Sign up, spread the word and join the global movement calling for action on climate change.

Yesterday at 2:04pm · Share

3 people like this.

Gale Lee Woods For those who haven't checked out the Energy Audit offered by PSNH, do it now! I want to say THANKS for this wonderful program. I will be cutting my energy needs almost in half for oil this coming season with the new insulation in my attic and basement. I feel safer with my new Carbon Monoxide meter. Looking forward...

See More Yesterday at 6:23am · Report

Matt Chagnon likes this.

PSNH It is a neat program. Get more info, or check your eligibility here: http://www.psnh.com/Residential/Efficiency/Residential_Retrofit.asp. Yesterday at 2:03pm · Report

Jared Kane Lost power in madbury, nute rd, ETA? Wed at 10:10pm via Facebook for iPhone · Report

Matt Mahoney I lost power what happen? Wed at 10:08pm · Report

Today PSNH "Bigger Was Better" ConnellyP... - 74 views

see all

February Wind Storm (NHwind... (5)

February Wind Storm Day Three pshspoke... - 721 views



Use Importance of Social

Sort of Important:

- One way response to customer complaints/concerns
- Customer service
- Public recognition for businesses

Goals

1 - Least important 2 3 4 5 - Most important

Increase customer satisfaction 0.0% (0) 7.0% (3) 9.3% (4) 23.3% (10) 60.5% (26)

High Importance

- Increase Customer Satisfaction
- Increase awareness of programs, products and services
- Increase enrollment in or sales of programs, products and services
- Improve relationships with news outlets
- Engage utility customers to improve relationship
- More effectively communicate with media

Increase awareness of programs, products or services 2.3% (1) 7.0% (3) 32.6% (14) 58.1% (25)

Increase enrollment in or sales of programs, products, or services 7.0% (3) 9.3% (4) 10.3% (7) 37.2% (16) 30.2% (13)

Improve relationships with news outlets 4.7% (2) 11.6% (5) 27.9% (12) 30.2% (13) 25.6% (11)

Generate web hits 14.0% (6) 26.6% (11) 23.3% (10) 25.6% (11) 11.8% (5)

Engage utility customers to gather information and feedback 7.0% (3) 23.3% (10) 20.9% (9) 23.3% (10) 25.6% (11)

Engage utility customers to improve relationships 2.4% (1) 4.8% (2) 19.0% (8) 26.6% (12) 45.2% (19)

Reduce costs of customer service 39.5% (17) 27.9% (12) 11.6% (5) 16.3% (7) 4.7% (2)

Reduce cost of communication 30.2% (13) 25.6% (11) 20.9% (9) 16.3% (7) 7.0% (3)

More effectively communicate with media 16.6% (8) 11.6% (5) 23.3% (10) 37.2% (16) 9.3% (4)

More effectively communicate with commercial or managed accounts 38.1% (16) 26.2% (11) 23.3% (10) 11.9% (5) 0.0% (0)

Other goal for social media (please specify below) 66.7% (4) 0.0% (0) 16.7% (1) 0.0% (0) 16.7% (1)



Moses The Cat...PRrrrr

denverpost.com Colorado Technology News

Home | Media Kit

News Politics Sports Business Entertainment Lifestyles Opinion Travel Multimedia Shopping

68°

Home > Business > Technology

Moses the cat rescued after 3 days atop power pole

By Howard Pankratz
The Denver Post

BOOKMARK PRINT EMAIL 31 COMMENTS STORY STATS Share 30

POSTED: 05/25/2010 12:30:54 PM MDT
UPDATED: 05/25/2010 03:11:34 PM MDT



Moses the cat was stranded atop a power pole in Centennial since Saturday. (Courtesy Shannon Merrill)

Moses the Maine coon cat, stranded on a 30-foot power pole in Centennial since Saturday, was rescued from its perch by Xcel Energy workers about 12:20 p.m.



Neighborhood residents had spent three days trying to figure out how to



We've rescued #Moses from atop the pole: <http://bit.ly/do3mvQ> Glad for a happy ending and that we could save him safely.

XcelEnergyCO, [+] Tue 25 May 15:06 via CoTweet

Goals

1 - Least important 2 3 4 5 - Most important

Increase customer satisfaction 0.0% (0) 7.0% (3) 9.3% (4) 23.3% (10) 60.5% (26)

Moderate Importance

- Generate web hits
- Engage utility customer to gather information and feedback

Engage utility customers to gather information and feedback 2.3% (1) 7.0% (3) 32.6% (14) 58.1% (25)

Generate web hits 7.0% (3) 9.3% (4) 16.3% (7) 37.2% (16) 30.2% (13)

Engage utility customers to gather information and feedback 4.7% (2) 11.6% (5) 27.9% (12) 30.2% (13) 25.6% (11)

Generate web hits 14.0% (6) 26.6% (11) 23.3% (10) 25.6% (11) 11.8% (5)

Engage utility customers to gather information and feedback 7.0% (3) 23.3% (10) 20.9% (9) 23.3% (10) 25.6% (11)

Least Important

- Reduce costs of customer service
- Reduce costs of communication
- More effectively communicate with commercial or managed accounts

Engage utility customers to gather information and feedback 2.4% (1) 4.6% (2) 19.0% (8) 26.6% (12) 45.2% (19)

Reduce costs of customer service 39.5% (17) 27.9% (12) 11.6% (5) 16.3% (7) 4.7% (2)

Reduce costs of communication 30.2% (13) 25.6% (11) 20.9% (9) 16.3% (7) 7.0% (3)

More effectively communicate with commercial or managed accounts 2.6% (1) 1.6% (1) 23.3% (10) 37.2% (16) 30.5% (14)

More effectively communicate with commercial or managed accounts 38.1% (16) 26.2% (11) 23.3% (10) 11.9% (5) 0.0% (0)

Other goal for social media (please specify below) 66.7% (4) 0.0% (0) 16.7% (1) 0.0% (0) 16.7% (1)



