

THE ACADEMY

AMERICAN PUBLIC
POWER ASSOCIATION

Social Media Implementation and Best Practices

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Learning Objectives

- Learn in-depth functions of the three most popular social platforms discussed in webinar #1. We'll cover tagging, geotags, hashtags, following other accounts, and more
- Discover social media best practices to optimize your content
- Content creation, planning and management that is meaningful, educational and entertaining
- Learn about all the resources available to you from APPA and other sources

Polling Question #1

- Since the first webinar:
 - My utility has setup a social media presence in one social network
 - My utility is working on a social media strategy
 - My utility is expanding our existing social media presence

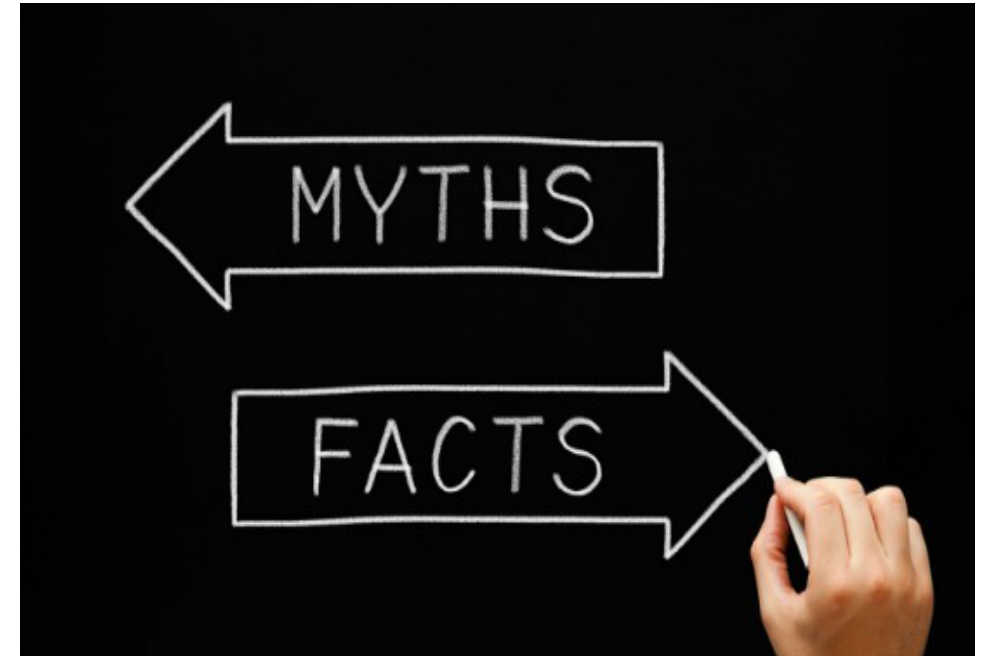
Why is Social Media Optimization Important?

- Build a strong online presence - establish yourself as the utility who keeps the lights on in your community
- Increase your reach - be the first result when a customer Googles you and get through all the noise.
- Drive relevant traffic - be a resource to your community when it comes to electricity, EVs, solar panels, energy efficiency, etc.



