



# **Emerging Technologies Summit**

MAKING THE CONNECTION:  
From Energy Efficiency Innovation to Delivery

**April 19 – 21, 2017**

# Leveraging Social Media Applications for Customer Engagement

DAVID LEHRER, NEENA PACKING, ROSA SANTANA, SHANNON JACKSON



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Moderator: **David Lehrer**

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# **“You are what you share.”**

Charles W. Leadbeater,  
from, “We Think: The Power Of Mass Creativity”



# The Twitter Tutorial

Rosa María Santana

SoCalGas



**Twitter is a social network**  
where you post short bursts  
of thoughts and information.



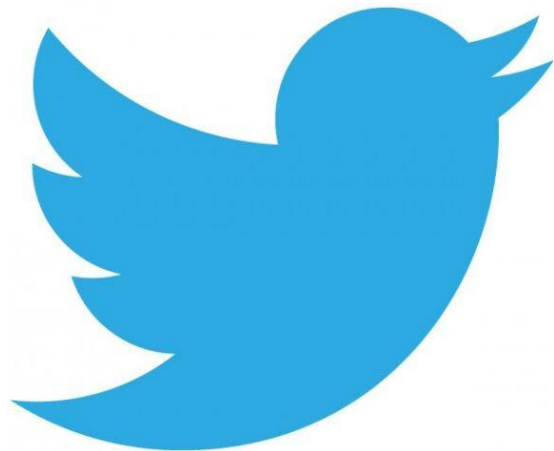
**Brevity is key.**

**Limit: 140 characters – including spacing.**



Twitter revolutionized social media by making it simple for the world to **communicate in real time.**

Text messaging + Instant messaging + Blogging  
**= TWITTER**



# Where did Twitter come from?





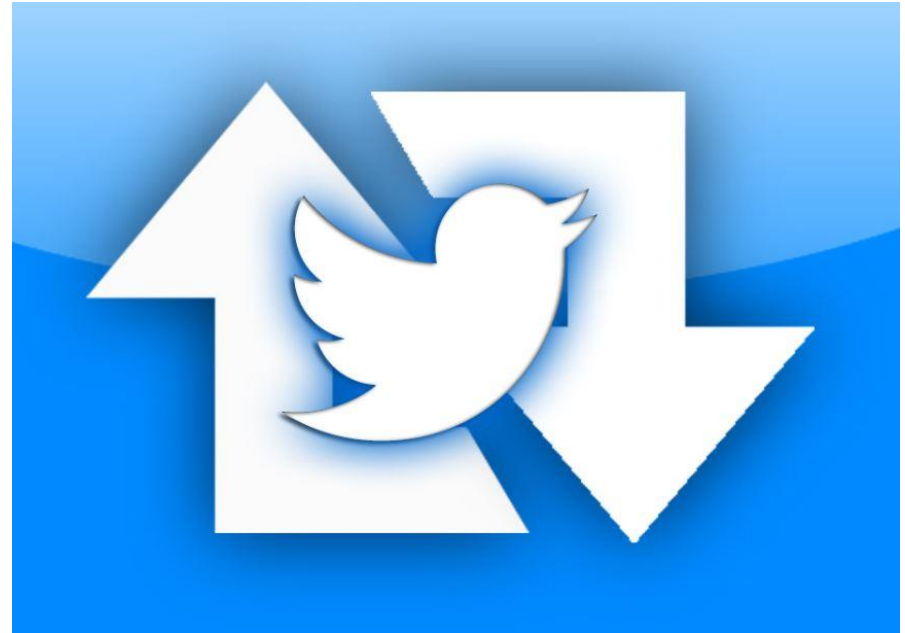
## Founded in 2006 by three men:

- Biz Stone and Evan Williams, creators of Blogger.com
- Jack Dorsey, software architect



Although it was first, Twitter at one point had more than 100 competitors.

It has since crushed them.



# What should you tweet about?

- News in your industry
- Safety tips
- Community events



A few Twitter terms you'll want to know:

**@ reply:**

A comment aimed at one user, but visible to the public.

In fact, just mentioning a user's name with an @ will help ensure that user sees your tweet!



In reply to SoCalGas

 **meathead** @mikethemoody · Feb 10  
@socialgas absolutely

   1

---

In reply to meathead

 **SoCalGas** @socialgas · Feb 10  
@mikethemoody - may we share this pic on our other social accounts? Let us know and thanks :)

 1  

# Retweeting:

Sharing someone else's post. Often abbreviated "RT."



