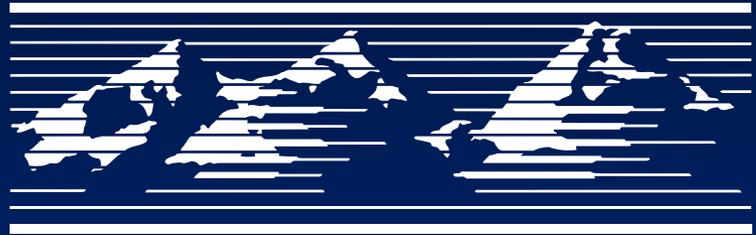




Social Media and Utility Online Community

- 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

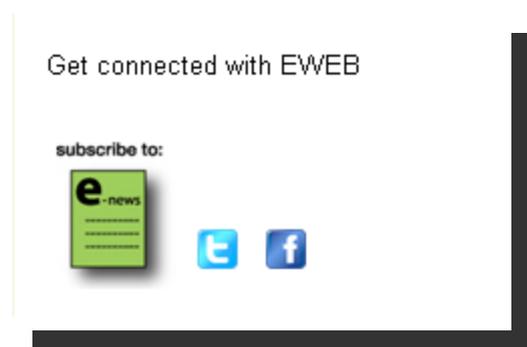
- Katie Sproles, Web Editor, Public Affairs department
- Public utility founded in 1911
- Provide electricity, water and steam to more than 86,000 customers
- Oregon's largest customer-owned utility
- 513 employees
- 235.6 square mile service area



[Social Media @ EWEB](#)

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

Sign up for our new e-newsletter to get energy/water tips, rebate info & more. 1st issue goes out next week: <http://bit.ly/97olpQ>

12:29 PM Feb 26th via web

EVENT: Tell us what you think about the design concept for EWEB riverfront property redevelopment at 3/3 public mtg: <http://bit.ly/11Fb07>

6:20 AM Feb 25th via web

 **Oakshire** Oakshire's Waste Reduction & Resource Efficiency team (Jeff and Joe) just met with @EWEButility about upgrading our lights and our chiller!

1:30 PM Feb 24th via web

Retweeted by [you](#) and 1 other

Social Media @ EWEB

Eugene Water & Electric Board

Facebook

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



facebook 2 2 2 Search

Eugene Water & Electric Board

Wall Info Photos Discussions Links +

What's on your mind?

Attach:  Everyone Share

Eugene Water & Electric Board + Fans Eugene Water & Electric Board Just Fans Settings

Edit Page
Promote with an Ad
Suggest to Friends

Get tips on how to save energy and lower your bills at <http://www.eweb.org/saveenergy>.

Information

Location:
500 East Fourth Avenue
Eugene, OR, 97401

Phone:
541-685-7000

Mon - Fri:
9:00 am - 5:30 pm

Eugene Water & Electric Board Remove



Riverfront master plan design concept presentation - March 3
4 new photos

 March 4 at 9:51am · Comment · Like · Share

 Lance Robertson and Monica Welch like this.

 **Debra J. Smith** I love it!
March 4 at 8:44pm · Delete · Report

 **Eugene Water & Electric Board** It was great to see so many people in the community at the event. We appreciate your time and feedback!
Fri at 7:32pm · Delete

Social Media @ EWEB



Eugene Water & Electric Board

Twitter

- One account
- Use category tags
- 332 followers

The screenshot shows the Twitter profile for EWEB Utility. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The profile name is EWEB Utility, with a logo featuring a stylized water and electric symbol. The bio states: "Name EUG Water & Electric", "Location Eugene, OR", "Web http://www.eweb.org", and "Bio Oregon's largest customer-owned utility providing electric, water and steam service to more than 83,000 customers in Eugene, OR." The profile statistics show 346 following, 332 followers, and 38 listed. The tweets section shows three recent tweets: 1) "NEWS: EWEB Commissioners select new General Manager. Read more: http://bit.ly/bblnnX" (4:17 PM Mar 5th via web); 2) "NEWS: Water projects to cause intermittent traffic delays at projects near W. 13th & southern Fox Hollow starting 3/8: http://bit.ly/9JzNGB" (3:53 PM Mar 5th via web); 3) "JOBS: EWEB is now hiring an Environmental Specialist, Senior Business Analyst & Station Wire Technician. Apply online: http://bit.ly/2RdseB" (9:14 AM Mar 5th via web). The following section shows a grid of profile pictures of users following the account.