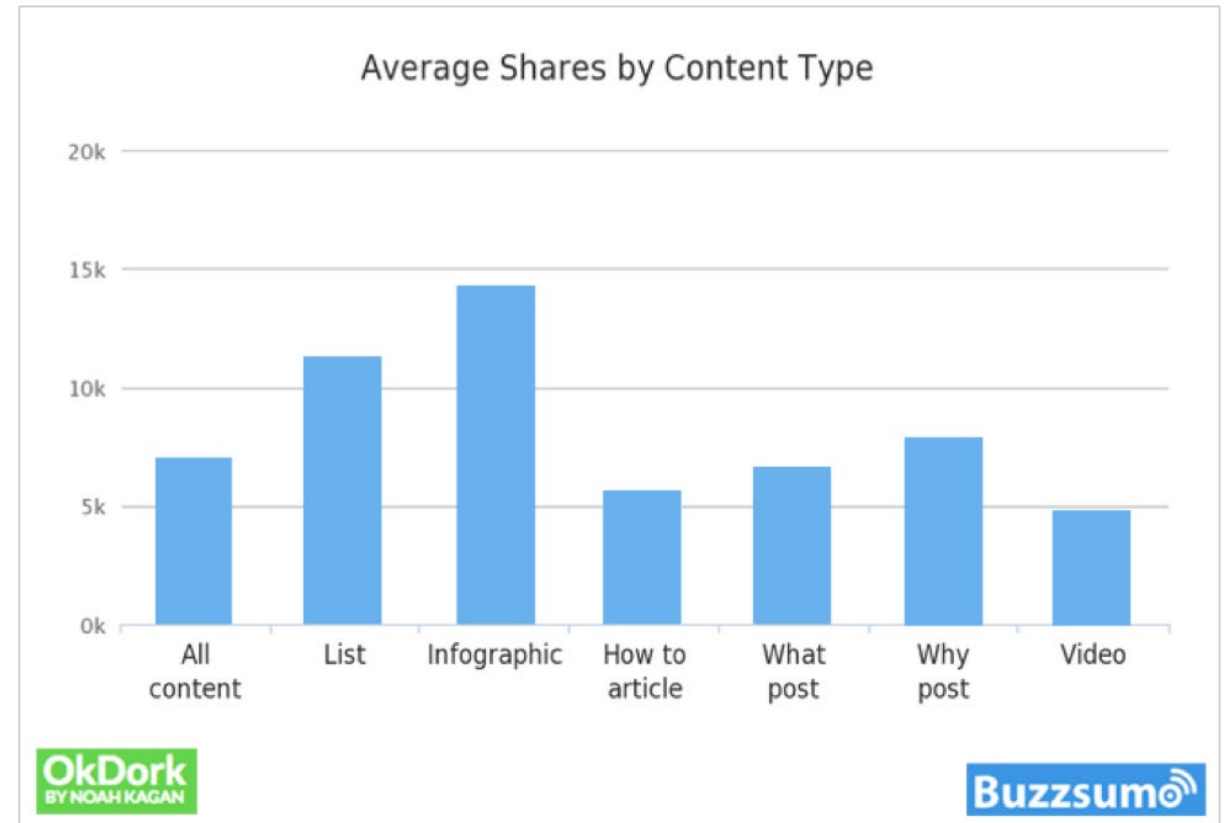
Common Myths about Social Media Optimization

- Social Media is FREE – joining and setting up accounts are but your time isn't
- All Social Media Platforms Are Equal – consider your audience and resources
- Great Content Leads to Big Audience – be consistent and optimize



Make Content More Shareable

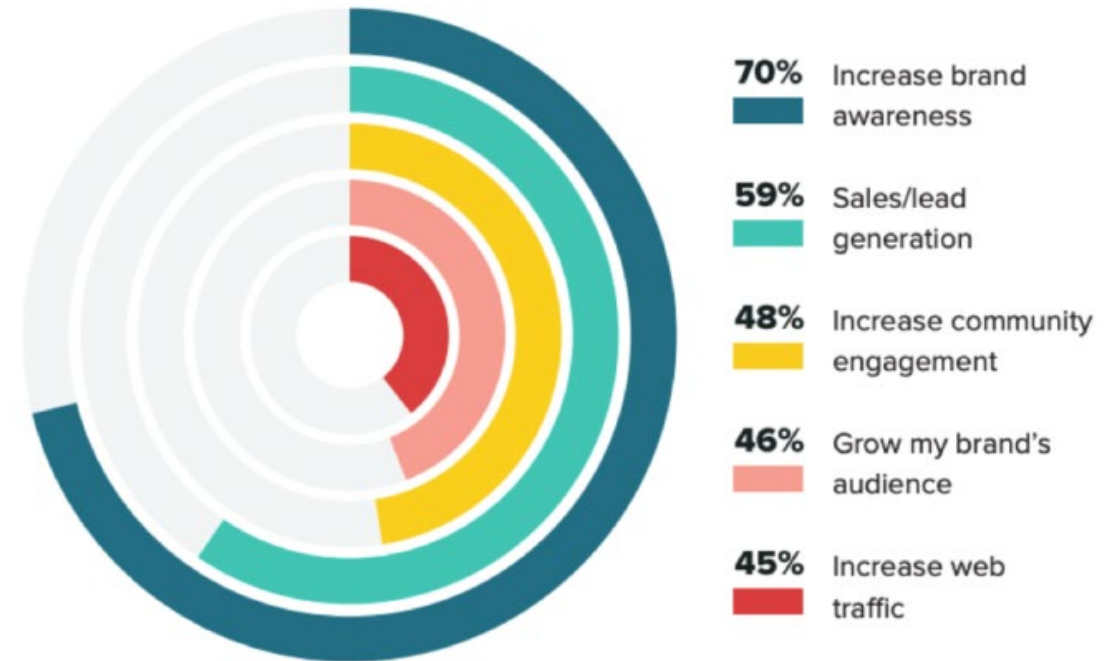
- **Emotional:** Strikes a chord with audiences and makes them feel something.
- **Tied to Identity:** Makes it easy for people to feel connected and see themselves in the content.
- **Trending:** Related to hot topics and latest fads.
- **Valuable:** Provides answers, solutions, and helpful advice.



