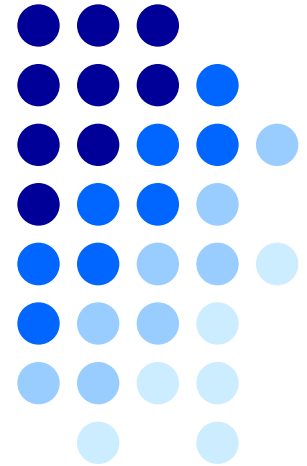


# **Social Media for Public Utilities**

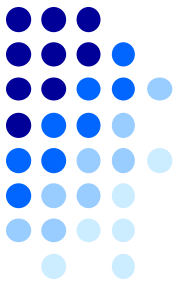
Jackie Pratt

Shrewsbury Electric  
& Cable Operations

# About Social Media



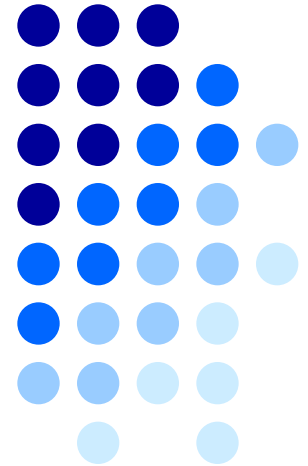
# What is Social Media?



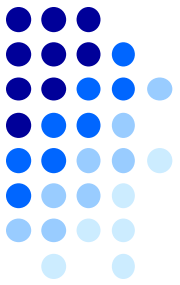
- “Social media is the umbrella term for the wide variety of tools and applications that give the Web its social capabilities – capabilities that allow a community to come together, communicate, and build upon each other’s opinions and ideas.”
  - E-mail
  - Instant Messaging
  - Blogs and Vlogs (Video blogs)
  - Forums & Message Boards
  - File, Photo, and Video Sharing
  - Wikis
  - Social Networking Sites
  - Virtual Worlds
  - RSS Feeds
  - Social Bookmarking

# Statistics and Demographics

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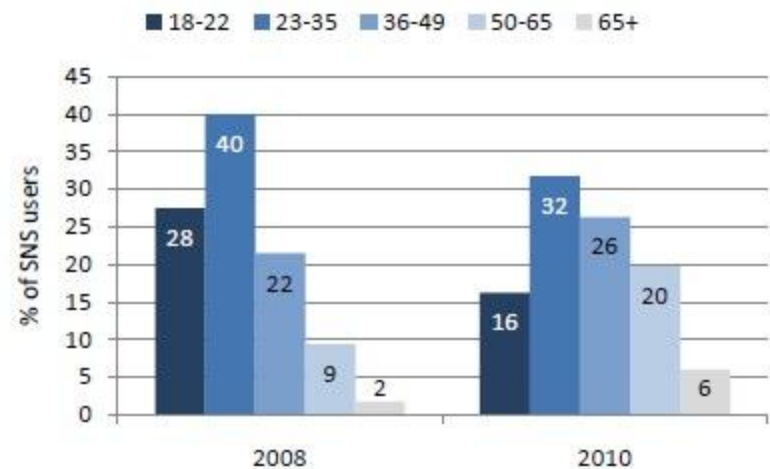
# Statistics – Pew Survey (Oct. – Nov. 2010)



- Half of adults (47%), or 59% of internet users, say they use at least one social network
- The average age of adult social network users has shifted from 33 in 2008 to 38 in 2010
- Over half of all adult social network users are now over the age of 35
- 92% of social network users are on Facebook; 29% use MySpace, 18% use LinkedIn and 13% use Twitter
- 52% of Facebook users and 33% of Twitter users engage with the platform daily

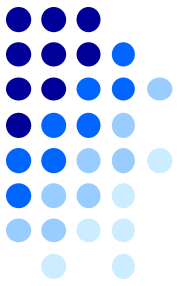
## Age distribution of social networking site users in 2008 and 2010

*% of social networking site users in each age group. For instance, in 2008, 28% of social networking sites users were 18-22, but in 2010 that age group made up 16% of social networking site users.*



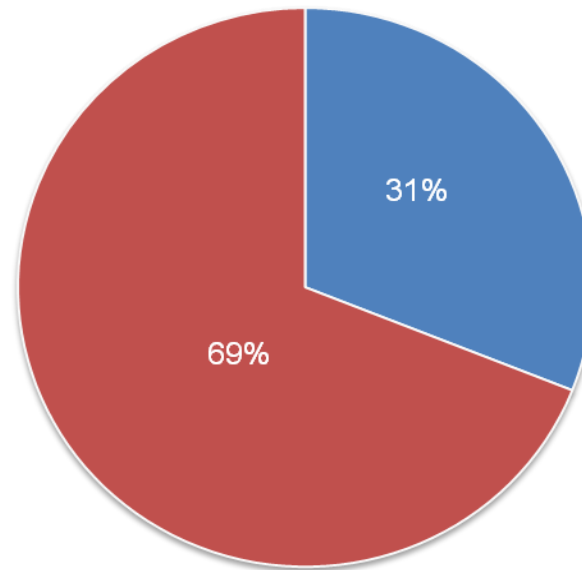
Source: Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

# Demographics



- 69% of U.S. Adults use Facebook

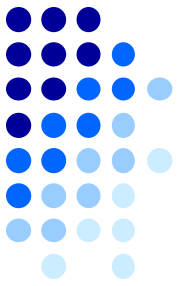
Source: Bloomberg Businessweek online, "Google+ May Pass Twitter With One-Fifth of U.S. Adults Online," August 05, 2011



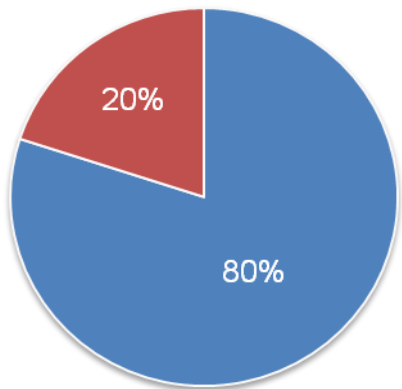
■ Not on Facebook

■ Facebook Users

# Demographics

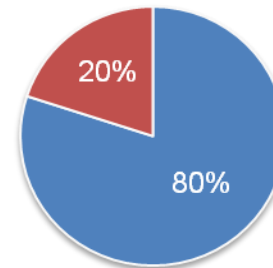


## Percentage of U.S. Adults Using Twitter



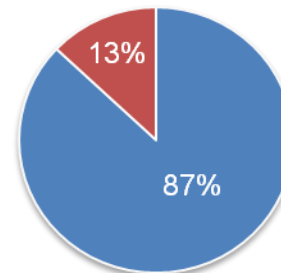
- Not on Twitter
- Twitter Users

## Percentage of U.S. Adults Using Linked In



- Not on Linked In
- Linked In Users

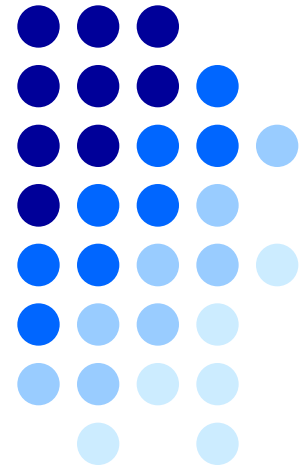
## Percentage of U.S. Adults Using Google+



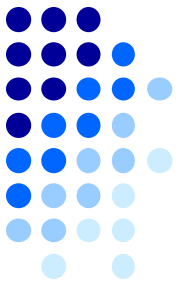
- Not on Google+
- Google+ Users

# The Major Players

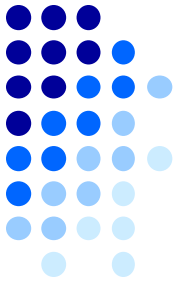
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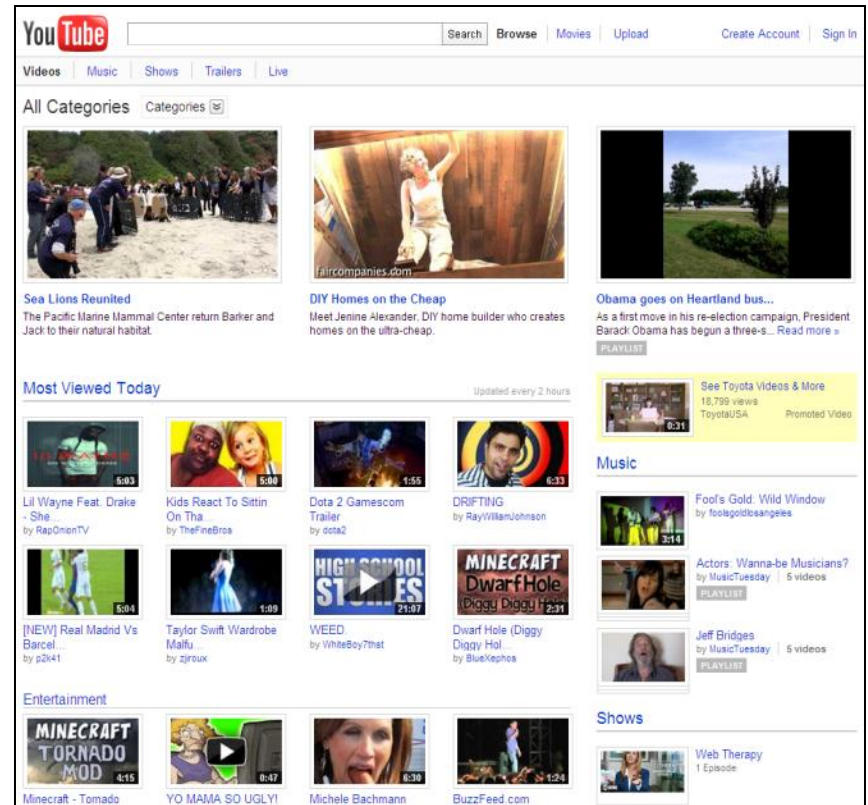