Goals

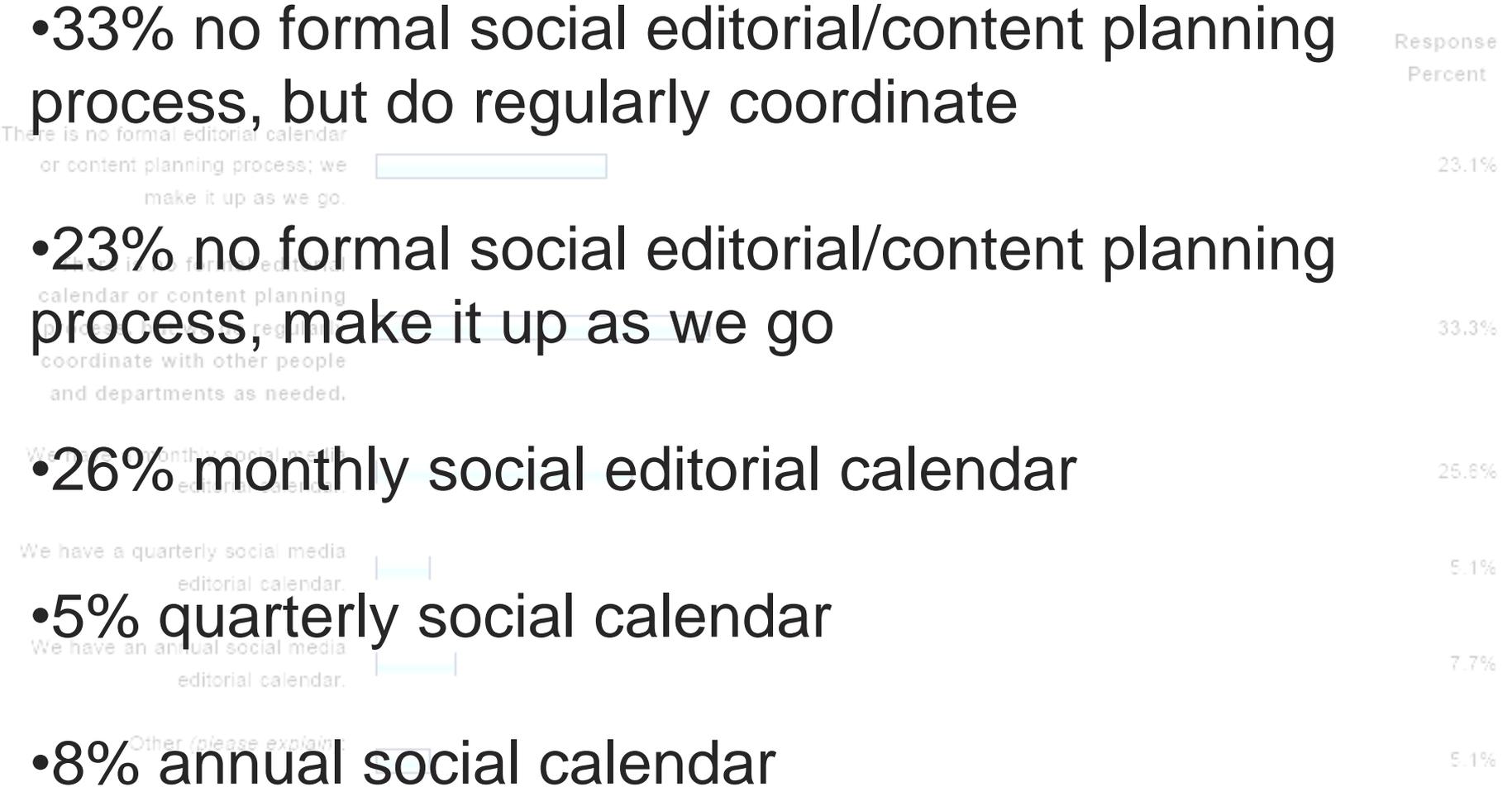
	1 - Least important	2	3	4	5 - Most important
Increase customer satisfaction	0.0% (0)	7.0% (3)	9.3% (4)	23.3% (10)	60.5% (26)
Increase customer loyalty, retention, products or services	0.0% (0)	2.3% (1)	7.0% (3)	32.6% (14)	58.1% (25)
Increase customer loyalty, retention of programs, products, or services	7.0% (3)	9.3% (4)	16.3% (7)	37.2% (16)	30.2% (13)
Increase sales or revenue with new outlets	4.7% (2)	11.6% (5)	27.9% (12)	30.2% (13)	25.6% (11)
Generate web hits	14.0% (6)	25.6% (11)	23.3% (10)	25.6% (11)	11.6% (5)
Increase customer loyalty to generate information and feedback	7.0% (3)	23.3% (10)	20.9% (9)	23.3% (10)	25.6% (11)
Engage utility customers to improve relationship	2.4% (1)	4.8% (2)	19.0% (8)	26.6% (12)	45.2% (19)
Reduce costs of customer service	39.5% (17)	27.9% (12)	11.6% (5)	16.3% (7)	4.7% (2)
Reduce costs of communication	30.2% (13)	25.6% (11)	20.9% (9)	16.3% (7)	7.0% (3)
More effectively communicate with media	16.6% (8)	11.6% (5)	23.3% (10)	37.2% (16)	9.3% (4)
More effectively communicate with commercial or managed accounts	38.1% (16)	26.2% (11)	23.3% (10)	11.9% (5)	0.0% (0)
Other goal for social media (please specify below)	66.7% (4)	0.0% (0)	16.7% (1)	0.0% (0)	16.7% (1)

Additional:

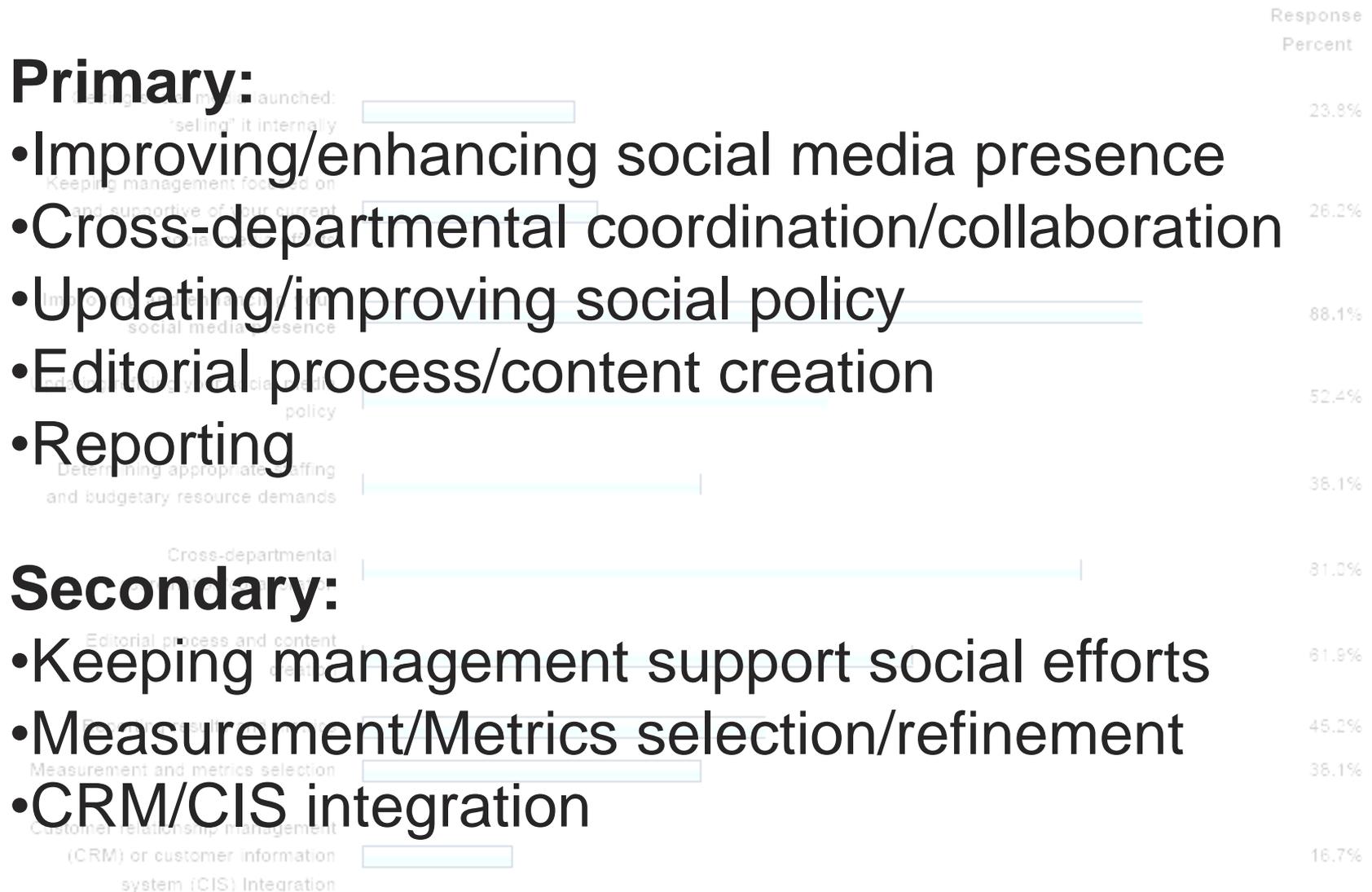
- Protect Brand
- Enhance Leadership Position
- Communicate with other industry stakeholders like regulators and legislators

Content Planning

25. What is your editorial/content planning and selection process?



2011 Focus



Departmental Control – Primary

14. What department within your organization has PRIMARY CONTROL over social media activities? (Check just one.)

		Response Percent
Communications/Public Affairs/Media Relations		87.8%
Customer Service		4.9%
Marketing		4.9%
IT		0.0%
Web/E-business		2.4%
Human Resources		0.0%
Demand-Side Management (DSM)/Energy Efficiency		0.0%
Legal		0.0%
Regulatory		0.0%
Government Relations		0.0%
Distribution/Operations		0.0%

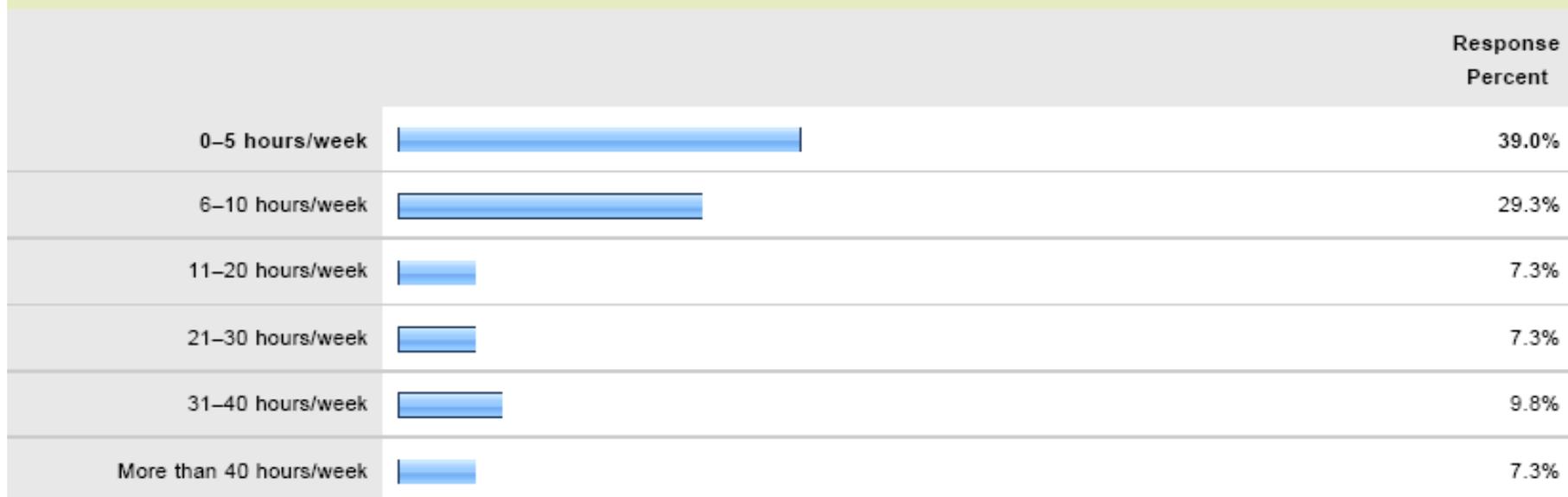
Departmental Control – Involved

15. What department(s) within your organization are INVOLVED to some degree with social media activities? (Check all that apply.)