Top Ways to Optimize:

- Optimize your strategy and content
 - Set clear and measurable goals
- What kind of content do you want to share? Your content and curated content
- # of followers vs true engagement like comments and shares

Social marketers' top goals for social



Top Ways to Optimize:

- Conduct research – Know what topics, keywords, and hashtags your audience uses
- Use hashtags – Integrate relevant hashtags especially on Twitter and Instagram for posts to get more reach, audience to find you and be part of the discussion



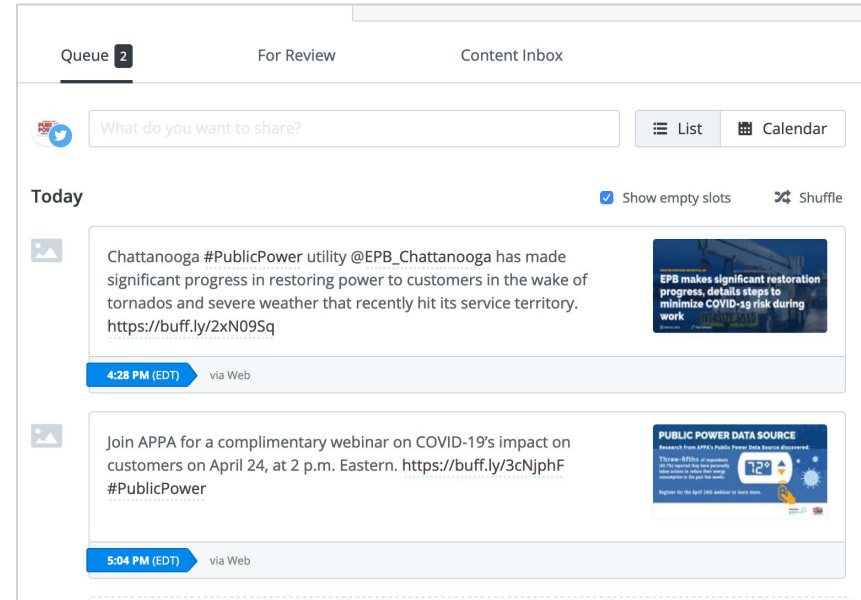
Top Ways to Optimize:

- Optimize your profile - Make sure your profiles have your logo, name of your utility and that you have a clear bio.
- Add phone number or link to report outages



Top Ways to Optimize:

- Solidify your posting schedule – Use a content calendar and a scheduling application like Buffer or Hootsuite
- Monitor, monitor, monitor – tracking your metrics is essential to see if your content is working



Your 5 Most Recent Posts

Legend: Reach: Organic / Paid (Orange), Post Clicks (Blue), Reactions, Comments & Shares (Pink)

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/21/2020 10:12 AM	One hundred twenty-five #PublicPower utilities have earned	🔗	🌐	685	26 37	Boost Post
04/20/2020 11:13 AM	See how WAPA is keeping the lights on for more than 40 million	🔗	🌐	435	16 9	Boost Post
04/17/2020 10:53 AM	The #PublicPower COVID-19 Information Hub was just updated.		🌐	387	14 10	Boost Post
04/16/2020 10:12 AM	Utility workers — a new, unsung hero emerges during times of crisis	🔗	🌐	1.6K	118 97	Boost Post
04/16/2020 10:08 AM	Recognizing Those Who Keep The Lights On	🔗	🌐	389	15 10	Boost Post

Tagging Others

- Tagging or mentioning other accounts notifies those accounts and increases the chances of your content being shared.
- Social accounts start with the @ followed by account name
- Search for accounts in your community and follow them