Social Media @ EWEB



Eugene Water & Electric Board

E-newsletters

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

[Visit our website](#) | [Forward this email](#)



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



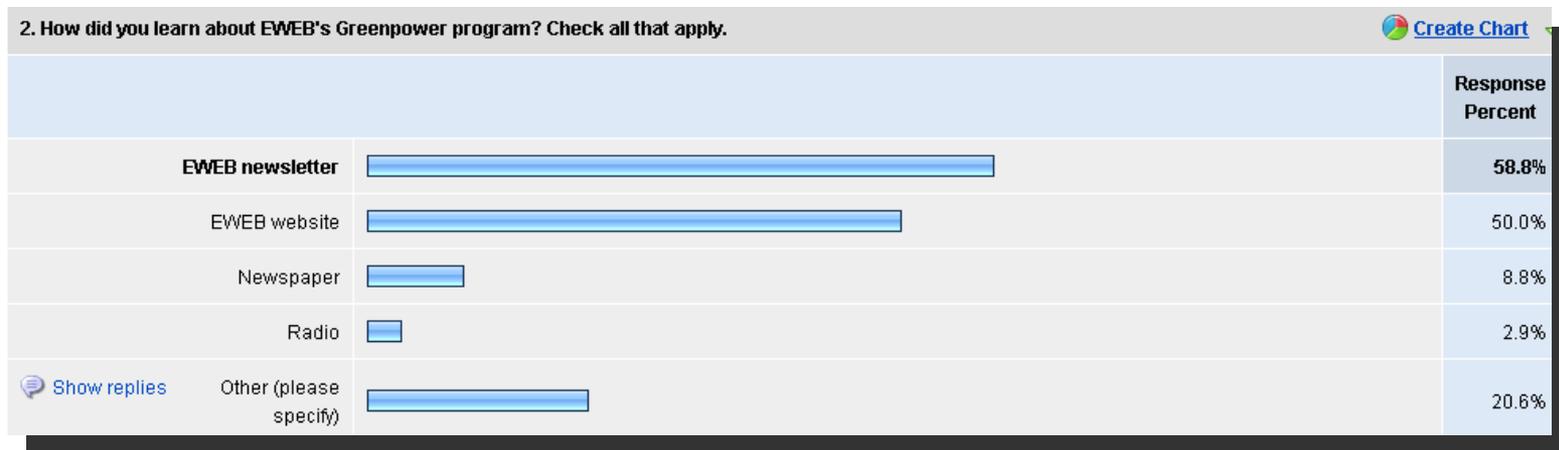
When Lazar Makyadeth, owner of the Shoe-A-Holic store in downtown Eugene, decided to

Efficiency By Design goes digital

Social Media @ EWEB

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



Social Media @ EWEB

Challenges & lessons

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



Social Media @ EWEB

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)

Emerald People's Utility District

Wall Info Photos Discussions Reviews Boxes

A group of citizens started EPUD in 1963 after being frustrated with the poor service and high prices offered by their private utility company. EPUD now has 80 employees and serves 50,000 customers.

Information

Location: 33733 Seavey Loop Road Eugene, OR, 97405

Phone: 541-746-1583 OR (800) 402-4086

Hours: Mon - Fri: 8:00 am - 5:00 pm

Fans

6 of 47 fans See All

Barry Kate Anne Tracy Rebecca Colleen

Emerald People's Utility District

25 years

Emerald People's Utility District
www.epud.org
Call us at 746-1583 anytime day or night, to report a power outage. We'll get you back on power as fast as we can. Sometimes weather conditions or car accidents cause the power to go out. We'll get you back on power as fast as we can.

February 24 at 9:25am · Comment · Like

Emerald People's Utility District
Great ideas and materials for about energy, energy efficiency, and energy safety: <http://epud.org/energy>

Energy Fun Factory!
Kids Korner - www.epud.org/kids
Valerie Williams, Apogee's Art Director and Lead Artist is bringing her artistic talents behind kids Korner. In the late 90s, after a year of adult classes and seminars for Apogee artists...

February 13 at 8:30am · Comment · Like

Emerald People's Utility District
Planning to be away from home during business hours? Download the PDF on tips to saving energy and money away: <http://www.epud.org/simplestepsforavings.aspx>

EMERGENCY!
Emerald People's Utility District
www.epud.org
Talk to us if you're experiencing a power outage. We'll get you back on power as fast as we can.

EPUD Websites:

- www.epud.org
- Facebook - EmeraldPUD
- Flickr - EPUD

EmeraldPUD

That's you!