Retweeting is a common way to praise another user, spread awareness or curry favor with influential users.

That said, if you're just retweeting, you're not adding much.

**Dive in and get social!**



# When you tweet, remember to include:

- Colorful photos that convey your message.
- Twitter handles of other users you want to tag.
- Links to websites with more information.





You Retweeted



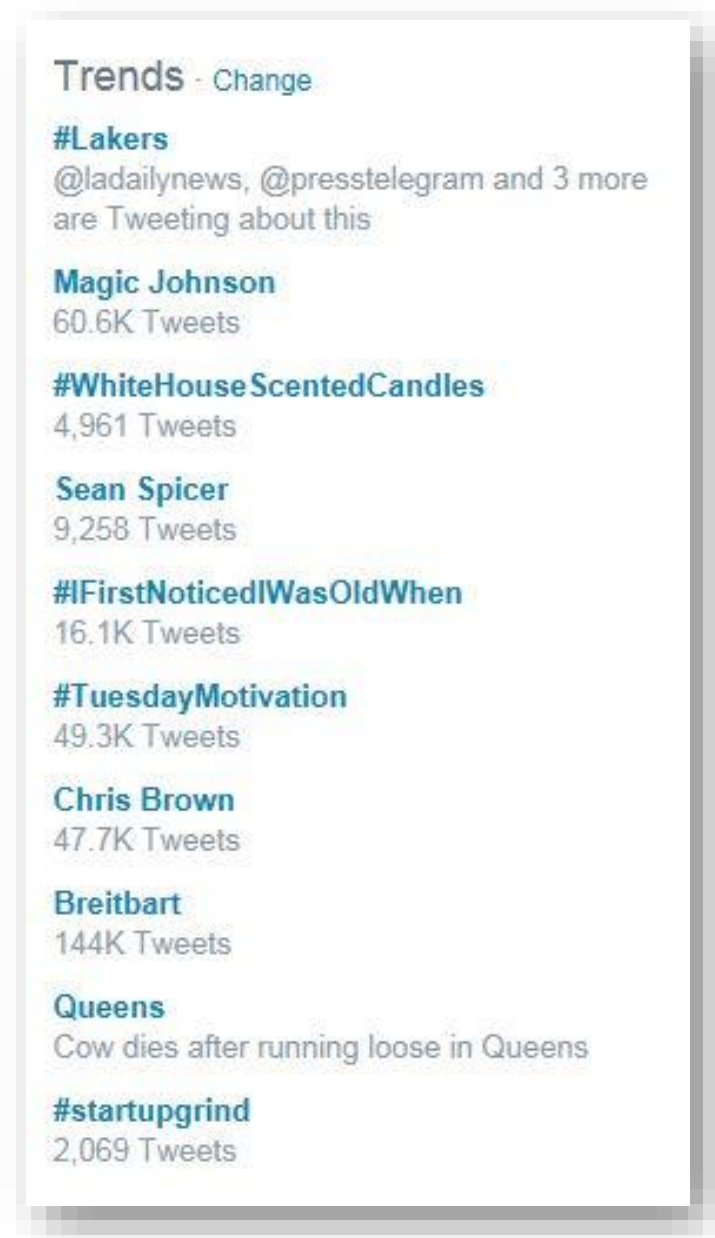
**Randon Lane** @rlane\_socalgas · 2h

.@SoCalGasNews @socalgas working with @CtyLakeElsinore to keep our lines and their community safe. #stormdebris