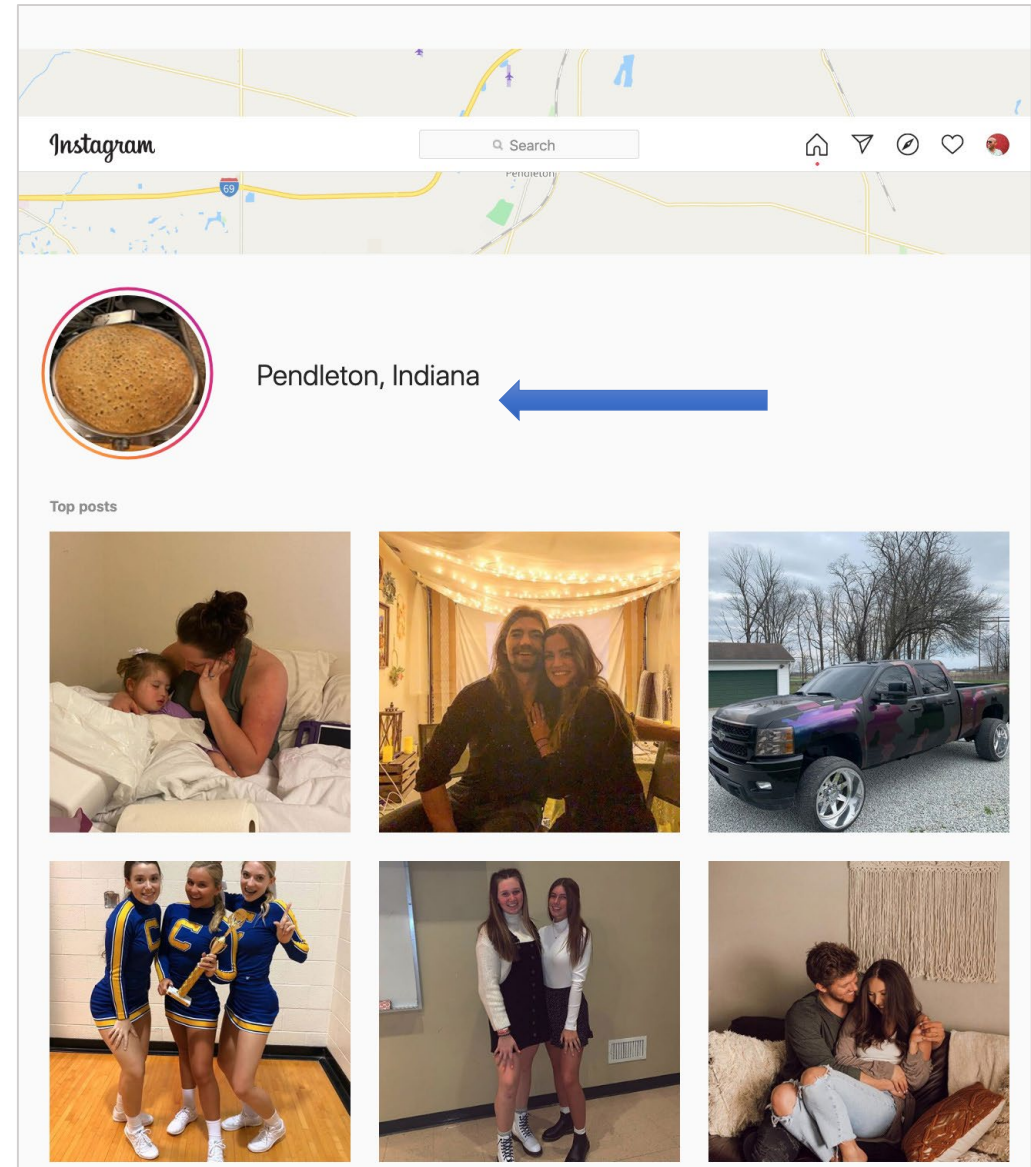
Geotagging

- Lets you add where your photo or video was taken
- You don't necessarily have to be at the exact location
- Adding the location to your post or stories increases your engagement