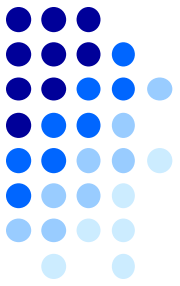
# YouTube



- Established 2005
- Bought by Google 2006
- Video sharing site
- Free to post and view content
- Customizable channels for individuals or organizations
- “Watch, Discover, Share, Personalize, Upload”

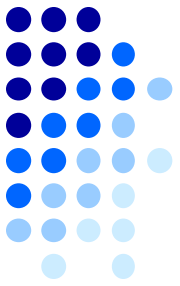


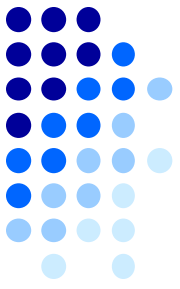
# YouTube – Social Stats



- Nearly 17 million people have connected their YouTube account to at least one social service (Facebook, Twitter, Google+, etc)
- 150 years of YouTube video are watched every day on Facebook and every minute more than 500 tweets contain YouTube links
- 100 million people take a social action on YouTube (likes, shares, comments, etc) every week

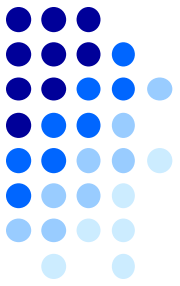
# YouTube – Example





# Facebook

facebook

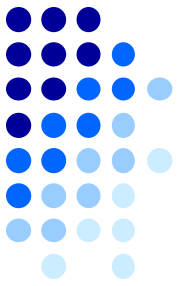


- Established 2004
- More than 750 million active users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

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

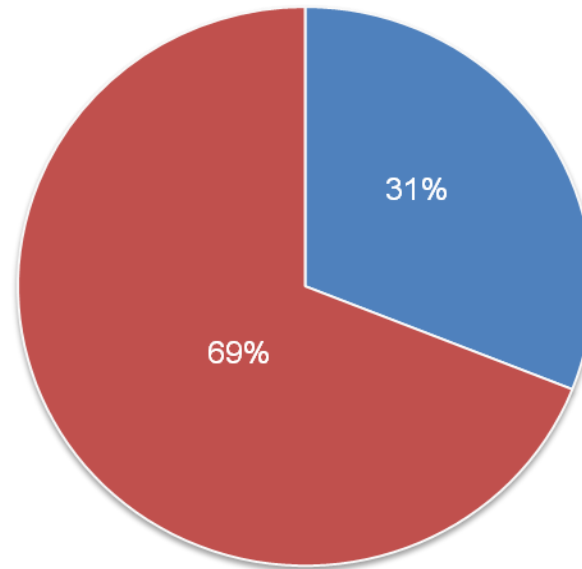


# Facebook – Demographics



- 69% of U.S. Adults use Facebook

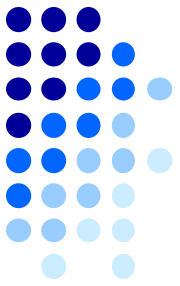
Source: Bloomberg Businessweek online: "Google+ May Pass Twitter With One-Fifth of U.S. Adults Online," August 05, 2011



■ Not on Facebook

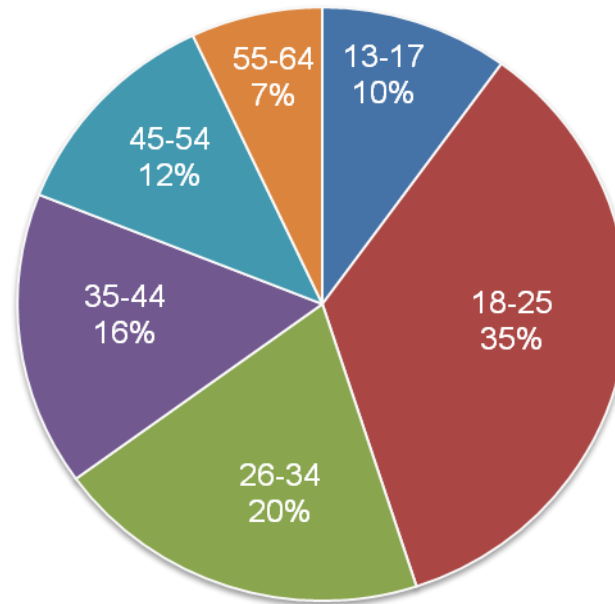
■ Facebook Users

# Facebook – Demographics



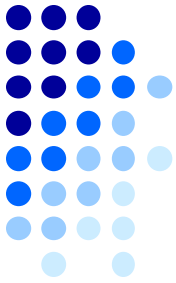
- 55% of Facebook users are 26 and older

Source: InsideFacebook.com, "U.S. Facebook Users by Age," March 1, 2011

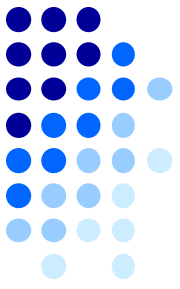




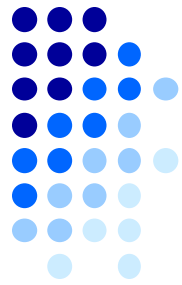
# Facebook – Example



The screenshot shows the Facebook page for Shrewsbury Electric & Cable Operations (SELCO). The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, Find Friends, and Account. The main content area features the SELCO logo, a banner for 'NAT GEO WILD SPEED 2 FOX NEWS HD' with a price of '\$64.95/mo', and a 'Wall' section with a 'Write something...' text box. Below the wall are several posts: a post about rebates on select Energy Star models, a post about upgrading the cable system, a post from John Sevinsky about cable cards, and a post about 'cable ready' TVs. The right sidebar contains sections for 'Admins (1)', 'Use Facebook as Shrewsbury Electric & Cable Operations (SELCO)', 'Notifications', 'Promote with an Ad', 'View Insights', 'Invite Friends', 'You and Shrewsbury Electric & Cable Operations (SELCO)', 'Recommend This Place', 'Quick Tips', 'Sample Ad: Shrewsbury Electric...', 'Get More Likes', and 'Sponsored' content including 'Stimulus For 62 And Over'.



# Linked In



- Established 2003
- The world's largest professional network
- 120+ million members in over 200 countries and territories.

Over 120 million professionals use LinkedIn to exchange information, ideas and opportunities



Stay informed about your contacts and industry



Find the people & knowledge you need to achieve your goals



Control your professional identity online

Get the most from your professional network

## Re-connect



Find past and present colleagues and classmates quickly. LinkedIn makes **staying in touch** simple.

## Power your career



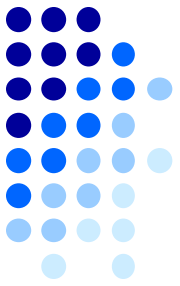
Discover inside connections when you're **looking for a job** or new business opportunity.

## Get answers

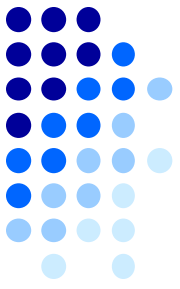


Your network is full of industry experts willing to share advice. Have a question? **Just ask.**

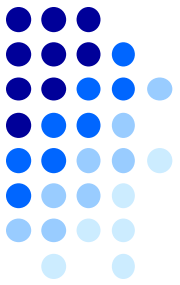
# Linked In – Examples



- Create an official company listing
  - Ensure employees and vendors on the network connect with the correct organization
  - Manage your company's description / message
- Easy to set up and manage professional groups for discussion & networking among employees or industry-wide



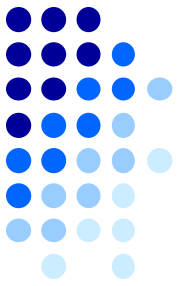
# Twitter



- Established 2006
- Uses small bursts of information called Tweets
  - 140 characters in length
- Millions of people, organizations, and businesses use Twitter to discover and share new information.
- 460,000 new sign-ups daily
- 155 Million Tweets per day
- 200+ Million registered users

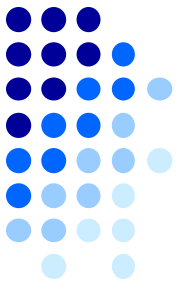


# Twitter – Best Practices



- Build your following, reputation, and customer's trust with these simple practices:
  1. **Share.** Share photos and behind the scenes info about your business. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!
  2. **Listen.** Regularly monitor the comments about your company, brand, and products.
  3. **Ask.** Ask questions of your followers to glean valuable insights and show that you are listening.
  4. **Respond.** Respond to compliments and feedback in real time

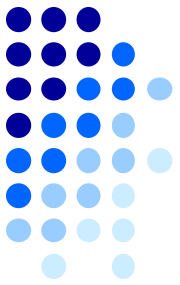
# Twitter – Best Practices (continued)



5. **Reward.** Tweet updates about special offers, discounts and time-sensitive deals.
6. **Demonstrate wider leadership and know-how.** Reference articles and links about the bigger picture as it relates to your business.
7. **Champion your stakeholders.** Retweet and reply publicly to great tweets posted by your followers and customers.
8. **Establish the right voice.** Twitter users tend to prefer a direct, genuine, and of course, a likable tone from your business, but think about your *voice* as you Tweet. How do you want your business to appear to the Twitter community?