	Response Percent
Communications/Public Affairs/Media Relations	87.8%
Customer Service	65.9%
Marketing	63.4%
IT	48.8%
Web/E-business	43.9%
Human Resources	46.3%
Demand-Side Management (DSM)/Energy Efficiency	29.3%
Legal	26.8%
Regulatory	7.3%
Government Relations	9.8%
Distribution/Operations	17.1%

Time Spent on Social Media

17. On average, how much time do you spend on social media activities for work?



Budget

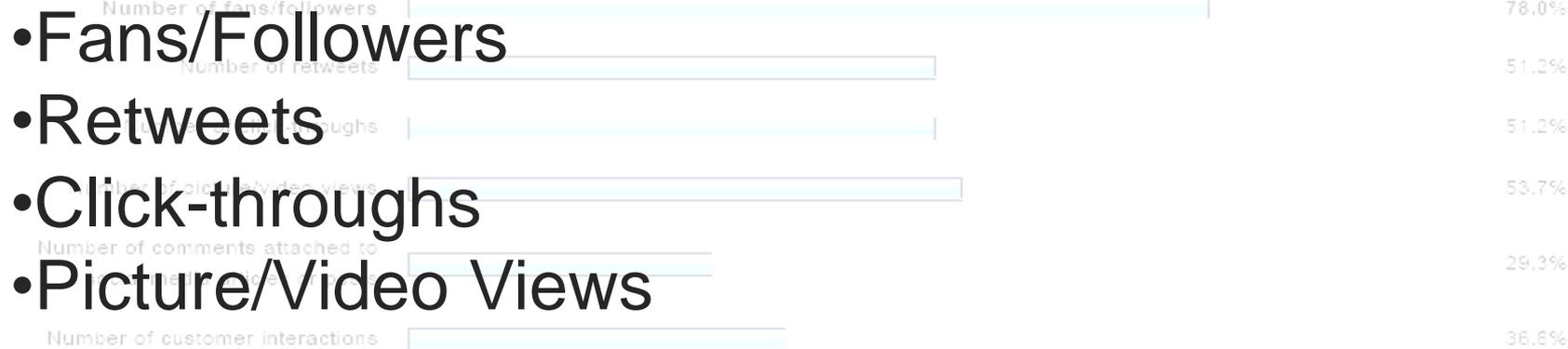
20. What is your social media budget?

		Response Percent
No budget		30.8%
No budget, but request funding on an as-needed basis		48.7%
\$1–\$5,000		7.7%
\$5,001–\$10,000		0.0%
\$10,001–\$15,000		0.0%
\$15,001–\$20,000		5.1%
\$20,001–\$40,000		0.0%
\$40,001+		7.7%

Metrics

22. What metrics do you use to measure the success of your social media activities? (Check all that apply.)

Primary:

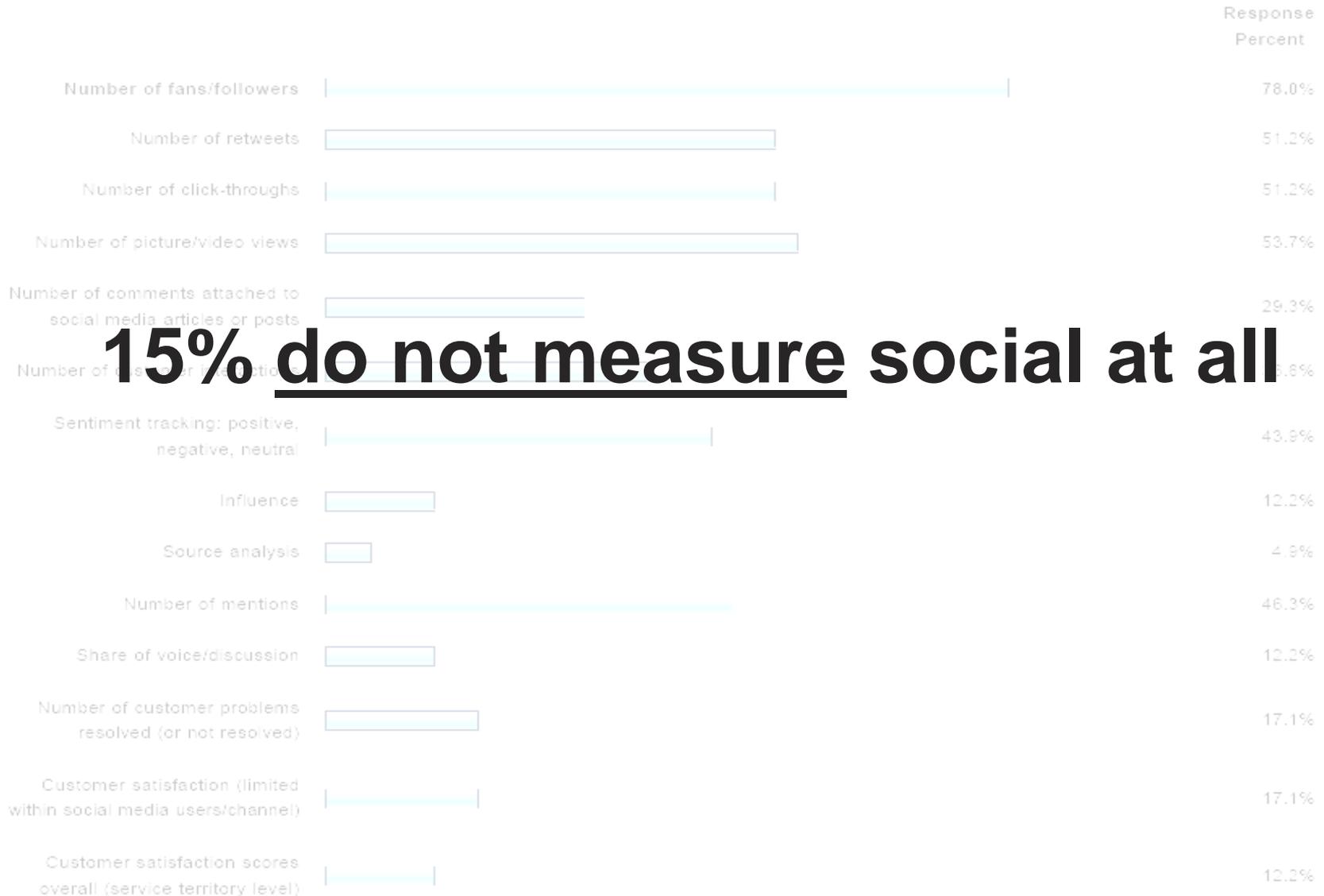


Secondary:



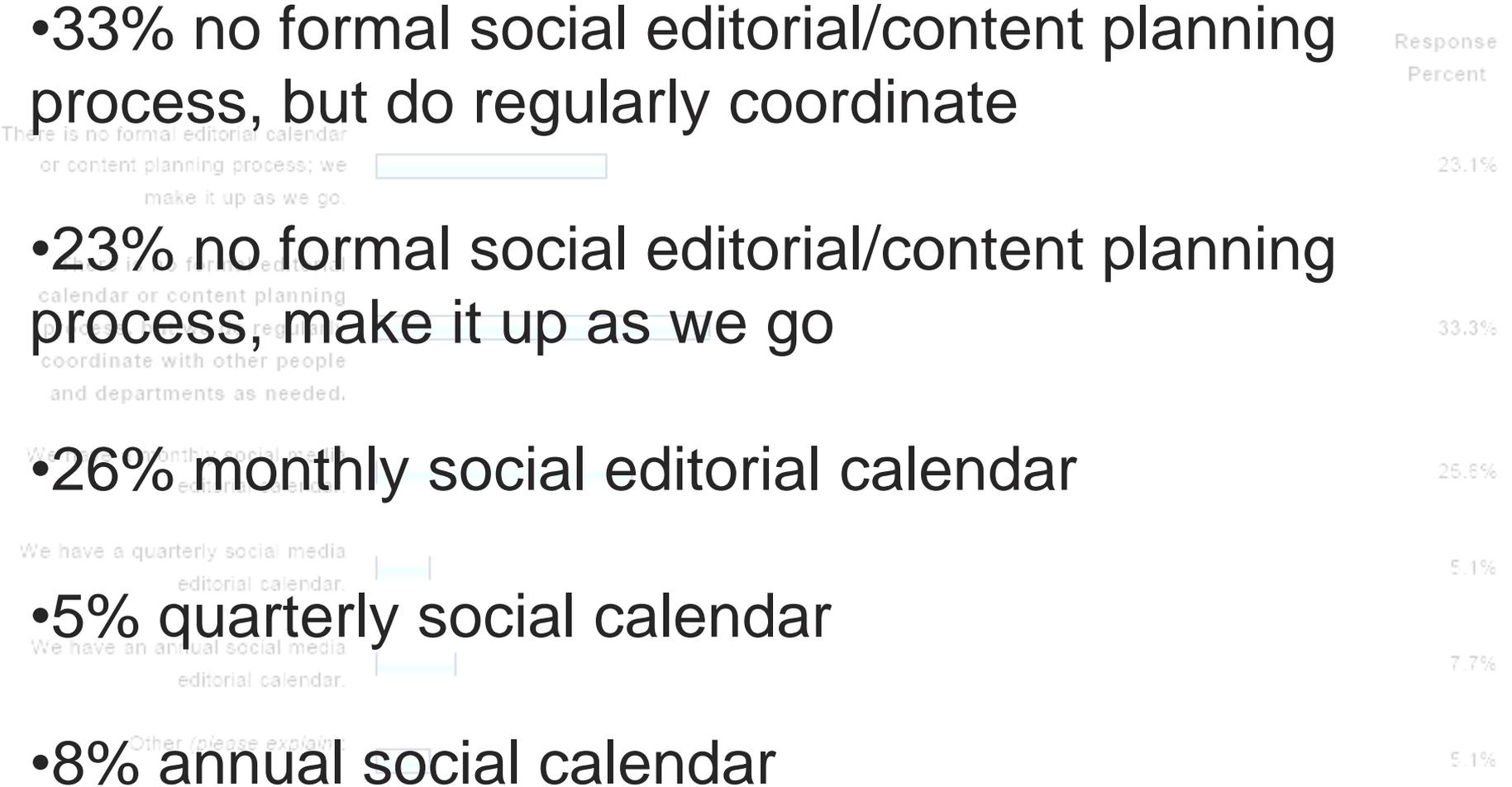
Metrics

22. What metrics do you use to measure the success of your social media activities? (Check all that apply.)



Content Planning

25. What is your editorial/content planning and selection process?



A New Customer Relationship?

facebook

Email

Keep me logged in

Sign Up

Facebook helps you connect and share with the people in your life.



- Wall
- Info
- Photos (18)
- Offers
- YouTube
- Twitter
- SRP career opportunities
- Welcome**
- More ▾

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News, updates and support from your local water and power utility.

1,718

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Energy/Utility



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Conservation Sensation Commercials 2011



Get on Board the Solar Express!
Date: 03/09/2011
Time: 00:00:30



Kaylee Baker & CFLs
Date: 03/09/2011
Time: 00:00:30



Meadowdale Lady Mavs & Conservation Programs
Date: 03/09/2011
Time: 00:00:30



O'Donnells & Conservation Programs for Businesses
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Time: 00:00:30



The Stewarts vs. The Cases: Weatherization
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Frequently Asked Questions (FAQs)



FAQ: Paying



FAQ: Power

Where Are We Now?

Avista Utilities



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Apr 22, 2011 Happy Earth Day!

Post by [Anna Scarlett](#)

Avista's commitment to the environment is ingrained in our company's culture. By protecting natural resources and being innovators in conservation and energy efficiency, we walk the talk of environmental stewardship. We do this year-round, but on Earth Day, Avista employees take a little extra time to reflect on our commitment to being wise stewards of the environment. Today marks the 41st anniversary of Earth Day – a day to appreciate and raise awareness about the Earth's environment.

Last year in conjunction with our other Earth Day activities, Avista installed three electric vehicle charging stations for use in Spokane – one at Avista's Mission Street campus, one at the Steam Plant in downtown Spokane, and one at Spokane's City Hall. Yesterday, the [City of Spokane](#) announced that Avista and the city have partnered to upgrade the electric vehicle charging station at City Hall to a "Level 2" station that can charge electric and electric-hybrid vehicles more quickly. Avista has also upgraded our campus charging station, and we will soon upgrade the station at the Steam Plant. At 240 volts and 30 amps, the Level 2 station can completely charge a new Nissan Leaf in about four hours, just half the time of the earlier 110-volt, Level 1 station, which is equivalent to a typical household outlet. Today, we showed Avista employees how the new Nissan Leaf can be charged at the upgraded stations.