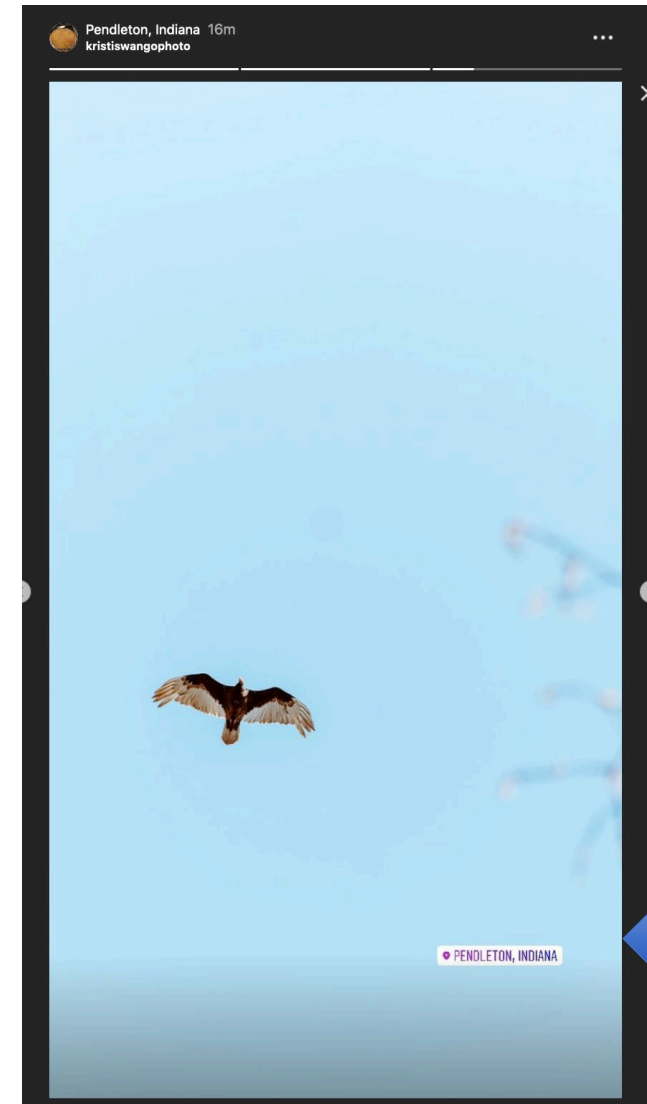
Geotagging

- Posts with a tagged location result in 79% higher engagement than posts without a tagged location.
- Gain more exposure and attract followers in your community



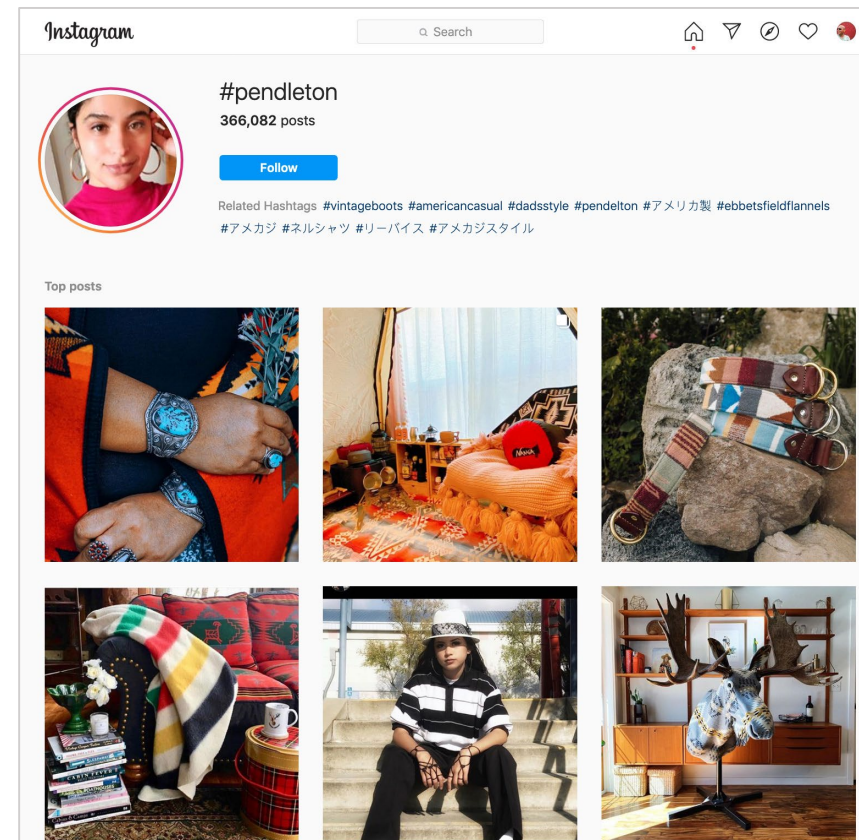
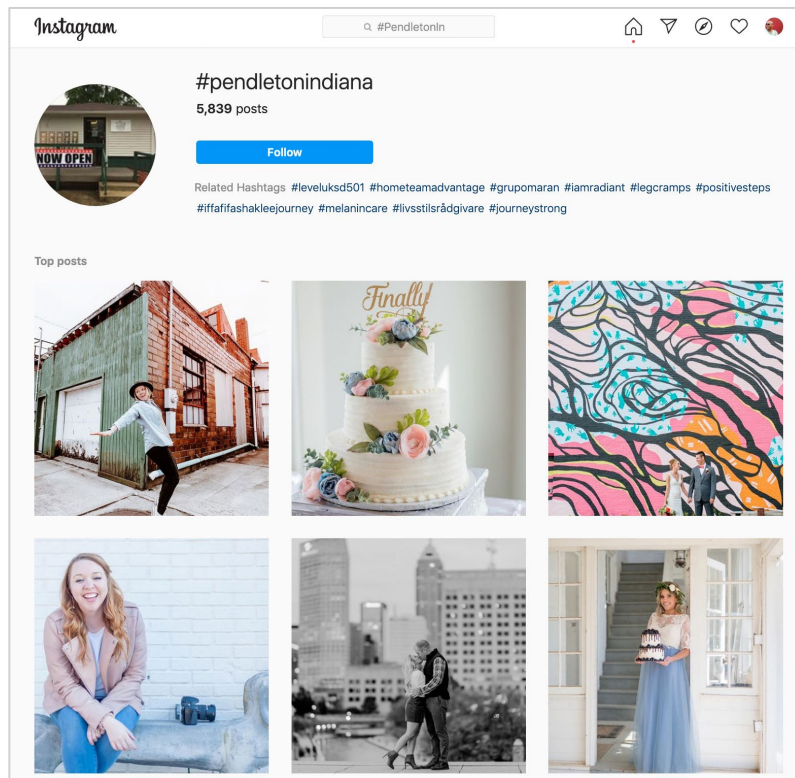
Geotagging on stories