# Twitter – Example



twitter Search Have an account? Sign in

**SELCO**  
**@SELCOnews** Shrewsbury, MA  
*SELCO is a community owned and operated utility offering Shrewsbury, MA residents and businesses high-quality electric and cable services at competitive prices.*  
<http://selco.shrewsbury-ma.gov>

+ Follow Text follow SELCOnews to your carrier's shortcode

Tweets Favorites Following Followers Lists

**SELCOnews** SELCO  
Did you buy a new appliance during the sales tax holiday? Don't forget, SELCO offers rebates on select Energy... [fb.me/17NwzrvL](http://fb.me/17NwzrvL)  
7 hours ago

**SELCOnews** SELCO  
[@peskys\\_pole](#) SELCO is unable to launch NFL Red Zone without a separate sports tier that costs more \$. The upgrade will not impact Red Zone.  
12 Aug

**SELCOnews** SELCO  
SELCO is in the process of upgrading its cable system. This upgrade will require all SELCO Basic and Expanded... <http://fb.me/GJ4j8TLI>  
11 Aug

**Follow SELCO on Twitter**  
Don't miss any updates from SELCO. Sign up today and follow your interests!  
[Sign up »](#)

**Curious how SELCO uses Twitter?**  
[Discover who @SELCOnews follows](#)

**About @SELCOnews**

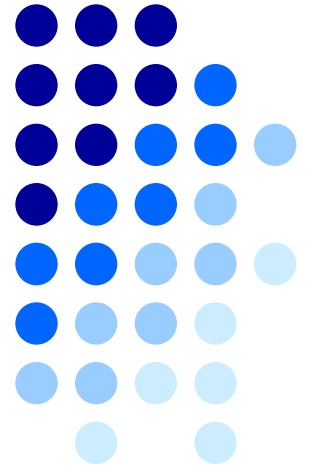
122	14	93	3
Tweets	Following	Followers	Listed

[About](#) [Help](#) [Blog](#) [Mobile](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#)  
[Advertisers](#) [Businesses](#) [Media](#) [Developers](#) [Resources](#)  
© 2011 Twitter

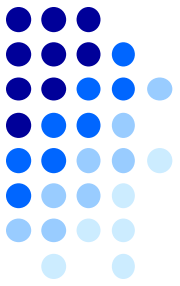
# Next Big Thing?

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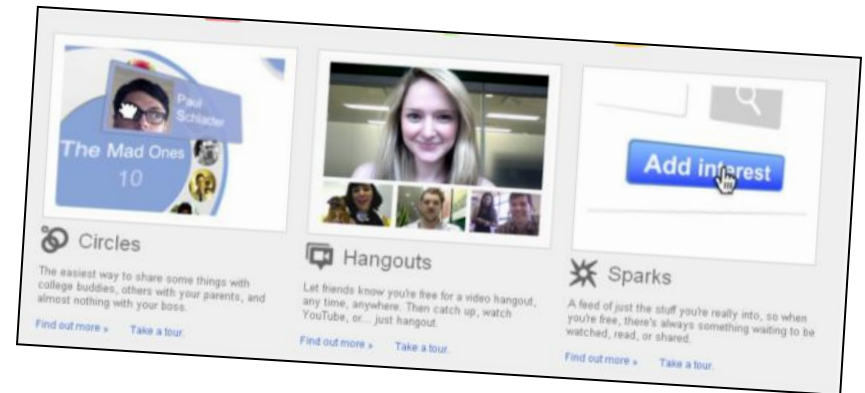
Google+



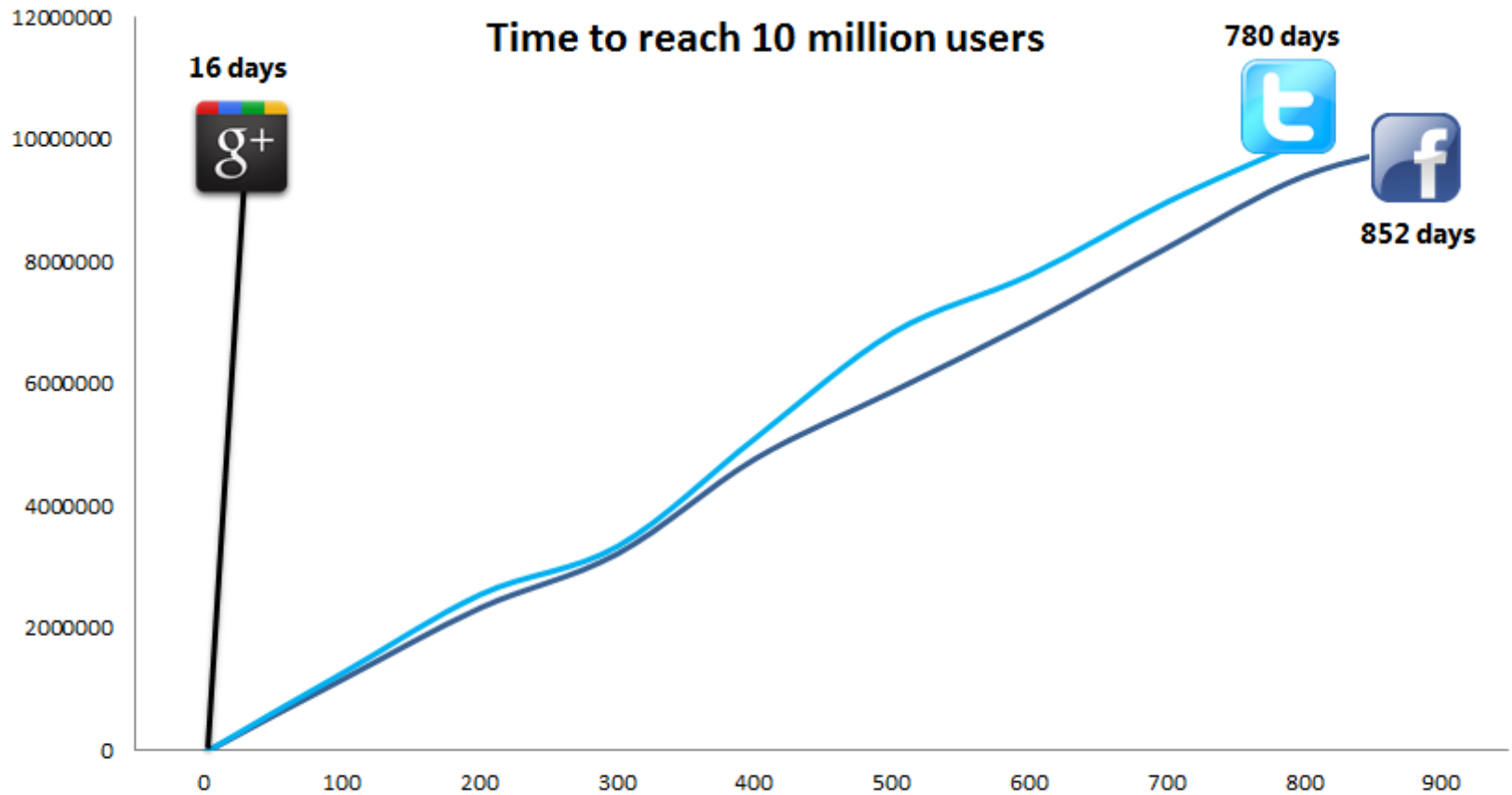
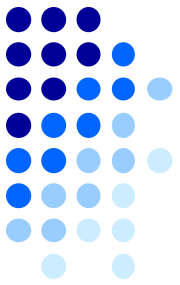
# Google+



- THE up-and-coming social network. Will it overtake Facebook as the social media leader?
- Established June 28, 2011
- Generating a “Wave” of “Buzz” among techies, social networkers, and marketers
- Rapid Growth
  - 10 Million users in first 2 weeks of “invitation-only” field test
  - 25 Million users in first 4 weeks of field test
  - Some Web experts predict 100 Million+ users by the end of 2011

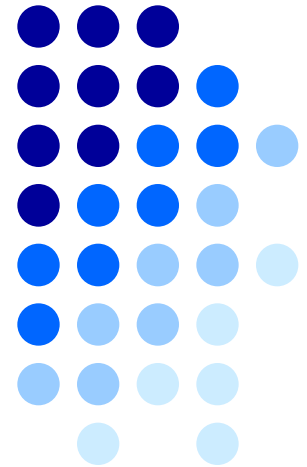


# Google+ Growth

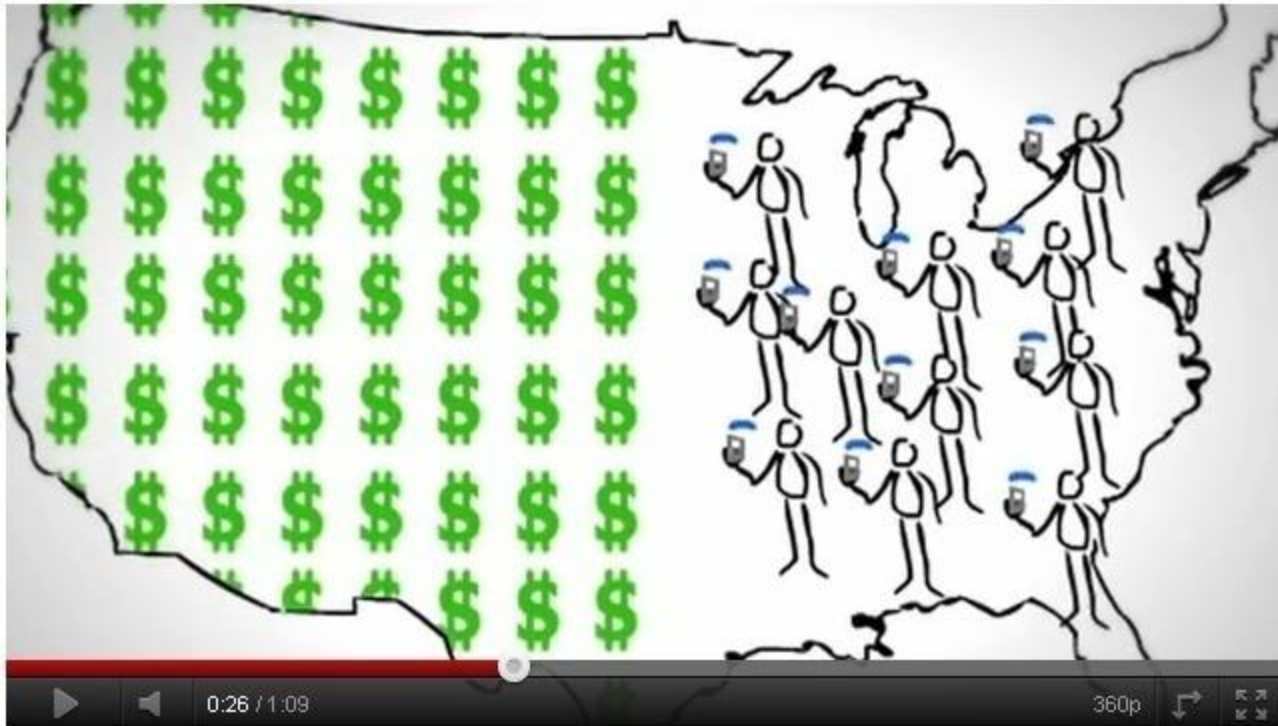
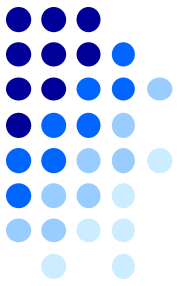