We want YOUR feedback! quick 5-question customer survey here <http://bit.ly/cmJr1i>

9:03 AM Mar 1st via TweetDeck

Did you know EPUD offers 24/7 outage assistance? Call 541-746-1583 anytime day or night to report an outage. <http://bit.ly/3JvPP>

9:23 AM Feb 24th via TweetDeck

In COLD & SUNNY weather, take advantage of solar heat. Open window blinds when in direct sun & heat your home for free. <http://bit.ly/A2DnV>

8:16 AM Feb 22nd via TweetDeck

Outage to Upper Marcola area cause is unknown at this time and Serviceman is patrolling lines. To report your outage call 541-746-1583

1:56 PM Feb 18th via TweetDeck

McKenzie View outage restored at 12:15pm. Crew was able to remove tree from line before it tore down wire. <http://bit.ly/3JvPP>

12:20 PM Feb 16th via TweetDeck

Outage to approx 100 customers on McKenzie View Dr Eug/Splfc

EPUD's photostream

Collections Sets Galleries Tags People Archives Favorites Profile

P1020081

All rights reserved
Updated on Aug 4, 2009
0 comments

IMG_2162

All rights reserved
Updated on Aug 4, 2009
0 comments

Subscribe to our RSS News Feed

Next...



The People's Power

Why Social Media?

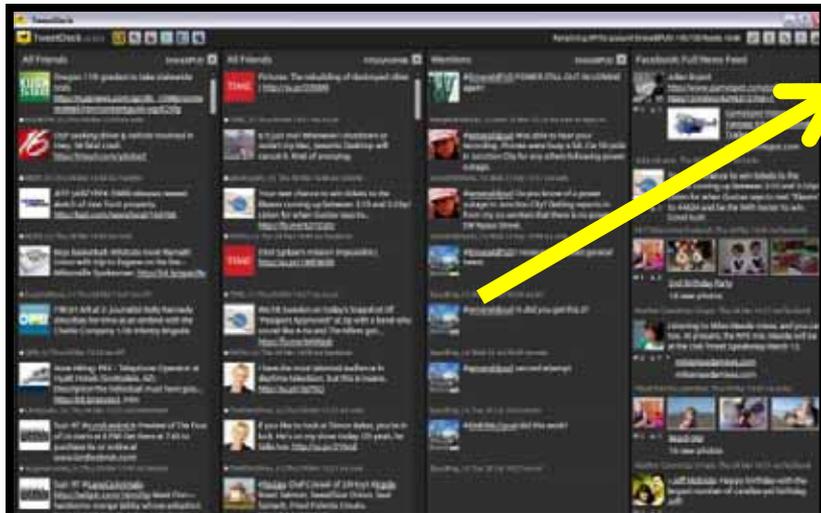
- Target Demographic for Energy Efficiency Campaigns (35-54)
- Being A PART of the conversation
- Service: Providing another OPTION
- Outage communication straight to mobile devices
- Internal/External communication
- Instant mobile website updates



The People's Power

In Action

TweetDeck



@EmeraldPUD POWER STILL OUT IN LORANE again!

MargMcNuttGlas, [+] Mon 16 Nov 22:26 via web in reply to...

@emeraldpud Was able to hear your recording. Phones were busy a bit. Car hit pole in Junction City for any others following power outage.

crescentdreams, [+] Wed 23 Sep 13:57 via web

@emeraldpud Do you know of a power outage in Junction City? Getting reports in from my co-workers that there is no power on SW Nurca Street

Facebook Interaction



Nicholas William Chase Does EPUD's broadband service support neutrality? And are there any efforts going on to increase the competitiveness of the service?

February 10 at 11:26am · Comment · Like · Report



Emerald People's Utility District As a publicly-owned utility, EPUD and our internet service providers support net neutrality. We do not however own the high speed transmission lines in the area, so we are required to contract with other companies to deliver service, and can...

See More
February 10 at 3:01pm · Delete



Emerald People's Utility District Per your other question, our prices are as low as we can go. On the surface, we might be a little bit higher/month for the bandwidth, BUT, we do not require a contract, nor do we require the bundling of other services with the DSL. With bundled service, a person often ends up with extra services they don...

See More
February 10 at 3:04pm · Delete



Nicholas William Chase Thank you very much for those great responses. I'm excited to hear about your interest in rolling out a wireless network to rural areas without good options for internet. Please keep me informed!

February 10 at 4:17pm · Delete · Report

Write a comment...