- Add a location sticker on stories
- Using location stickers can help your story get pulled into the larger location story which is found on the explore feed.



Hashtags

Town of Pendleton, IN or the wool company in Portland, OR



Content creation for everyday

- Video of a lineworker talking like Shakespeare – To be or not to be?
- Thank utility staff for working during pandemic?
- Who should customers contact if they find a lost dog in your community?
- Book recommendations from staff on energy efficiency or EVs?

Search...

Thu Apr 23rd
Talk Like Shakespeare Day

To be, or not to be? >>

Thu Apr 23rd
Thank you Thursday

Thanks a lot! >>

Thu Apr 23rd
Lost Dog Awareness Day

Read more >>

Thu Apr 23rd
World Book Night

Read more >>

Content Calendar & Resources

- Monthly email, resources and templates
email communications@publicpower.org to subscribe

	April	National Safe Digging Month Wildfire Safety Toolkit	National Volunteer Week National Lineman Appreciation Day ← Earth Day Arbor Day
	May	Electrical Safety Month ← National Hurricane Preparedness Week Hurricane Preparedness Toolkit National Dam Safety Day	Wildfire Community Preparedness Day National Small Business Week ← Memorial Day Outage Recovery Safety Tips


Community Powered

- To help you raise awareness about public power and its benefits in your communities through lighthearted, engaging, creative, and inexpensive materials and approaches.
- Participate in the **#CommunityPowered** awareness campaign! All the resources you'll need at **WeAreCommunityPowered.com**



COVID 19 Resources

- Ready to use social media messages and graphics
- Send email to communications@publicpower.org to subscribe to get stuff like this
- Download [HERE](#)



Dear Sam,

We're grateful for the public power utilities working hard to keep our community safe and provide vital services during the COVID-19 pandemic. To help you during this time, we've created some [sample social media messages](#) and graphics on safety, energy efficiency, and scam awareness for you to use in your social media posts, newsletters, and other customer communications. Feel free to brand these images with your utility logo. If you have any questions, email us at Communications@PublicPower.org.

New Social Media Resources!