by **+Leon Håland**

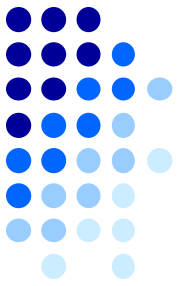
# Smartphones and the Mobile Web



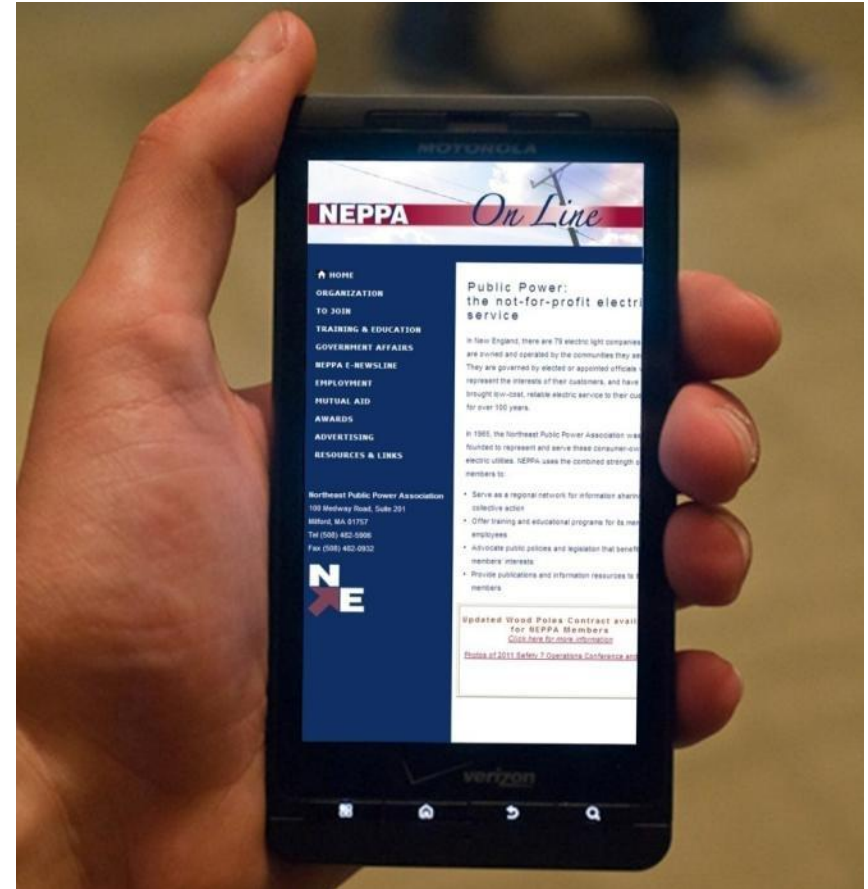
# Mobile Web – Growth



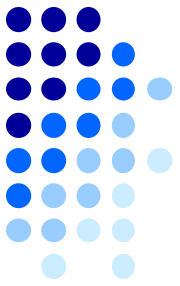
# Mobile Web – Old Web



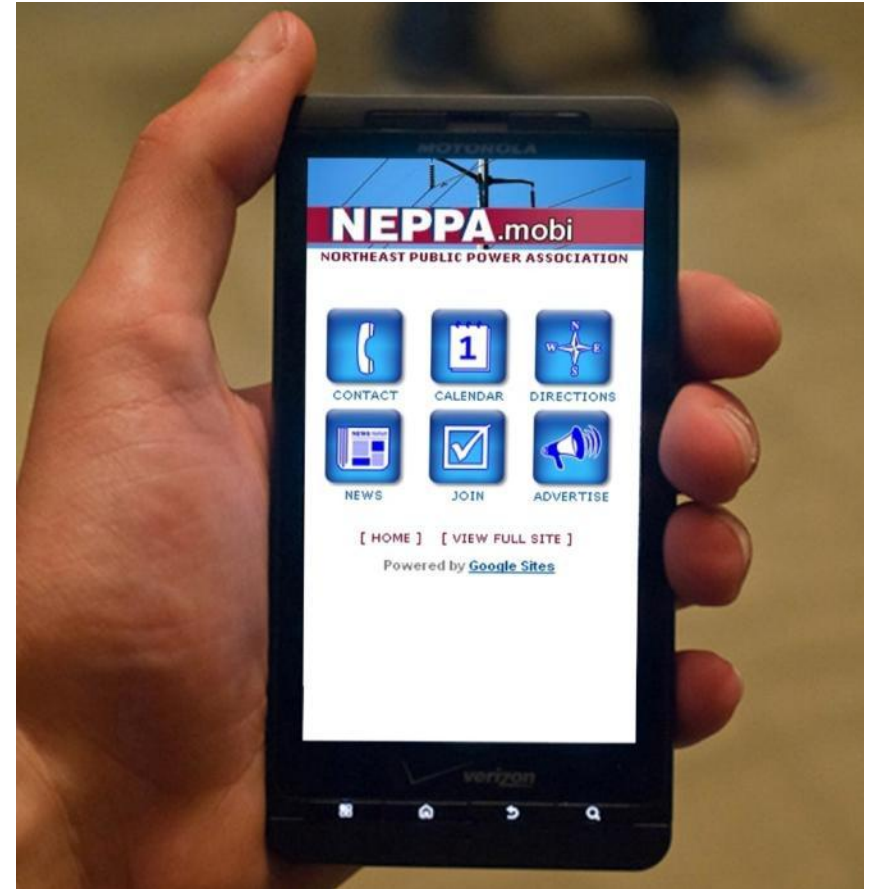
- “Hover” menus don’t work on touch screens
- Text size difficult to read
- Constant zoom and scroll to navigate
- Increased chance of accidental click



# Mobile Web – .MOBI

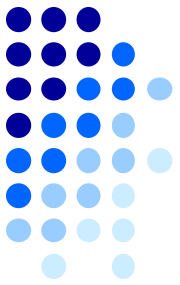


- Mobile Site
- Easy-to-navigate icons
- Little to no homepage text
- Essential information only
- What are visitors looking for if they're visiting your site on their phone?





# Mobile Web – QR Codes



- A **QR code** (abbreviated from **Quick Response code**) is a type of barcode.
- Designed to be read by smartphones.
- The information can be text



QR-Code



Data



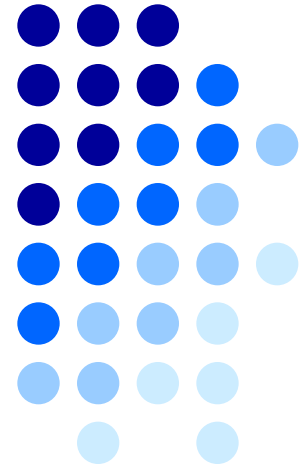
Trillcode



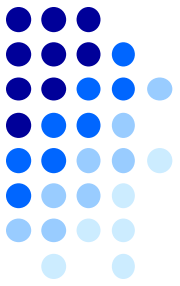
Qu

**Jackie Pratt**  
**Marketing & Customer Care Manager**  
**SELCO**  
**100 Maple Ave.**  
**Shrewsbury, MA 01545**  
**[jpratt@shrewsburyma.gov](mailto:jpratt@shrewsburyma.gov)**  
**508-841-8314**

# Social Media for Electric Utilities



# Who's using social media?



Northeast Utilities



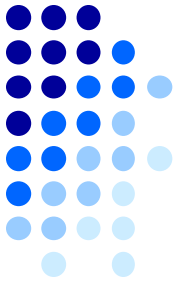
BMLD  
Your Community-Owned Utility



A Constellation Energy Company



# How are they using it?



- Outage updates


close x


 **@KUAdirect**  
Kissimmee Utility


All power back on in #Kissimmee at 10:18 pm. Burnt insulator found in our Hansel substation in downtown. Thanks for your patience!


16 hours ago via TweetDeck


☆ Favorite ↻ Retweet ↩ Reply

 **John McDonald**  
What caused the power failure this morning?  
August 1 at 5:36pm · Like · Comment

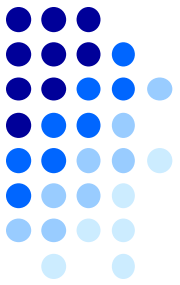
 **Shrewsbury Electric & Cable Operations (SELCO)** I checked our outage report. It was either an animal (probably a squirrel) or tree branch contact. The outage did not appear to be widespread. ~ Jackie  
August 3 at 9:05am · Like

 **John McDonald** Thanks for the information. SELCO does a GREAT JOB of restoring power very quickly. Please thank those SELCO employees for me.  
August 3 at 6:30pm · Like

 **austinenergy** Austin Energy  
Power fully restored at 7:50 pm to all customers affected by Airport Blvd/Springdale/E. 12th St area outage.  
16 Aug

 **austinenergy** Austin Energy  
Power restoration est. by 7:45 pm for Airport Blvd/Springdale/12th St area. Crews replacing bad section of powerline.  
16 Aug

# How are they using it?



- Community events

**@BurlingtonElec**  
Burlington Electric

Before the June 28th special election BED will hold a Smart Grid open house. Read about it at [www.burlingtonelectric.com](http://www.burlingtonelectric.com).