Consumers are increasingly looking for alternative modes of transportation to offset fuel costs, lessen our country's dependence on oil, and reduce their carbon footprint. Electric-gas hybrid and all-electric vehicles are now available, and use is becoming more widespread. Attractive tax incentives and lower prices make converting to alternative transportation more affordable to the average consumer.

Avista will continue to monitor the adoption of electric transportation to



Jaremko Nissan Leaf as shown at the City Mission Leaf to our employees.

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Avista Utilities

<http://bit.ly/h5hIAS>

Test your energy IQ

- you could win prizes, including a free in-home Energy Audit from Avista!

2 days ago · reply · retweet · favorite

@NissanLEAF visiting our campus for #EarthDay. You



@AvistaUtiliti

We want to hear from you. Have a question or comment? We're here during regular hours 8 a.m.-5 p.m.

Please don't tweet any account information for safety.

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AskAvista@AvistaUtilities.com

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<http://www.avistautilities.com>

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khqrightnow KHQ Right Now **Retweeted by AvistaUtilities**
<http://bit.ly/h5hIAS> Test your energy IQ - you could win prizes, including a free in-home Energy Audit from Avista!

25 Apr



AvistaUtilities Avista Utilities **Retweeted by @NissanLEAF**
visiting our campus for #EarthDay. You guessed it, this electric utility is all for it! <http://twitpic.com/4o4zen>

22 Apr



AvistaUtilities Avista Utilities
Moment of Twitter silence for the squirrel that caused the 3k customer outage in the Valley. He will be missed. Customers back on now.

21 Apr



AvistaUtilities Avista Utilities
3,300 customers out of power near Barker and I-90. We're investigating.

24 Apr



About @AvistaUtilities

261

Tweets

14

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362

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45

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Also followed by @JenniferQAllen, @ESource



You both follow @DanKolbet, @AvistaCares,



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Stopping Drafts- sharing.mov

From: AvistaUtilities | Jan 25, 2011 | 122 views

No matter where you live- a house, apartment or manufactured home- you can easily reduce your energy usage. Plus, when more and more join in, our individual energy-saving actions can have an enormous collective impact on usage now and in the future.

... (more info)

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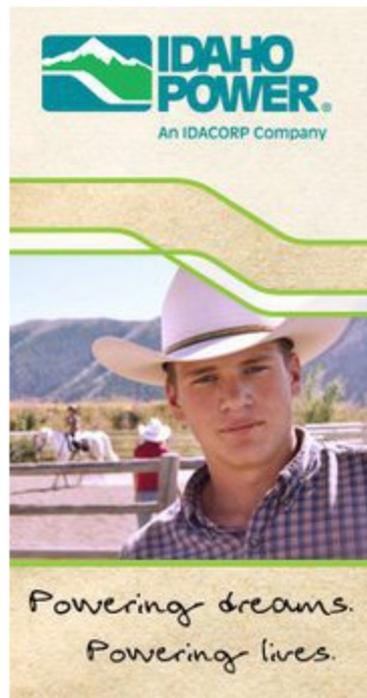
Find energy and money-saving tips, tools and programs to help manage your bill.

[Senior Vice President To Retire In June](#)

Senior Vice President of Corporate Responsibility John R. "Ric" Gale retiring June 30.

[Flood Control Brings High Spring Water and its Benefits](#)

Releasing water from upstream reservoirs creates space for snowpack runoff.



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Idaho Power

The wet spring brought plenty of "fuel" for our hydroelectric dams. To make room for melting snowpack and ensure public safety, we're slowly releasing water from upstream reservoirs. Read more below:

Flood Control Brings High Spring Water and Its Benefits

www.idahopower.com

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Idaho Power asked Microsoft claims Internet Explorer 9 is the most energy-efficient web browser. Which do you use?

- Internet Explorer 9 ...
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- Google Chrome ...

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Idaho Power

Congrats to Celebration Park – their new solar array will power the park's lighting, security cameras and more. Thanks to Idaho Press-Tribune for the article!

[Sun Powers Celebration Park](#)

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Congratulations to the Learning Lab, the winner of our inaugural Powering Lives campaign! The Learning Lab has had a positive and lasting impact on residents throughout southern Idaho. They give our communities the energy to hope. Look for the Learning Lab in our next television commercial, scheduled for May!

Learning Lab, Boise, ID
They give our communities the energy to hope.
see more >



Powering dreams.
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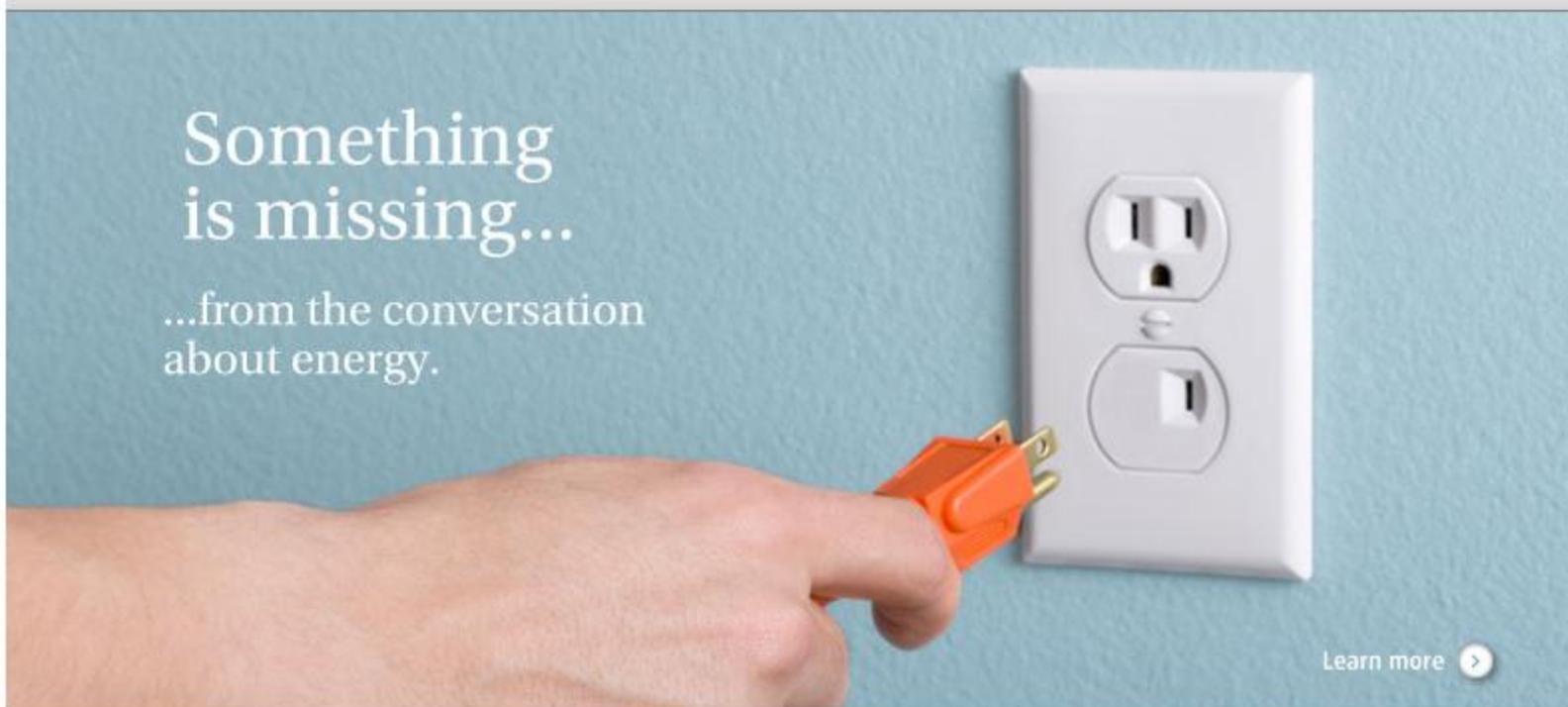


