Using Social Media to Promote Energy Efficiency

Presenter: Julie Colehour, C+C

2011 ENERGY STAR Products Partner Meeting
Session Agenda

- Topic Introduction
- Introduction of Presenters
- The Power of Social Media- An Overview
- ENERGY STAR in Social Media
- Partner Presentations
- Open dialog
Presenters

- Mike Brown- Sears Holdings Corp.
- Jennifer Dolin- Osram Sylvania
- Paul Parmley- Pacific Gas and Electric
- Julie Colehour- Moderator
The Power of Social Media

Sources: UN; US Census Bureau; Facebook; MySpace; Twitter
“In the last hundred years, the way to advertise was to get into the mass media and push your content. In the next hundred years, information won’t be pushed out to people. It will be shared among the millions of connections people have. You will need to get into these connections.”

- Mark Zuckerberg, Facebook CEO
What do we Mean by “Social Media”

It’s how people engage, share, interact and participate with each other – and with you – online.
The Social Media Landscape

What’s the big deal?
- More people now use social networking than use email
- Almost half of Americans have a social media profile – and 39% use it several times a day

Over 500m users
Not just cat and kid stories
Aims to own the concept of ‘like’

50+m tweets a day
105m users
Not just “what I had for lunch”
The Social Media Landscape

2 billion videos/day watched
Not just cat and kid videos
Default video player

...and the latest craze: “LOCATION”

4 million users
15,000 new users a day
“Where I’m going to eat lunch” – and more
What Social Media IS:

- A two-way conversation – for better or for worse
- A long-term strategy
- A marketing tool
- Nothing to be (very) afraid of!
- A way to strengthen stakeholder loyalty, receive feedback, and boost engagement
- Viral – with a click of the mouse, one person can spread your message to hundreds or thousands of others
- A tool that needs buy-in at all levels of an organization
What Social Media in NOT:

- A way to save money on marketing
- A job for an intern
- Short-term or instant gratification
- Something to be done in your spare time
- A gimmick
- A vacuum
- Something you can ‘control’
- Going away
Feedback

How is your organization using Social Media?

• Newbies – We don’t use it at all
• Dabblers – Our organization is using only one SM tool
• Practitioners – Our organization uses 2-3 mainstream SM tools like Facebook, Twitter and YouTube
• Mavens – We’ve got it all!
ENERGY STAR in Social Media

- Facebook
  - eMission game
  - Be an ENERGY STAR Video Challenge
- Blog
- Twitter
- Youtube
- Blogathon & Twitter Party
Facebook

- Current fans: 8937 (2457 fans in Fall 2010)
- Began daily posts/fan response in Nov. 2010
- Focus: to engage in actual conversations with the public and to answer every question posed to ENERGY STAR
Facebook

- Content: Daily posts that engage the audience with tips and questions
- EPA’s most popular posts include quizzes and any other content that drives the audience to discuss among themselves.
- Helped create a Facebook game in fall 2010 called “eMission”
Be an ENERGY STAR Video Challenge

• Nationwide call for Americans to share their energy saving actions with the social media universe

• Videos showcased on www.energystar.gov, Facebook and Youtube

• Voting for top videos on Facebook app
Blog

- Housed on the Facebook Notes platform
- Soon moving to the EPA server for better reach
- Focus: personal, engaging and educational posts
- Long term goal: To become “the” place for energy efficiency news
Twitter

- 12,239 followers (3140 followers in Fall 2010)
- Daily posts and response to retweets and mentions
- Hashtags to create trending topics
- Quizzes for audience engagement
YouTube

- Channel Views: 7,980
- The place to go to find all current ENERGY STAR videos and video challenge submissions
- Not a major focus of our social media push for 2011. EPA plans to increase viewership in 2012.
Blogathon

Purpose:

• A social media launch party for the 2011 Change the World, Start with ENERGY STAR campaign