1 Jun via web

☆ Favorite ↻ Retweet ↩ Reply

Retweeted by **spencernewman1**

**Shrewsbury Electric & Cable Operations (SELCO)** added 8 new photos to the album Arbor Day Trees.

**Arbor Day Trees**  
Here are some photos of the types of trees that will be available at Saturday's ...  
[See More](#)

318 Impressions · 1.26% Feedback

April 21, 2010 at 4:24pm · Like · Comment · Share

Joel Malaver likes this.

**Shruti Maidam** Happy Tree Giving... Happy Earth Day! Thanks SELCO for this great yearly event and giveaways :-)  
April 22, 2010 at 9:05am · Like

**Shrewsbury Electric & Cable Operations (SELCO)** Get there early if you want trees. Last year we ran out of trees around 10:30 twice as many trees this year, but the popular varieties t.  
at 1:46pm · Like

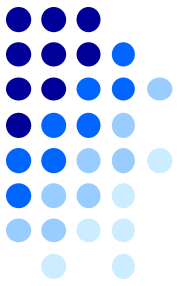
**am** Sure! We'll be there bright and early :-)  
April 23, 2010 at 11:25am · Like

**KUAdirect** Kissimmee Utility

Stop by to see us at today's Back to School, Back to Business trade show in the exhibition hall at Osceola Heritage Park from 2-8pm.

15 Aug

# How are they using it?



- Calls to action

**Burlington Electric Department**  
Don't forget to vote today for the BED bond to fund Smart Grid.  
[www.burlingtonelectric.com](http://www.burlingtonelectric.com). Polls are open til 7 p.m.

**Burlington Electric Department - Public Power since 1905**  
[www.burlingtonelectric.com](http://www.burlingtonelectric.com)

June 28 at 3:03pm · Share

2 people like this.

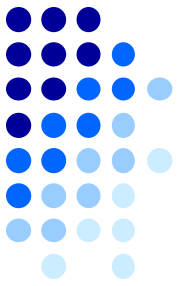
**Liz Schlegel** Wish I could!  
June 28 at 3:04pm

**SELCOnews** SELCO  
Beat the Peak: Curtail nonessential use of electricity today, July 22. Please turn off excess lighting and refrain... <http://fb.me/QnL3Xb2F>  
22 Jul

**SELCOnews** SELCO  
Energy saving tips to help you beat the heat from [www.ase.org](http://www.ase.org) • Ceiling fans circulate air and make you feel...  
<http://fb.me/13HYAXdSx>  
22 Jul

**SELCOnews** SELCO  
Beat the Peak: Curtail nonessential use of electricity today, July 21 and tomorrow, July 22. Please turn off... <http://fb.me/14BKUHTTO>  
21 Jul

# How are they using it?



- Program promotion

**Energy Star**  
Good morning FB! Have you checked out our ENERGY STARs Across America event series lately? The map has great energy efficiency events going on all around the country. Do we have any Midwesterners on this page? If so, check out the awesome events sponsored by our partner **Kmart**. Just go to:  
[www.energystar.gov/changetheworld](http://www.energystar.gov/changetheworld)

**Take the ENERGY STAR Pledge : ENERGY STAR**  
[www.energystar.gov](http://www.energystar.gov)  
Register here to share your story, upload photos and videos and take the Pledge. Come back and login to learn about more ways to save and discover new rewards.

12 hours ago · Share  
7 people like this.

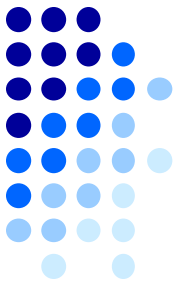
**Energy Star**  
Do you like parties? Well consider yourself invited! Save the date for Party on Tuesday, Aug. 23 from 1pm-2pm EST. If you are not there so you can join the convo and possibly walk away with some goodies! Find us @energystar on Twitter!  
Yesterday at 3:50pm  
9 people like this.

**First Choice Power**  
We're proud to partner with the *Girl Scouts of Northeast Texas* this year. Find out how we're working together to fight hunger & go green!

**Three Little Numbers Can Make a Big Difference! | THE CURRENT**  
[www.firstchoicepower.com](http://www.firstchoicepower.com)

August 10 at 11:35am · Like · Comment  
Peggy Parker Berry, Jeff Schiefelbein, Deborah Goin and 2 others like this.

# How are they using it?





- Customer service

 **GeorgiaPower** Georgia Power  
**@Studebaker** I've contacted our Forestry/Right-of-Way specialist for your area. If you would like him to contact you, pls. let us know. ^JK  
11 hours ago

 **GeorgiaPower** Georgia Power  
**@tpowers0741** Hi. Pls report outages by calling 1-888-891-0938  
17 Aug

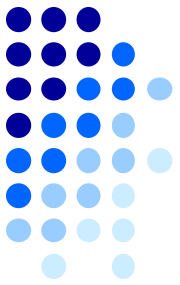
 **GeorgiaPower** Georgia Power  
**@Studebaker** Sorry to hear of a problem. We'll look into it. If interested in followup, pls make comments. If interested in followup, pls make or address.  
17 Aug

 **Andrea Srivastava**  
Every other day I have to unplug my cable box and let it reboot to get any of my VOD channels. Not really acceptable in my opinion, especially with a cranky 3 year old begging for his Barney show. Then, when it does reboot, it "loads" for 3 minutes or more. I miss Boston and Fios... while Verizon is not so customer friendly and expensive, at least what I paid for worked.... every time, all the time.  
10 hours ago · Like · Comment

 **Shrewsbury Electric & Cable Operations (SELCO)** Andrea, sorry to hear you're having trouble. I'd be happy to help resolve any issues you may have. Please send me an email at [jpratt@shrewsburyma.gov](mailto:jpratt@shrewsburyma.gov) with your street address and phone number. I'll look into the issue and have a Customer Service Representative get back to you ASAP. Based on your comments, I expect we'll probably have to send a technician out to your house. ~ Jackie  
8 hours ago · Like



# How are they using it?




- Special offers

We're extending the chance to win a free Linksys E1000 Wireless-N Router. Help us rename our monthly newsletter you receive from us. Vote for one of the five names below. After the voting is over, we'll randomly select a name from all who voted. Vote now!


- Current Connection
- Smart Connections
- Power Today
- Plugged In
- EnergyWise

Asked By

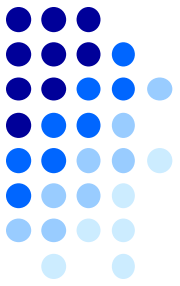
 Gulf Power Company  
on Monday · Share · Report

26 Votes · 3 Followers

[Ask Friends](#) [+1 Follow](#)

 **Shrewsbury Electric & Cable Operations (SELCO)**  
Sign up for SELCO HD service before Aug. 15th for your chance to win "Fun in the Sun" prize packs from FOX. Call 508.841.8500 to upgrade.  
338 Impressions · 2.37% Feedback  
July 19 at 3:38pm · Like · Comment  
[View all 8 comments](#)

# News Blogs

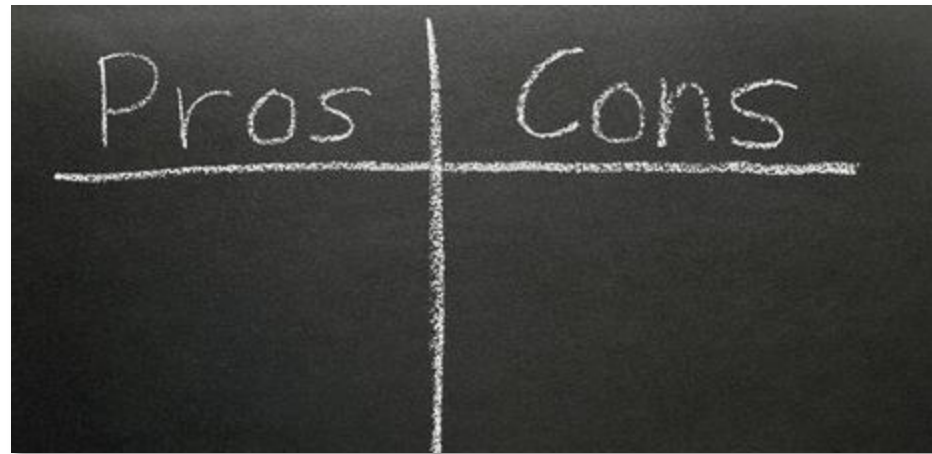


- Local bloggers can develop a loyal following of like-minded residents
- There may be several competing blogs in your area
- Franchised “hyperlocal” blogs are growing in popularity
  - Patch (East Coast / Midwest / West Coast)
  - Main Street Connect (CT and MA)
- Send your press releases to local news blogs as well as traditional media outlets



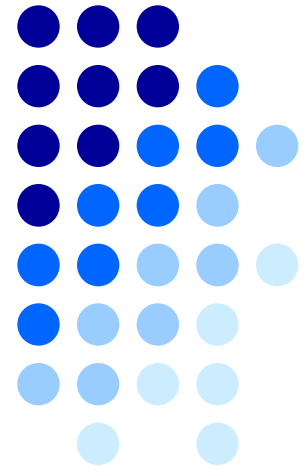
# Benefits & Concerns

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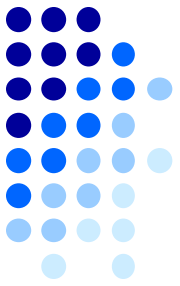


A chalkboard with a grid for 'Pros' and 'Cons'. The word 'Pros' is written in the top-left quadrant and 'Cons' is written in the top-right quadrant. The grid is formed by a vertical line and a horizontal line.