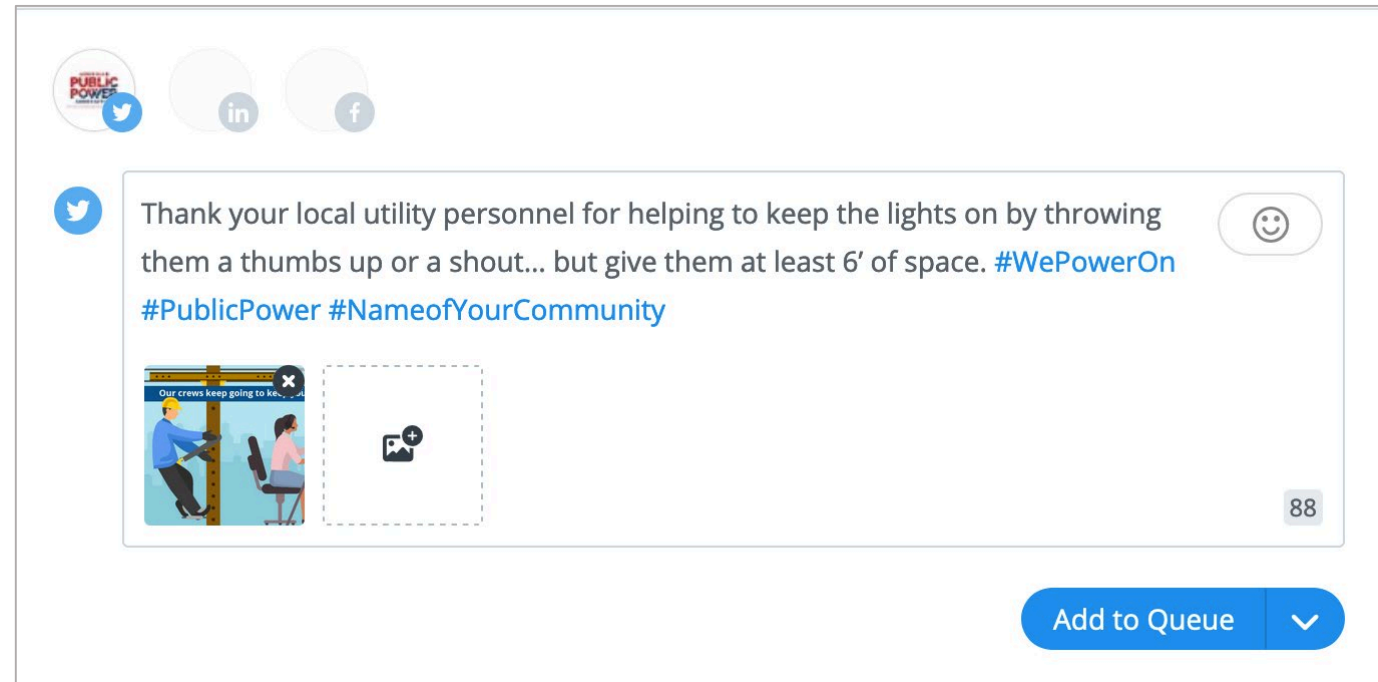
[Safety Graphics](#)
#StaySafeStayPowered #WePowerOn #CommunityPowered