Boulder Bucket Lists



Something is missing...

...from the conversation
about energy.



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Is a Sustainable Energy Future Already Emerging? Part 1 of 2

By **Ralph Cavanagh**, Natural
Resources Defense Council

Future historians will debate the

Is a Sustainable Energy Future Already Emerging? Part 2 of 2

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We long ago parted company as a

Energy Efficiency Brings Good Things to Life

By **Marc Krasnow**, NW Energy
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The Northwest Power and

Tacoma Power

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TACOMA POWER

What's New

- Open house offers unique opportunity to tour Tacoma Power dam
- Tacoma Power rates to increase April 11
- Possible electricity sales scam
- Groundbreaking celebration planned for new Cushman powerhouse and fish passage
- Power restored to all customers in Tacoma Power's south service area
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Tacoma Utilities

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Capture rain and use it on your lawn and garden later. Lower your future utility bill too! <http://www.facebook.com/mytpu>.

4 Apr



TacomaUtilities Tacoma Utilities

Get a free water conservation kit with a flow meter bag to help know how much water showerheads & faucets use per min. 502-8723.

1 Apr



TacomaUtilities Tacoma Utilities

Day of celebration! Our friends at Rebuilding Together SS won the Nonprofit Center's award for excellence in governance yesterday. DESERVED!

24 Mar



TacomaUtilities Tacoma Utilities

Proud of our partnership with the Boys & Girls Clubs of SPS and so proud of Kainen Bell - 2011 WA Youth of the Year!

<http://bit.ly/hW9R4Q>

24 Mar

Tacoma Utilities is on Twitter

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Tacoma Public Utilities

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Tacoma Public Utilities

2 check-ins

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Tacoma ART BUS



Forza Coffee Company



YPN of Tacoma-Pierce County



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Tacoma Public Utilities

Check it out: Tacoma Water stores 181,559 gallons of water. That's 3.03 billion 8 oz. glasses of drinking water.



6 hours ago · Share



Tacoma Public Utilities

Are you the spontaneous type? We like it! Just walk in to one of our campgrounds. No reservations needed - stay up to 10 nights. The reservation period begins May 13.

Monday at 5:40pm

2 people like this.

View all 4 comments



Stacy Emerson Thank you!

Monday at 6:17pm



Companies > Tacoma Power



Tacoma Power is a division of Tacoma Public Utilities and has a proud tradition of being one of the oldest public utilities in the nation. The utility operates five divisions: Transmission and Distribution, Generation, Rates, Planning and Analysis, Power Management and Click! Network, and serves more than 166,000 customers in the cities of Tacoma, University Place, Fircrest; portions of Fife, Lakewood, Federal Way and other areas of Pierce County as far south as Roy. We enjoy a reputation for providing high-quality service, low rates and innovative solutions to our customers. Our long history of investing in infrastructure and technology pays off daily in our ability to fulfill our mission. We continually build on these strengths and remain competitive in the electric utility industry.

Specialties

Planning and analysis of power equipment, transmission, distribution generation, cable television, high-speed data, Internet, broadband services and telecommunications

less

Tacoma Power has 142 followers

Follow Company

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How you're connected to Tacoma Power

0 1st Connections

1 2nd Employee in your network

81 Employees on LinkedIn



Check out insightful statistics about Tacoma Power employees »

Your Network (1)

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Employees (81)



Real Time Energy Trader

Jacob W., Greater Seattle Area

3rd



Real Time Energy Trader

Kris B., Greater Seattle Area

3rd



Technology Management - EMS / SCADA

Vern K., Greater Seattle Area

No purchase necessary. Ends 5/31/11. Official Rules

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OF S.H.I.E.L.D.

Seattle City Light

Seattle City Light

Lighting Seattle since 1905

Jorge Carrasco, Superintendent

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Outage Hotline:
206-684-7400



Customer Service
Call (206) 684-3000

New Web Design
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Electric Vehicles



What you need to know if you're considering an [electric vehicle](#).

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2010 Accomplishments

Despite a poor water year and a drop in surplus power revenue, City Light was able to control costs while delivering significant accomplishments that benefited our community in 2010 and will continue to do so for years to come. The 2010 accomplishments [report](#) provides a high level summary of City Light performance in 2010. We want to thank all our customers, Mayor Mike McGinn and the City Council for their help and support of our work in this challenging year.

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Seattle City Light

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Seattle's electric utility. This site is not monitored. Call 911 for emergencies. Comments, list of followers subject to public disclosure (RCW 42.56).