Pros	Cons



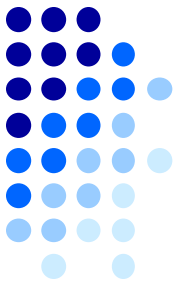
# Benefits / Opportunities



- Provides an active connection to customers where they spend time online
- Gives your customers a voice
- Helps create an informal channel for communication that resonates with younger consumers
- Shares info with people who *want* to know what you're up to



# Return on Investment



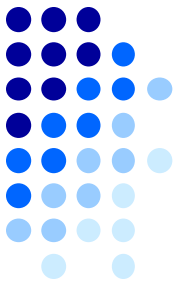
- As an organization, what do you get out of the time and effort put into social media?



Sources: Social ROI™, Shane Gibson

© Mark Smiciklas IntersectionConsulting/Blog

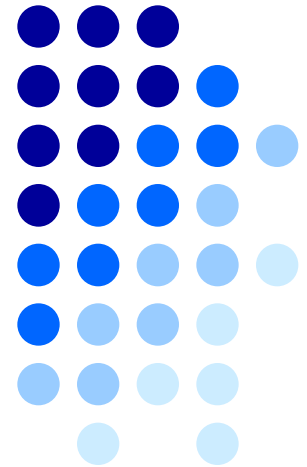
# Concerns / Threats



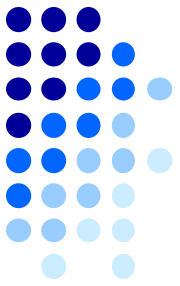
- Two-way communication can be unpredictable
- Conversations are visible to all friends and followers
- Must be monitored frequently
  - Lack of response can give customers the impression you don't care
  - Infrequent logins can result in "bad" posts lingering without a rebuttal



# Reputation Management



# Corporate Reputation



“A reputation for a thousand years may depend upon the conduct of a single moment.”

*Ernest Bramah*

“A reputation once broken may possibly be repaired, but the world will always keep their eyes on the spot where the crack was.”

*Joseph Hall*

“A single lie destroys a whole reputation of integrity.”

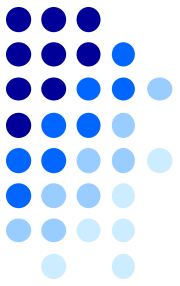
*Baltasar Gracian*

“Nothing is local anymore, that’s the challenge of the Web world. Any two idiots with a video camera and a dumb idea can damage the reputation of a 50-year-old brand”

*Tim McIntyre*

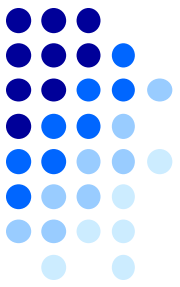


# Corporate Reputation



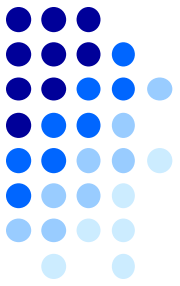
- **Corporate Reputation** – “Observers’ collective judgments of a corporation based on assessments of financial, social and environmental impacts attributed to the corporation over time.”
- *Forbes* ranks corporate reputation based on “innovation, quality of management, people management, financial soundness, social responsibility, product/services quality and global competitiveness.”
- “Perceptions of companies are now shaped by the collective opinion of millions, rather than a handful of opinion-leaders and a decent-sized media budget.”

# The Age of YouTube



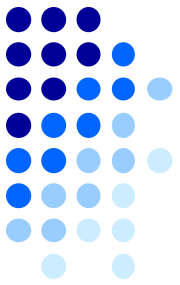
1.6 Million Views

# From Punch Line to Leader



- Comcast is now a social media leader among utilities
- Provides rapid-response customer service via Twitter @ComcastCares
- Actively seeks out social media commentary to become part of the conversation and provide solutions
- Comcast recognized the value of going where the customers are and has benefited
- These efforts help maintain a good online reputation

# @ComcastCares




 **ComcastBill** ComcastBill  
@mmayernick you should be good to go now.  
17 Aug

 **mmayernick** Michael Mayernick  
@ComcastMelissa @ComcastBill thanks! working now  
17 Aug

 **ComcastSteve** Steve Teow  
@mmayernick i got the modem provisioned for you. is it working now?  
17 Aug

 **ComcastMelissa** ComcastMelissa  
@mmayernick You're welcome. I'm off in the am, but @ComcastBill will follow up.  
16 Aug

 **ComcastMelissa** ComcastMelissa  
@mmayernick I found the problem, but am not able to get the modem online. I can have it fixed but will not be until the morning.  
16 Aug

 **mmayernick** Michael Mayernick  
@ComcastMelissa are there issues in SE PA? We've been w/o internet & cable for hours. Internet asking to activate, but won't go through  
16 Aug

twitter Search

 **Bill Gerth** ✓  
@comcastcares Philadelphia, PA  
My name is Bill Gerth also known as @comcastbill. We are here to Make it Right for our customers.  
William\_Gerth@comcast.com  
http://www.comcast.com

+ Follow Text follow comcastcares to 40404 in the United States

Tweets Favorites Following Followers Lists

 **comcastcares** Bill Gerth  
@Gauth Thanks for the Feedback!  
45 minutes ago

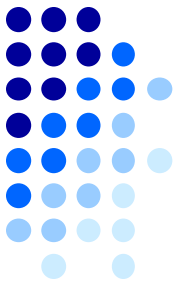
 **comcastcares** Bill Gerth  
@GuyKawasaki @GuyDirect You made it on our Corporate Blog  
bit.ly/reaF2s  
1 hour ago

 **ComcastMichael** Michael Cardone ✓  
My name is Michael Cardone. I work for @comcastcares in digital media and I have a 3 year old son with the most gorgeous woman on the planet.  
+ Follow

 **ComcastWill** Will Osborne ✓  
Comcast Employee, Vikings Fan, Martial Artist and I'm pretty darn good with our Digital Voice Product!! for our team see @comcastcares  
+ Follow

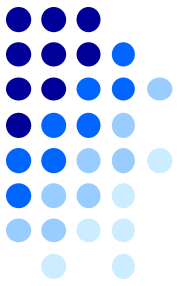
 **ComcastMelissa** ComcastMelissa ✓  
ComcastCares' Digital Ninja. Mother, wife, sister, daughter, friend. chocolate, iced tea, candy, music, Wii, 360, gemini.  
+ Follow

# Reputation Management



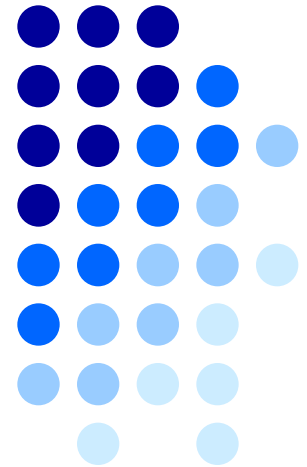
- Be Transparent
  - Open, honest, authentic communication with customers goes a long way.
  - Don't delete "bad" posts unless there is a legitimate reason to do so. The way you publicly respond to those posts says more about your organization than the initial communication.
- Listen & Respond Appropriately
  - Customers may be telling you something you don't want to hear. Be open to constructive criticism, but don't allow bullies to take over.
  - It is appropriate and reasonable to block "trolls" and those who use inappropriate language or make threats.

# Reputation Management

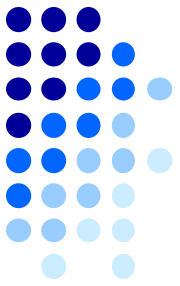


- Be Prepared to Give a Big Response to a Small Incident
  - We live in a connected world. Seemingly small, local incidents can end up on the national stage.
    - Social Media facilitates “viral” stories.
    - Today, Associated Press stories make the rounds much quicker and are posted more often to more locations.
  - Want the story to go away? Make it right. Apologies and explanations bring better results than cover-ups.
- Be Proactive
  - Don’t wait to get into the game. Build strong networks of followers and foster goodwill BEFORE a problem occurs.

# Getting Started



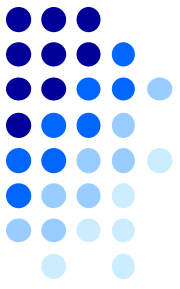
# Establishing a Presence



- Go where the people are
  - Facebook, Twitter, Linked In, Google+, etc.
- Have a plan before you start
  - Know how you will use your accounts
  - Know who will manage your accounts
- Set guidelines for rapid response
  - Social media is real-time for many users

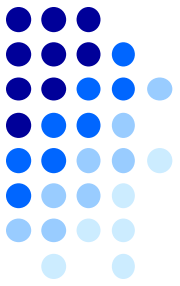


# Costs



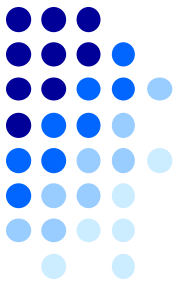
- Most social networking accounts are free, but there are costs associated with managing these accounts:
  - Employee labor (hours monitoring and responding)
  - Social marketing campaigns / advertising
  - Customized social networks (Ning)
  - Special offers & discounts to followers

# Appropriate Use



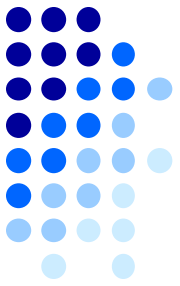
- Written or unwritten policies?
- Who can and should post? How often?
- How will user accounts be set up?
  - Personal / Individual or Corporate
- What are your privacy settings?
  - Wide Open → Locked Down
- Establish clear guidelines for use of social media *within the business framework.*
  - Individuals should not view this as a blank check to spend time on their personal accounts.