Outreach Method and Impressions

• Twitter: 1,990,561 total impressions, 845,069 unique impressions
• Facebook: 769,884 impressions
• Blogs: 539,013 impressions
• Online media: 11,960,820 impressions
• Other outreach: 36,500 impressions
Blogathon

Sample Text on Facebook

Support Staff Participating
Twitter Party

• ENERGY STAR invited partners, Facebook friends, and Twitter followers to join in its first ever Twitter Party on Aug. 23, 2011.
• Conversation points: energy efficiency and current Change the World, Start with ENERGY STAR initiatives
• Hosted by Brittney Gordon via @ENERGY STAR
• Participants joined the party using the #ESchat hashtag on August 23, 2011 from 1-2 p.m. EDT
Twitter Party Activity

- Tweets during Twitter Party: **558**
  - 170 were retweets
- Number of Participants: **114**
- Total following of participants (& possible impressions): **94,134**

![Twitter Party Hits](chart.png)
Check out this great video from @BGCA_Clubs! bit.ly/n7RPGb #ESchat

Want a goodie bag? Submit a vid and mention #ESchat. We will send the goodies to you!
www.energystar.gov/changetheworld #ESchat

Quiz time! 1st w/ right answer gets @ENERGYSTAR goody bag What energy-hogging item could be lurking in your garage or basement? #ESchat

Let's do another one! How much more electricity does a computer use with a screensaver compared to in hibernation? #ESchat

Hey partners, tell everyone about the great events you are hosting this year! #ESchat

Have you seen the ENERGY STARs Across America map? Partners, tell the world what you are doing!
www.energystar.gov/changetheworld #ESchat
Go to 1.usa.gov/acG9go to check out the ENERGY STARs Across America map! #ESchat

Great event! RT @socaleledison: Well be at L.A. County Fair 9/3-10/2 to promote @ENERGYSTAR benefits #ESchat

Thx! RT @NJNaturalGas: @ENERGYSTAR Hosted Vid Challenge and NJCEP discounted energy efficiency lighting fair for customers. #ESchat
Hey guys, do you belong to our Facebook page? Join us so we can chat all of the time! on.fb.me/oN4Fk2 #ESchat

Thanks again everyone - this was so much fun. Let's do it again soon! #ESchat
Are you connected to ENERGY STAR in Social Media?

Ways to Connect

- www.facebook.com/energystar
- www.youtube.com/epaenergyistar
- www.twitter.com/energystar

Why Connect?

- Engage with thousands of ENERGY STAR followers
- Show your followers the strength of your partnership with EPA
- ENERGY STAR extends an invitation to all partners to promote their energy saving programs and events on its social media pages
Presentations
Sears Holdings Environmental Sustainability

Mike Brown
Director, Environmental Sustainability and Legal Projects
November, 2011
Pillars of the SHC Sustainability Program: Social Media Support

- **Empower Customers**
  - Provide information on our sustainability initiatives and products via social media channels (Twitter, MySears/MyKmart blogs, primary Sears/Kmart Facebook pages)

- **Minimize our Impact on the Environment**
  - Share tips – our own and/or our partners and guest bloggers – that explain how we are minimizing our impact on environment and how customers can too

- **Engage Associates**
  - Use intranet and internal social network to ensure associates are aware of our projects and know who/how to ask to learn more

- **Form Credibility**
  - Collaboration allows us to leverage experts across the spectrum of sustainability topics

- **Communicate our Green Success**
  - Direct Twitter and blog feed on landing page of our redesigned green websites will provide more visibility
Social Media: Sustainability Snapshot

- **Big Switch**
  - 2 million unique visitors
  - 1.3 Billion pounds of GHG gas pledge to save as part of the ENERGY STAR pledge

- **Twitter: @EnviroSears**
  - created Oct. 2010
  - stats as of Oct. 2011: 1057 followers; 35 lists
  - Tweet/Retweet at least once weekly on energy efficiency

- **MySears/MyKmart Green Living Blog**
  - Repost ENERGY STAR® blogs when appropriate
  - Energy efficiency posts created w/utility support