[Energy Efficiency Graphics](#)
#EnergyEfficiency #WePowerOn #PublicPower

[Scam Awareness Graphics](#)
#ScamAwareness #CommunityPowered #PublicPower

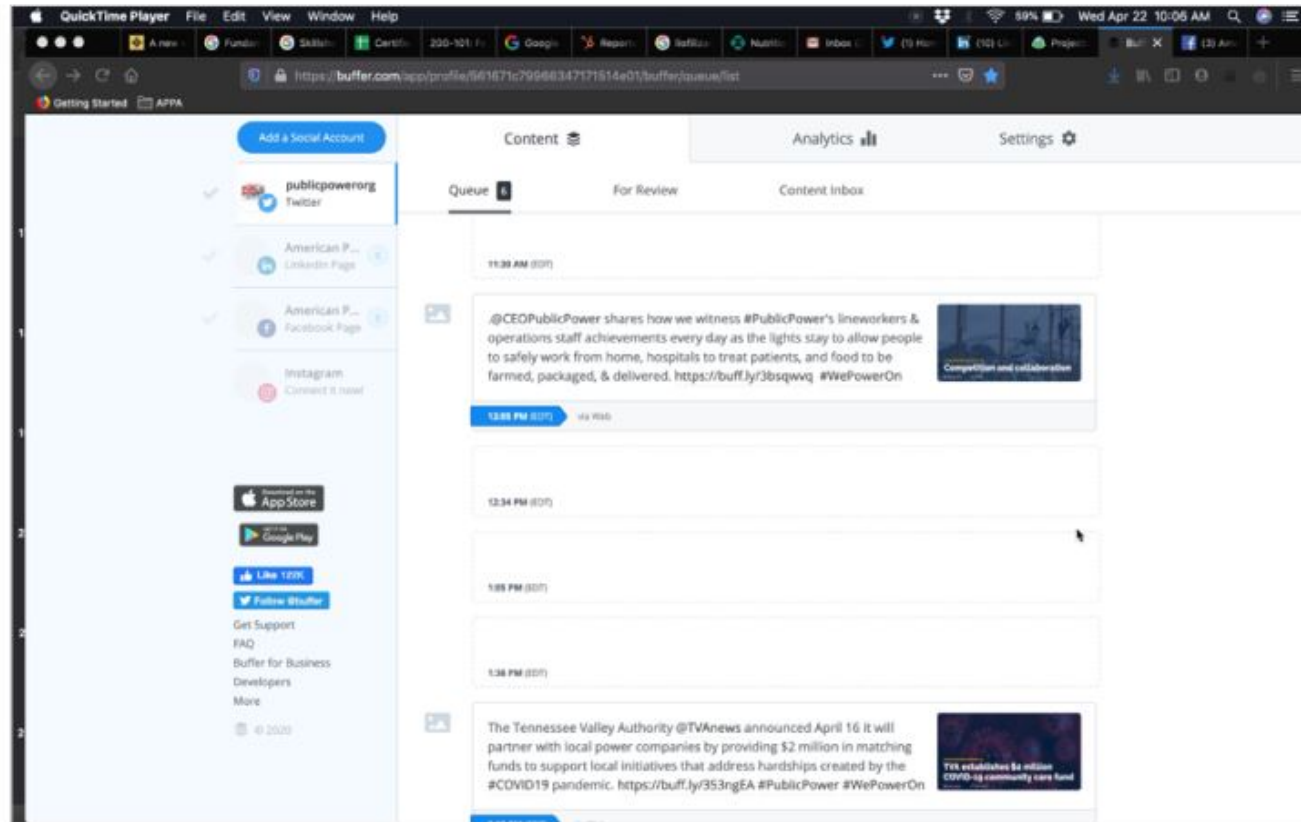
Managing Content

- Take advantage of ready to use content you can copy and paste to your social media accounts
- Customize it by adding your logo to graphics and adding your hashtags



The screenshot displays a social media content management interface. At the top, there are three circular icons for social media platforms: Twitter (with a 'PUBLIC POWER' logo), LinkedIn, and Facebook. Below these is a text input field containing the following text: "Thank your local utility personnel for helping to keep the lights on by throwing them a thumbs up or a shout... but give them at least 6' of space. #WePowerOn #PublicPower #NameofYourCommunity". To the right of the text is a smiley face icon. Below the text is a preview area showing a graphic with a utility worker and a person sitting at a desk, with a dashed box indicating where to add more images. In the bottom right corner, there is a blue button labeled "Add to Queue" and a dropdown arrow. A small grey box with the number "88" is also visible in the bottom right corner of the content area.

Post to Twitter and Facebook



Post to Instagram



Other Resources

- Ready.gov
- Esfi.org (May is electrical safety month)
- Resources and How-tos
publicpower.org/RaisingAwareness

Social Media Preparedness Toolkits

Natural Disaster Toolkits

- [Flood Safety](#)
- [Severe Weather Preparedness](#)
- [Wildfire Safety](#)
- [Hurricane Safety](#)
- [Extreme Heat Safety](#)
- [Winter Weather Safety Social Media Toolkit](#)
- [Holiday Safety Social Media Toolkit](#)

Preparedness Campaign Toolkits

- [Resolve to be Ready Toolkit](#)
- [Financial Preparedness Toolkit](#)
- [Life Saving Skills Toolkit](#)
- [2019 National Preparedness Month](#)
- [FEMA App](#)
- [Business Preparedness Toolkit](#)

Community Toolkits

Remember May 4: StarWars Day



City Utilities
@cityutilities

Following

We recruited a little "help" from the Empire.

#MayTheFourthBeWithYou #StarWarsDay



Questions?