# Social Media Policy Issues



- Company Computer Use Policy
  - Governs appropriate use of company machines
  - Acceptable behavior on company time
- Employee Social Media Policy (Personal Use)
  - Guides personal employee behavior online
  - Addresses disclosure of company business, criticism of the organization or fellow employees, etc.
- Use of Social Media **FOR BUSINESS PURPOSES**
  - How will it be used? Who is responsible? Rules for use.

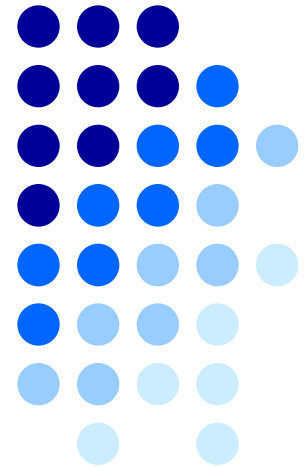
# Content Syndication



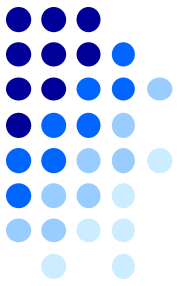
- Facebook & Twitter
  - Built-in apps to post to multiple platforms
- Third-Party Social Media Dashboards
  - Hootsuite
  - Tweetdeck
  - Others
- Embed Twitter Feed on existing Web pages

# Case Study: SELCO

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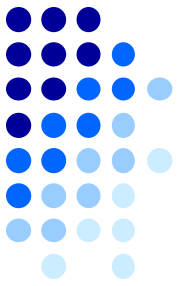


# The Basics



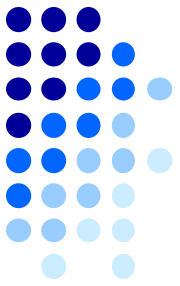
- Facebook & Twitter
- Company Accounts NOT individual
  - Tied to an individual for email alerts
  - Connected to individual cell for text alerts
- One-Person Management
  - Back-up person trained and provided with log-in for emergencies

# Policies



- No Written Policy for **COMPANY USE** of Social Media
  - Responsibility of Marketing Manager
  - Treated as just another marketing medium
  - No different than fielding calls from reporters or dealing with customer emails or phone calls

# How SELCO Uses Social Media

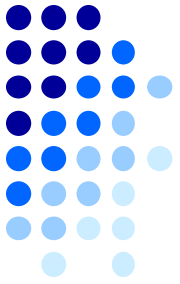


- Events
- Promotions
- Information
- News
- Customer Service
- Emergencies
- Outages





# Marketing & News



## Shrewsbury Electric & Cable Operations (SELCO)

Spirit of Shrewsbury is just around the corner. Be sure to visit SELCO's booth at the Oak Street Expo on Oct. 1.

- Kids Grab Bags
- Free Raffle
- Free Home Energy Efficiency Kits
- LED Christmas Light 25' Strings \$10/ea to support Share the Warmth
- MORE!

Visit [www.SpiritofShrewsbury.com](http://www.SpiritofShrewsbury.com) for full event details. See you there!

## Spirit of Shrewsbury Fall Festival

[www.SpiritofShrewsbury.com](http://www.SpiritofShrewsbury.com)

The Spirit of Shrewsbury Fall Festival is a town-wide celebration bringing together the entire Shrewsbury community.

368 Impressions · 0% Feedback

Like · Comment · Share · September 8 at 4:04pm



## Shrewsbury Electric & Cable Operations (SELCO)

Stop by the SELCO office with your kids between Oct. 17 and Oct. 31 to receive a free Halloween flashlight from SELCO.

166 Impressions · 0.60% Feedback

Like · Comment · Share · October 14 at 8:00am

Missy Doyle likes this.



## Shrewsbury Electric & Cable Operations (SELCO)

SELCO's pumpkin is ready for tomorrow night's "Light the Spirit" event to kick off Spirit of Shrewsbury's big weekend! [www.spiritofshrewsbury.com](http://www.spiritofshrewsbury.com)



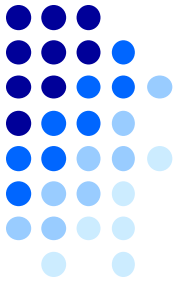
## Wall Photos

331 Impressions · 1.51% Feedback

Like · Comment · Share · September 29 at 8:55pm

5 people like this.

# Customer Service



 **Jim Rogers**  
Any SELCO subscribers out there that have used Tivo and the SELCO DVR?  
Looking for comparison. Considering dumping my Tivo boxes and adding SELCO  
dvrs on the televisions that will need the new DTA. Cost is about the same as Tivo  
at my old Tivo prices.  
Like · Comment · October 2 at 1:03pm

 **Shrewsbury Electric & Cable Operations (SELCO)** I haven't  
used Tivo, but I do have 2 SELCO DVRs and they work great. ~  
Jackie  
October 3 at 9:43am · Like

 **Jim Rogers** Thanks. I just ordered a SELCO HD/DVR to upgrade my  
HD box on a tv that doesn't currently have Tivo  
extra \$6 I can't go wrong and I can feel out the  
functionality of the HD/DVR combo similar to the  
DVR?  
October 3 at 8:50pm · Like

 **Shrewsbury Electric & Cable Operations**  
October 14 at 9:08am · Like

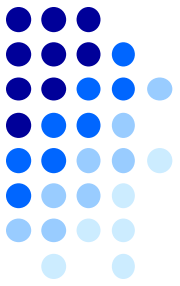
 **Darius Corcoran**  
There are 2 streetlights out in my neighborhood one on Jefferson D. and then  
other on Hunting Ave where the two roads meet  
Like · Comment · August 29 at 2:02pm

 **Shrewsbury Electric & Cable Operations (SELCO)** I will report  
it. Our crews are still doing cleanup from the storm (e.g. people with  
power but low-hanging wires), so they might not get to it right away.  
~ Jackie  
August 29 at 2:07pm · Like

 **Darius Corcoran** Thanks  
August 29 at 2:09pm · Like

 **Darius Corcoran** They crews have responded to the call I just saw  
one of them remove one of the lights bulbs. Thanks again for all of  
our service to the community  
August 29 at 9:00pm · Unlike · 👍 1 person

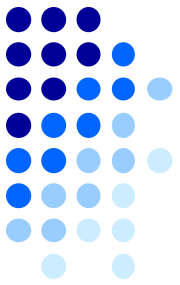
# Outage Updates



- Promoted Twitter prior to Hurricane Irene
  - Press releases to local papers and blogs
  - Notice on Website & Facebook
  - Email blast to residents
  - Board of Selectmen & PEG Channel Messages
- The message:
  - Follow us on Twitter @SELCOnews for the latest storm and outage information
  - Text “Follow SELCOnews” to 40404 for outage updates via text message

[www.Twitter.com/SELCOnews](http://www.Twitter.com/SELCOnews)

# Storm Feedback – Facebook



**Susan Gillogly Mayrand** ▸ **Selco Shrewsbury**

Thank you for keeping us with power through the storm!

16 minutes ago · Like · Comment · See Friendship



**Selco Shrewsbury** Not a problem!

5 minutes ago · Like

Write a comment...



**Jason Palitsch**

Power had been out here for about 25 minutes, now back on - good work SELCO!

 Yesterday at 10:17am via BlackBerry · Like · Comment



Melanie K. Petrucci and 3 others like this.



**Beth NeJaime Casavant** Thanks to your tutorial I am following selco on twitter. Glad you are ok.

Yesterday at 10:40am · Like



**Kate Palitsch** is it bad out there? nothing really going on here

Yesterday at 10:50am · Like

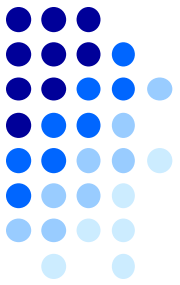


**Lisa Brovelli Kelley** Lost cable but not electricity.

Yesterday at 10:54am · Like

Write a comment...

# Storm Feedback – Facebook



 **John Masiello**  
If you lose power today and think it's an inconvenience, think how inconvenient it would be outside hooking that live high voltage line back up. Thank a Lineman next time you see one. Tough job.  
Yesterday at 10:37am via BlackBerry · Like · Comment


 Melanie K. Petrucci and 6 others like this.


 **Denise OBrien** Was thinking about that today John, dangerous job  
Yesterday at 10:45am · Like

 **Amy Nattinville Kotsopoulos** Thanks for perspective John, SELCO always does an awesome job!  
Yesterday at 10:47am · Like

 **John Masiello** Indeed they do.  
Yesterday at 10:56am · Like

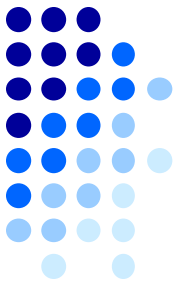
Write a comment...

 **Spac Ladiesnight**  
We hope everyone made it though the storm OK. Selco and Town officials did an amazing job today keeping the power on and everyone safe! Shrewsbury is an awesome town!  
11 hours ago · Like · Comment

 Maribeth McCauley Boisvert, Brenda Ljunggren, Vanessa Hale and 2 others like this.

Write a comment...

# Storm Feedback – Facebook



**Moira Janes Miller**

SELCO reporting widespread power outages due to problem at Rolfe Avenue substation. Crews bring dispatched.

Yesterday at 10:06am · Like · Comment




**Brenda Ljunggren** Thanks Moira - Have a cranberry bread in the oven - 4 min. left

Yesterday at 10:12am · Like ·  1 person



**John Masiello** Linemen have a tough job on days like this. Most of us wouldn't do that for \$100 an hour. May they all go home safe.