- **Facebook**
  - Posts are conversation starters
    - Created in collaboration w/ENERGY STAR, utilities, and others
  - Geotargeted posts possible
Social Media Usage: Sustainability at SHC

• What has worked?
  – Use social media channels to support initiatives of all sizes
    • Great way to get feedback and provide real-time help
    • Not all feedback will be positive; listen and change behavior accordingly, if possible
  – Use social media to engage/build relationships, not just push messages
    • #EcoChat
      – Planning: Get partners, vendors, and bloggers involved for best results/wider reach; Promote via blogs and SHC/external Twitter handles; more lead time → better participation; Secure prize(s) if possible
      – Supports SHC Sustainability Pillars
      – Results: 16 Twitter parties, avg. reach of 3.3M.
      – 2 parties dedicated to ENERGY STAR and energy efficiency
      – Participants interested in learning more and purchasing products discussed; conversations continued beyond chat → building customer trust/relationships
  • EPA National Building Competition
    – Supports SHC Sustainability Pillars

– What hasn’t worked?
  • Language that doesn’t resonate with customer base/polarizes immediately; this happens most often on Facebook or blogs, rather than on Twitter
  • Tap Into Savings social media component did not go viral as hoped
5 Lessons Learned

1) Don’t be political unless you are prepared to debate
2) Unless you segment your viewership there is a fine line between social media and spam
3) Use partners to build your network. It is always better and more effective when advice and guidance comes from multiple sources
4) Social media is a two way conversation, you must budget time to respond to questions and customer reactions
5) Keep it fun and focus on the savings. All customers can get behind money savings.
EARS HOLDINGS
OSRAM SYLVANIA
Social Media

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Environmental Affairs
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Earth Day 2010 – Key Parameters

Significant interest in “doing something” for the 40th anniversary
- Disney
- Siemens
- Retail customers

Back to Earth Day core message
- Take action
- No sales pitch

Designed to be viral
- Easy to understand
- Simple to do
- Applicable to everyone
- Daily, weekly, and grand prize
  - Everyone gets something ($1 off coupon)
  - Built in “share with a friend”

Limited budget, unlimited ambition
40 for the Future Earth Day Challenge

- 6945 total consumer participants
- 2,700 registered participants
- 427,794 individual “acts of green”
- over 20 million kWh saved from individual consumers
  - Goal achieved with commercial participants
The SYLVANIA Roadmap
Meet Our Earth Day Ambassadors

- To generate consumer awareness around the 40 for the Future Challenge and increase the brand’s iWOM (internet word-of-mouth), SYLVANIA partnered with three influential bloggers to act as brand ambassadors.
- The ambassadors host sites that intersect the “green” home, lifestyle and parenting categories for maximum, versatile reach.
- All three ambassadors have leveraged their digital properties (blogs, Twitter and Facebook) to encourage participation in the Challenge.

Audrey McClelland
Rachel Sarnoff
Jennae Petersen
Audrey Gets the Whole Family Involved

“…It’s a moment like that where I truly see the importance and benefit of taking part in this Challenge. It’s not just about the 40 days, it’s about making changes here on out within myself and my family that will make the biggest differences. How absolutely refreshing!”
Here’s What Rachel Had to Say

“Are you looking for a quick and easy eco fix? Your light bulb may have the answer….it’s the little everyday acts that really add up for your home and our collective home, the Earth. This video was brought to you by SYLVANIA the leader in eco lighting solutions.”
Jennae Challenges Her Readers

"I have challenged myself and all of you to go around your home and do a room by room assessment. How many items do you leave plugged in all the time? What do you leave turned on that you could easily turn off or unplug?"
SYLVANIA “Parties” on Twitter