Website Twitter Window

EPUD News

EPUD Launches Refrigerator/Freezer Recycling Program
Extra refrigerators or freezers chugging away in basements and garages can cost residents up to \$150 a year in electricity. EPUD, in partnership with JACO Environmental, is encouraging all Customer-Owned... [more](#)

EPUD Board Elects 2010 Officers and Changes Meeting Schedule
The EPUD Board of Directors has elected new officers for 2010. Bruce Piling will serve as President, Patti Chappel as Vice President, and Katherine Schacht as Treasurer. Penny Jordan has stepped d... [more](#)

Twitter Updates

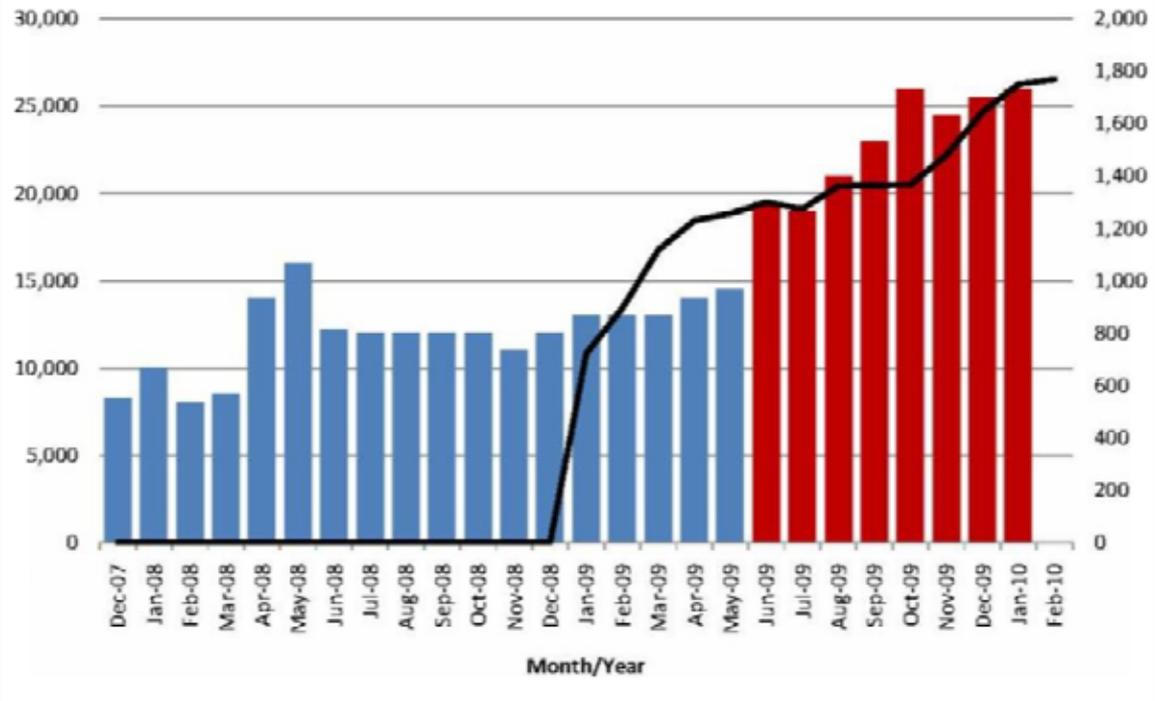
- ▶ We want YOUR feedback! Take our quick 5-question customer survey here <http://bit.ly/cmJr1i> 2 days ago
- ▶ Did you know EPUD offers 24/7 outage assistance? Call 541-746-1583 anytime day or night to report an outage. <http://bit.ly/3JvPPz7> 7 days ago
- ▶ In COLD & SUNNY weather, take advantage of solar heat. Open window blinds when in direct sun & heat your home for free. <http://bit.ly/A2DnV> 9 days ago
- ▶ Outage to Upper Marcola area cause is unknown at this time and Serviceman is patrolling lines. To report your outage call 541-746-1583 13 days ago

The People's Power

Success?

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

- Website hits before social media
- Website hits after social media
- E-news subscriptions



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!