Yesterday at 10:16am · Like ·  3 people



**Moira Janes Miller** Rolfe Avenue circuit has been restored.

Yesterday at 10:16am · Like



**Beth NeJaime Casavant** I LOVE Selco!!! I think Brenda should bring them the cranberry bread for their efforts...

Yesterday at 10:28am · Like ·  3 people



**Brenda Ljunggren** It's here - done and they are welcome to pick it up

Yesterday at 10:30am · Like



**Melanie K. Petrucci** Forgive my ignorance but where is Rolfe ave. And could that explain my flickering lights?

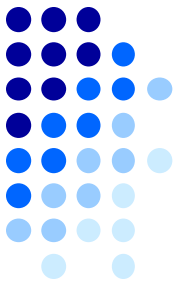
Yesterday at 10:52am · Like



**John Masiello** Rolfe Ave Substation is off Route 9 under the high voltage lines. We did the site and concrete work there in the last upgrade.

Yesterday at 10:54am · Like

# Storm Feedback – Facebook



**Moira Janes Miller**

To report an outage or downed power lines, residents can call 508-841-8500. Outage updates will be available online at [www.twitter.com/selconews](http://www.twitter.com/selconews) or residents can receive outage updates via text messaging by texting 'follow SELCOnews' to 40404.

Town of Shrewsbury storm notices will be posted to the Town of Shrewsbury website ([www.shrewsburyma.gov](http://www.shrewsburyma.gov)) and to channel 26.



**SELCO (@SELCOnews) on Twitter**

[twitter.com](https://twitter.com/selconews)

Sign up for Twitter to follow SELCO (@SELCOnews). SELCO is a community owned and operated utility offering Shrewsbury, MA residents and businesses high-quality electric and cable services at competitive prices.

 Yesterday at 9:13am · Like · Comment · Share

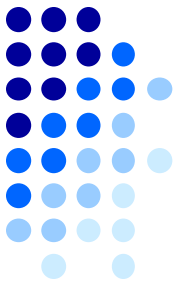


**Erik Hemdal** We lost power briefly and got it right back. The SELCO crews are awesome.

Yesterday at 10:39am · Like

Write a comment...

# Storm Feedback – Facebook



**Moira Janes Miller**

If you live in the Hickory & Crimson area SELCO crews have been sent to work on the outage affecting Cox, Sheryl, Adams & Hemingway.

21 hours ago · Like · Comment



**Debi Hemdal** sounds like half the town is out

21 hours ago · Like



**Moira Janes Miller** SELCO has been excellent at restoring power quickly to most areas as they go down.

21 hours ago · Like · 👍 1 person



**Debi Hemdal** We noticed. We were out for about 10 minutes this morning.

21 hours ago · Like



**Leona David McDonald** So far, so good, in our area of town! Also, looks like the worst of the storm is over -- just another stormy day in Shrewsbury!

20 hours ago · Like

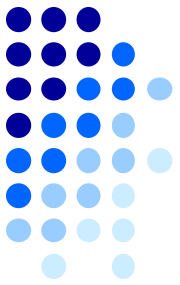


**Andrew Carlson** SELCO's been terrific. We lost power twice - it was back up w/in the hour each time.....

20 hours ago · Like



# Storm Feedback – Facebook



**Moira Janes Miller**

Just back from debriefing session at Town Hall with my fellow Selectmen, Shrewsbury Emergency Management personnel and town department heads. SELCO reports crews continue to work on isolated outages. No major damage reported to public buildings. Town Hall and schools will be open tomorrow. Trash pick-up will be delayed by one day this week. The Emergency Operating Center will close down at 4:30 pm. Kudos to all involved today for a great job ensuring safety and power in Shrewsbury.

19 hours ago · Like · Comment



Patricia K. Erickson, John McDonald, Melanie K. Petrucci and 11 others like this.



**Steve Levine** Same here. Fabulous coordinated effort on the part of each and every person. We're lucky to have these guys on our team!!

18 hours ago · Like



**Harriette Mowry** Thanks for the update Moira!

18 hours ago · Like



**Anne Monopoli** thanks so much to let us know!

18 hours ago · Like



**Beth NeJaime Casavant** Everything was really well organized. Makes me happy that I live here. I especially liked following SELCO on Twitter. Perhaps I need a hobby.

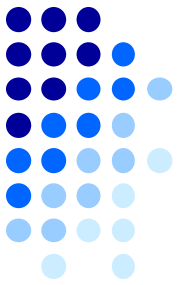
18 hours ago · Like · 🔄 1 person



**Debi Hemdal** You guys were wonderfully prepared!

18 hours ago · Like

# Storm Feedback – Facebook



**Vanessa Hale** Three cheers for SELCO and their fellow employees! Especially all the customer service ladies on the front lines calming town residents.

18 hours ago · Like ·  1 person



**Brenda Ljunggren** Thanks Moira - great updates all day

18 hours ago · Like



**John Lebeaux** Also want to thank Rep. Beaton for coming by the EOC this morning to see how we were doing and how he could help.

17 hours ago · Like ·  2 people



**Steve Levine** Vanessa, that corn bread was the key to everything getting done. It was awesome!

17 hours ago · Like



**Leona David McDonald** Appreciate your informative updates, Moira, and your dedication to your job! Thanks!

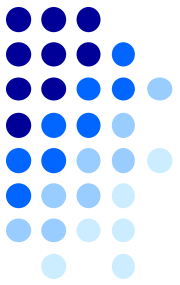
17 hours ago · Like



**Moira Janes Miller** SELCO reports there are still about 3 dozen homes without power. They expect to have all restored sometime tonight.

16 hours ago · Like

# Storm Feedback – Facebook



**Mike Moore**

Several communities in my district are still experiencing power issues. Utility crews & municipal employees are working non-stop to rectify these situations. A significant number of residents in Auburn, Millbury, and Grafton are without power, along with approx. 2700 Worcester residents and a few streets in Leicester. The Upton Senior Center is without power. Grafton and Millbury have cancelled school today. SELCO restored all Shrewsbury residents by midnight last night.

about an hour ago · Like · Comment



Eleena Rioux-Olson likes this.

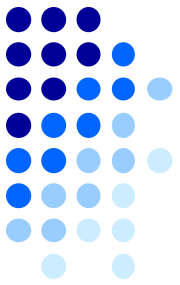


**Cathleen McElligott** Oxford too.

28 minutes ago · Like

Write a comment...

# Storm Feedback – Facebook



## Shrewsbury Electric & Cable Operations (SELCO)

Storm Stats: SELCO received 410 electric calls as a result of the storm. Power was restored to all customers by 12:00 midnight. Still waiting for a count on the actual number of outages.

about an hour ago · Like · Comment

 Nancy Freeman Olson likes this.



**Dominic Ruggiere** I have lived in this town most of my life and the services continue to be awesome .... and affordable!

48 minutes ago · Like



**Shrewsbury Electric & Cable Operations (SELCO)** Thanks Dominic!

44 minutes ago · Like



**Todd Kachadoorian** Very nice work!!

2 minutes ago · Like

Write a comment...



## Millisa Grimmert

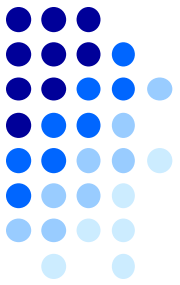
It is 1:am on Sunday .. and I'm just so glad I've not had to call Selco due to a power outage. A lot of people were praying over this area .. Hope to not talk to you until I need a new cable box or something !! Have a lovely day -- it looks like we made it !

21 hours ago · Unlike · Comment

 You like this.

Write a comment...

# Storm Feedback – Twitter



**ShrewsburyPatch** Shrewsbury Patch

Thanks for a great job done by @SELCONews and the hwy dept during the storm: [patch.com/A-l5Bf](http://patch.com/A-l5Bf) #ShrewsburyPatch #Irene #MAIrene

2 minutes ago



**TonyMallozzi** Tony Mallozzi

Congrats @selco in Shrewsbury for beating #Irene

9 hours ago



**semidetbrit** Jan Hywel

@SELCONews Thankyou SELCO for being so quick and efficient at restoring power!

47 minutes ago



**JBlanchard73011** Jodi xoxo

@SELCONews great job folks at Selco! Ty

9 hours ago

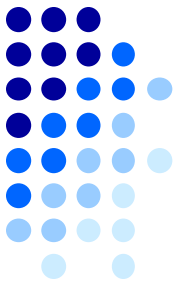


**JasonPalitsch** Jason Palitsch

@SELCONews Great job today!

9 hours ago

# Storm Feedback – Twitter



**Adam Towner** Adam Towner



@SELCOnews the light boys have been working like crazy today!

12 hours ago



**ShrewsburyPatch** Shrewsbury Patch

@SELCONews and #ShrewsburyFire work the storm and restore power: [patch.com/A-l4Yg](http://patch.com/A-l4Yg) #ShrewsburyPatch

14 hours ago



**TonyMallozzi** Tony Mallozzi

Any power in Northborough MA? I'm chillen in **Shrewsbury MA** that has power

12 hours ago

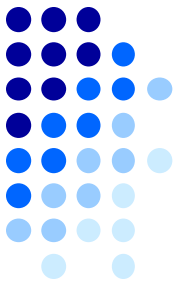


**Tweetbux247** Steph Johnson

**SELCO** Crews and Firefighters Work the Storm: ... **SELCO** was able to use Twitter to keep residents informed of pow... [bit.ly/nZLcoS](http://bit.ly/nZLcoS)

14 hours ago

# Storm Feedback – Twitter



**tkach22** Todd Kachadoorian

[@SELCOnews](#) Thank you for the update. Any eta on cooper drive being up?

19 hours ago



**Arukor1** Amy Kotsopoulos

[@SELCOnews](#) Estabrook Road back up thank you for all your hard work today

19 hours ago



**mikefmcnally** Mike McNally

[@SELCOnews](#) power back on at Holt St. Cable out though. [#lrene](#)

23 hours ago

# Questions @ Break

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