- @AudreyMcClellan and @GreenestMommy hosted the first-ever SYLVANIA Earth Day Twitter party on April 19.
- Through a variety of branded and unbranded Tweets, the SYLVANIA Twitter Party generated awareness for the campaign and injected the brand into the social media conversation.
- More than 260 Tweets with the #sylvania hashtag reached a cumulative third-party following of 478k+ in one hour!
  - Engaged more than 40 participants
SYLVANIA Twitter Party Snapshot
Twitter handles have been a buzz with news of the SYLVANIA’s Earth Day Challenge, with **99 Tweets reaching more than 346k third-party Twitter followers** to date.
WEEI – 1 Green Thing

- 7 markets
- Radio station blogs
- Overall, the campaign over-delivered on impressions and spot delivery—25,037,00 impressions in total!

15-second SYLVANIA Earth Day message
Total Results at a Glance – Earth Day

911K+ Third-Party Twitter Followers
130K+ Print Impressions
86.3M+ Online Impressions (UVPD)

GRAND TOTAL:
87,366,633 impressions
Why Social Media is (Especially) Important to PG&E
Social Media @ PG&E - Imperatives

• Provide value to our customers

• Promote interactive and transparent dialogue

• Measurable results

• Integrate social media outreach with traditional customer service channels/marketing efforts and programs
Like and Lower – Facebook Campaign

- Program goal was to build a small community of engaged people (200-500) to drive an energy efficiency conversation on Facebook and Twitter
- Current Like count: 2,945 (started at 774)
- Talking about this*: 437
- Total Unique visitors: 1,164 (337 previous)
Facebook Engagement – Energy Efficiency

I have changed all mine too... makes for a pretty dark bedroom for a few minutes while the light bulbs warm up.

Like · Comment · October 4 at 1:15pm

**Pacific Gas & Electric Company** Nicely done! Another smart lighting choice to look into is LED lights - especially if you decorate for the holidays. LED lights save you money (cheaper than traditional incandescents), and energy, too! [http://www.pge.com/myhome/saveenergymoney/savingtips/seasonaltips/winter/led/index.shtml](http://www.pge.com/myhome/saveenergymoney/savingtips/seasonaltips/winter/led/index.shtml)  
October 4 at 4:43pm · Like

Some CFLs take time to warm up, some don’t, depending on the coatings used in the lamp. Try a different type next time.  
October 5 at 8:29pm · Like

Thank you, both!  
October 5 at 9:39pm · Like

Write a comment...
PGE4Me, the official Twitter account of PG&E, serves several purposes. The channel is primarily used as a vehicle to respond to and resolve customer service issues, but also provides a channel for outage updates/crisis communications, event notification, and promotion of PG&E’s work in the community and in energy efficiency.
@abc7newsBayArea

@PGE4Me Can you tell us more about this large power outage (per your map online) affecting customers in San Francisco? bit.ly/l6IfNC

@abc7newsBayArea

@PGE4Me Approx 6700 customers out; car pole accident was the cause. Nob Hill, Telegraph Hill, Russian Hill, Pier 39 impacted

@abc7newsBayArea

@PGE4Me Thanks for all the updates about the power out!
Twitter Engagement - Media

RT @PGE4Me @Wired We're on it. Crews were sent immediately to the scene. Will provide updates to all w/ o power ASAP. Thx 4 your patience.

RT @jadedfox: Thanks to @PGE4Me for getting the power back up ahead of estimates for @Wired. It made my job easier restoring the network.

Hi @PGE4Me: Any word? RT @tleehane @mercnews Any idea as to why emergency PG&E crew's digging on corner of Lincoln Ave./Byerly St.? #SanJose

Thank you! RT @PGE4Me: @tleehane a vehicle hit gas meter around 6 pm; crews dispatched at that time. Will update as I get more info #SanJose
@PGE4Me is the worst. They are billing me for days I wasn't living in the unit. Do not use their online stop service. It doesn't work!!!

@jeffsoto Hi there - can you follow and DM me your account information so I can assist? Thanks!

the power of twitter. @PGE4Me just called me to correct the issue.
Questions and Answers