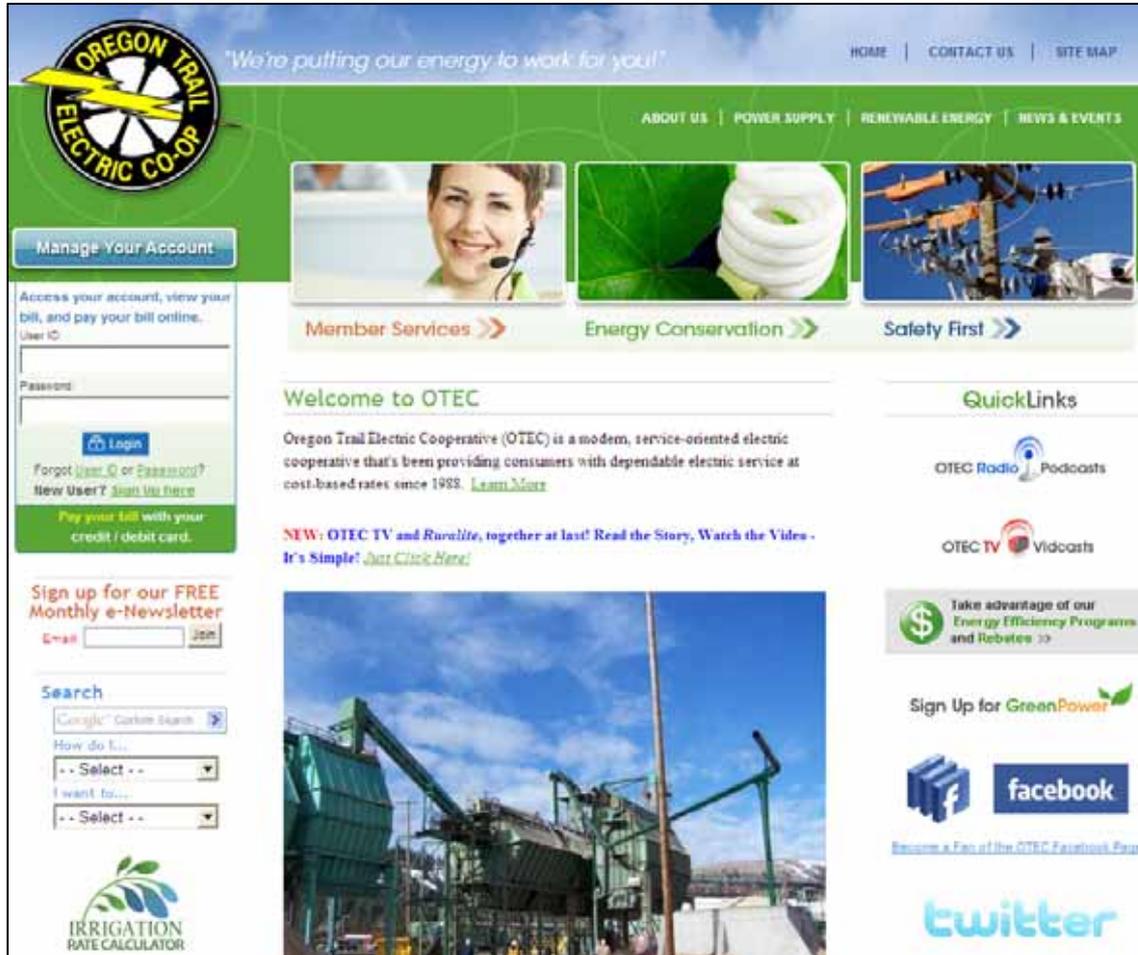
Using social media tools to promote energy efficiency