<http://www.seattle.gov/light>



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4 hours ago



SEACityLight Seattle City Light
Bold Thieves Risk Death to Steal Copper from Energized Transformer: Last weekend, vandals cut down a 45-foot uti...
<http://bit.ly/muAtNQ>

5 hours ago



SEACityLight Seattle City Light
City Light to Host Mt. Baker Community Meeting: City Light will be holding a community meeting in Mt. Baker to e... <http://bit.ly/kfdyX3>

5 hours ago



SEACityLight Seattle City Light
Get Seattle City Light's Tweets by Text: If you'd like to get our Tweets in a text message without creating a Tw... <http://bit.ly/j7FjEe>

23 hours ago

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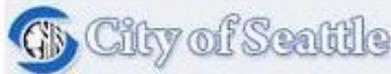


About @SEACityLight

983 Tweets **30** Following **2,368** Followers **253** Listed

Following 30





Wall

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Public Disclosure and Comments

Video

About

Seattle City Light is a publicly owned utility dedicated to exceeding our c...

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Alliance to Save Energy



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Seattle City Light

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Government Organization · Seattle, Washington



Wall

Seattle City Light · Top Posts



Seattle City Light

Seattle City Light Employee Volunteers Plant Trees, Remove Invasive Plants at Northern State Recreation Area

Seattle City Light employees joined other community-minded volunteers to plant trees and remove invasive non-native plants at the Northern State Recreation Area near Sedro Woolley on Saturday, April 23.

4 hours ago via twitterfeed · Share this



Seattle City Light added 2 new photos to the album Copper Theft.



Copper Theft

5 hours ago · Share



Seattle City Light

Bold Thieves Risk Death to Steal Copper from Energized Transformer

Last weekend, vandals cut down a 45-foot utility pole with energized power lines along Des Moines Memorial Way South in an effort to steal copper.

5 hours ago via twitterfeed · Share this

PacifiCorp

A New Customer Relationship?



MidAmerican : Pacific Power : Rocky Mountain Power

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Let's turn the answers on.

PacifiCorp is one of the West's leading utilities. It operates as Pacific Power in Oregon, Washington and California; and as Rocky Mountain Power in Utah, Wyoming and Idaho. Balancing growing energy needs with costs and the environment is an ongoing focus for the company.



[Visit Pacific Power »](#)



[Visit Rocky Mountain Power »](#)

Careers



Be part of a dynamic team. We offer excellent career options and benefits. [Learn more »](#)

[Open positions](#)
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News

[Springtime safety: Be Aware of Power Lines While Working and Playing Outdoors](#)

PORTLAND, Ore. — As the weather finally begins to warm up, everyone will be spending more time outdoors playing and working on projects in their yards. With the shift to sunshine and springtime, Pacific Power reminds everyone to please stay safe and be conscious of overhead and underground power lines, and other electrical equipment, during outdoor activities.

[Rocky Mountain Power Honors Outstanding Vendors for Energy Efficiency Projects](#)

SALT LAKE CITY – Rocky Mountain Power has recognized 14 of its participating vendors for outstanding contributions to the energy efficiency of business and industry in Utah. Of the 377 vendors statewide participating in the FinAnswer Express energy efficiency program, those receiving the awards were: Codale Electric, Commercial Lighting, Conserve-A-Watt, Contractors HVAC, Control Equipment, Cralux

Transmission



We are investing and adding approximately 2,000 miles of new transmission line across the West. [Learn more »](#)

[Transmission projects](#)
[Energy Gateway projects](#)

Recreation



A New Customer Relationship?

 **PacificPower_WA**
Apr 27, 10:00am via HootSuite
Road trip! Join us for a wind farm tour June 11. Details:
<http://bit.ly/fTlqsm> +

 **PacificPower_OR**
Apr 27, 10:00am via HootSuite
Road trip! Join us for a wind farm
<http://bit.ly/fTlqsm> +

 **PacificPower_CA**
Apr 27, 10:00am via HootSuite
Crescent City & Mt. Shasta high s
fund awards for solar projects: [ht](#)

Rocky Mountain Power (RMP_Utah) [X]

Bio | Timeline | Mentions | Favorites | Insight

 **455** Followers
43 Following
362 Updates
27 Klout

 [Report Spammer](#)

Location: Salt Lake City, Utah
Bio: Updates & tips from Rocky Mount: safe, reliable electric service to more th customers in Utah, Wyoming and Idaho
Joined Twitter: Fri May 15 22:52:23 +0

<http://www.rockymountainpower.net>
http://twitter.com/RMP_Utah

Follow Unfollow DM Reply

Pacific Power OR (PacificPower_OR) [X]

Bio | Timeline | Mentions | Favorites | Insight

 **618** Followers
16 Following
351 Updates
28 Klout

 [Report Spammer](#)

Location: Portland, Oregon
Bio: Updates & tips from Pacific Power, celebrating 100 years of providing electric service to more than 734,000 customers in Oregon, Washington & California.
Joined Twitter: Mon Mar 23 19:50:31 +0000 2009

<http://www.pacificpower.net>
http://twitter.com/PacificPower_OR

Follow Unfollow DM Reply Add To List

Key Lessons Learned – 2010

1. Social media is a cultural shift for utilities.
2. Be patient, prepared, honest, and transparent.
3. Social media is an *additional* communication channel—it does not replace existing channels.
4. Building an internal support team from multiple departments is critical.
5. Have a clear goal, strategy, and backup plan as well as the commitment/resource(s) to carry it out.

Key Lessons Learned – 2011

1. Experiment and measure. What works for one utility may not work for you.
2. Be patient, prepared, honest, and open to new ways of doing things.
3. Not everyone wants to be helped – some just want to vent. You can't please everyone.
4. Don't underestimate the amount of time social can take, especially during a crisis.
5. Communicate internally – have a plan, follow it, and let others know what you're doing.

Innovation

- Adding a Welcome tab to our Facebook page for anyone who hasn't already "liked" us.
- Facebook Tabs
- FourSquare & other location-based marketing/outreach
- Social customer service
- Smart phone apps
- Mobile websites
- Video competitions via YouTube
- Meetup
- Connecting HR to Facebook side (employment branding)
- Internal social communications
- Yelp
- Taking utility content directly to media's Facebook and other social properties



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via Flickr



SOURCE

For More Information



Matthew Burks

Senior Product Manager, Mass Markets

303-345-9173

@EsourceMatt

Matthew_burks@esource.com