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>

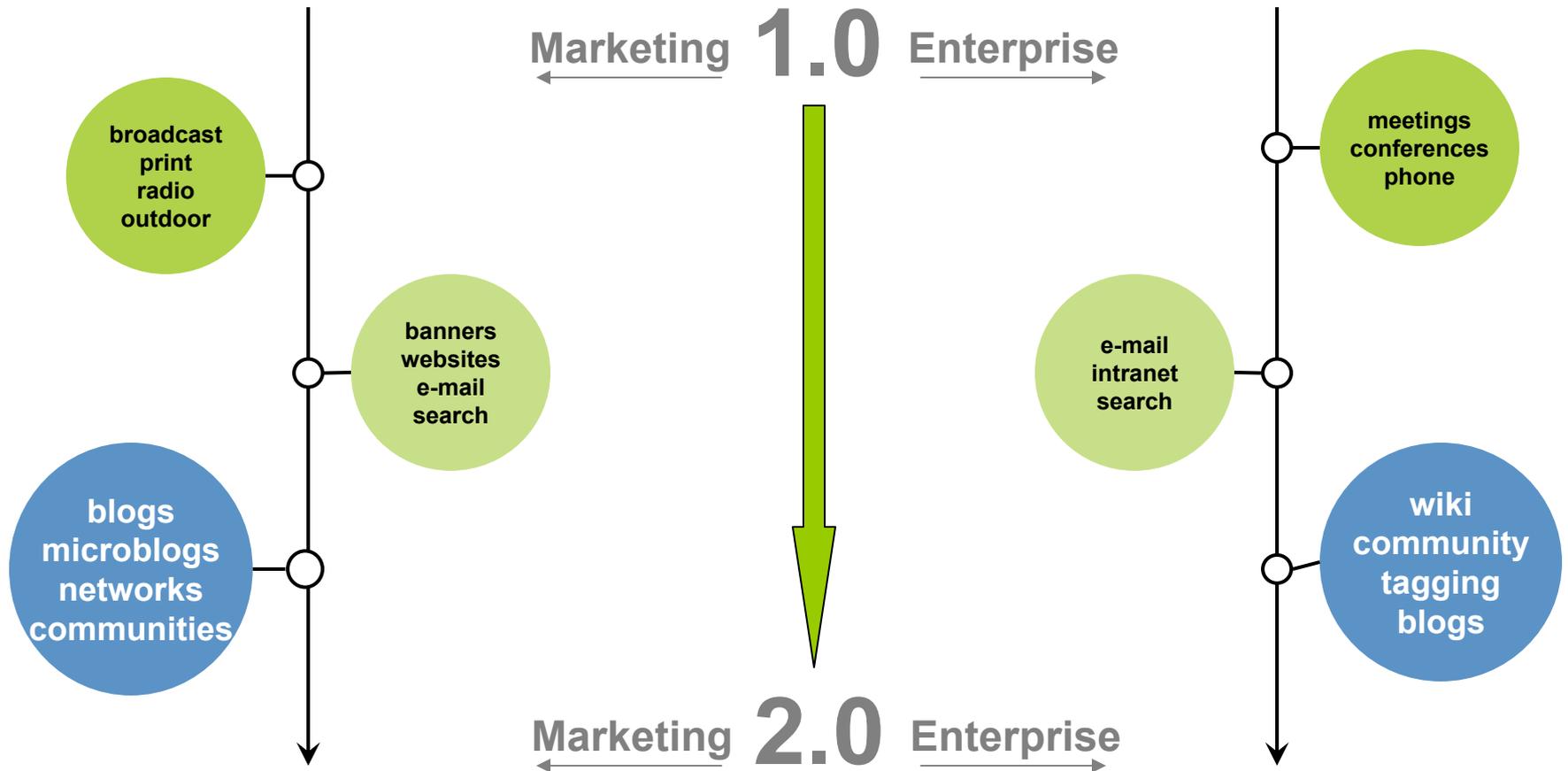


Building a NW Energy Efficiency Online Community

Presented by:
Kim Thompson & Dave Kresta
BPA & NEEA



Context: Moving from a 1.0 to 2.0 world



Benefits of Enterprise 2.0



<http://blogs.zdnet.com/Hinchcliffe>

Regional Needs: What We've Heard

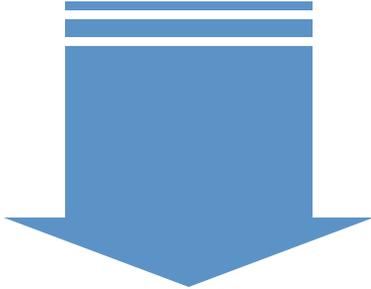


NEEA Strategic Planning

- 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

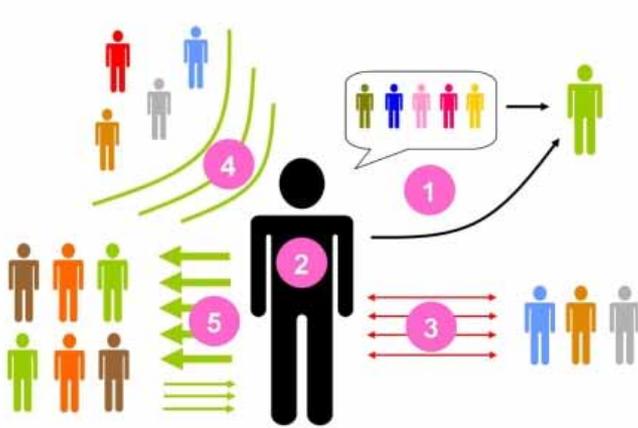
Key Elements of the Solution

- 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.

©Mark Smiciklas

IntersectionConsulting/Blog

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