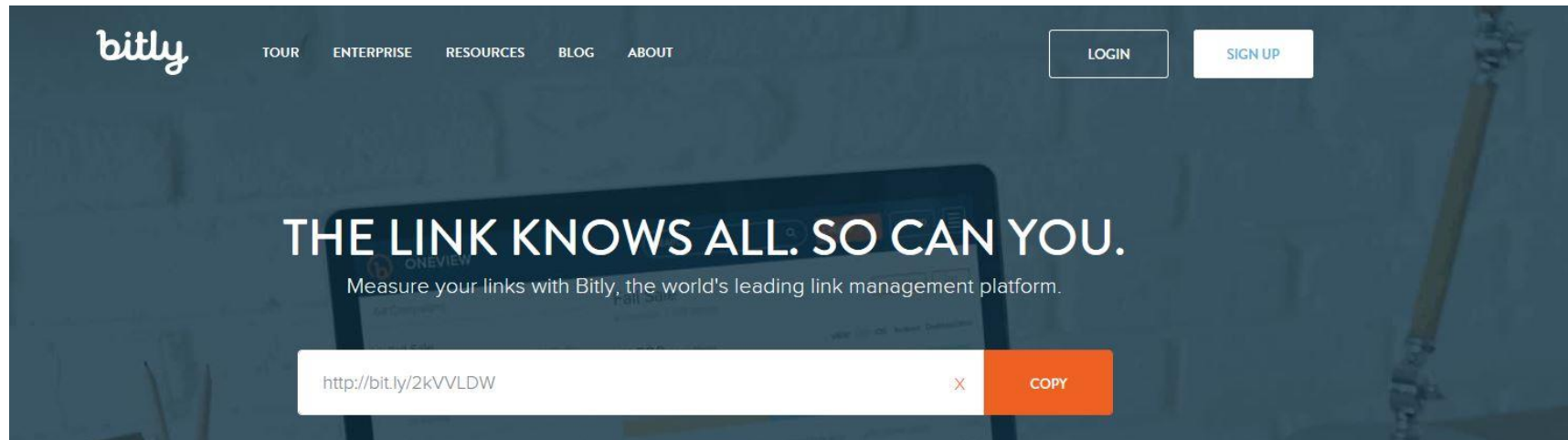
# Hashtags:

Words beginning with a # help you track specific conversations.



## Shorten URL links with:

- **Bit.ly** – Shorter and offers stats
- **Is.gd** – Shortest links
- **SnipURL** – Easy to use and share



Get started by following:

**@socialgasnews**

**@socialgas**

**Get social and have fun!**



# Leveraging Social Media - Best Practices to Help Tell Your Brand Story

Neena Packing

SoCalGas






# Introductions

- My story
- Get to know <sup>®</sup>SoCalGas
- Tell me about you: what keeps you up @ night?



# Where we are today & our 2016 growth

- +15% 
- +28% 
- +78% 

## SoCalGas Social Media Today

- **Facebook**  
✓ 37,301 Likes
- **Twitter (@SoCalGas)**  
✓ 10,037 Followers
- **Instagram**  
✓ 1,529 Followers



- Content is KING 🤴🏻😎
- Street Team, UGC
- Community Management - monitoring/moderation
- Social rules apply
- Keeping up w/ trends
- Pay to Play







250 views

1w

socalgas Take control of your energy usage by upgrading to a smart thermostat. We are now offering a limited time \$50 rebate on models from Nest, ecobee and Honeywell. Find out more @ [ow.ly/KDmx309dyAp](https://ow.ly/KDmx309dyAp).



157 likes

2w

socalgas Celebrating #InternationalWomensDay! #👩 #👩 #👩 #❤️

iampacking ❤️❤️❤️ ×

helmmarr You go Liz! Lol ×

mommacalnelkins @helmmarr thanks to my #1 SJ tech!! ×

pennymelkonian the hardest working woman at so cal gas!! my friend and catalina zip lining partner Liz "awesome" Nelson!! ×

adtrosas Yass 👩 #girlpower ×

hiphopmystyle Way to go ×

daveavilajr Liz!!! ×



Huntington Park, California

151 likes

1w

socalgas Today is Natural Gas Utility Workers' Day - #GasWorkersDay! We proudly celebrate the women & men across the nation who play a central role in bringing safe, reliable gas into homes and businesses. Here's a story from one of our own: "So, I worked this order to service an inoperative floor furnace. The elderly lady was praying as I serviced the furnace. I got it to work and she started crying and thanking god and thanking me. Then she asked if she could hug me. She hugged me for what seemed like five minutes, crying the whole time. Turns out she has cancer and the heat was very necessary to help ease the

♡ Add a comment...

⋮



# Ways to use social

- Brand Awareness & Strategic Messaging
- Demonstrate Thought Leadership/Expertise
- Innovation Stories
- Environmental Initiatives
- Community Relations Efforts
- Inside Look – “Behind the Curtain”
- Company Culture
- Program Initiatives





## Positive Side Effects – what research has shown

Employees at socially engaged companies

- Believe that social media participation has a positive impact on their company
- Are more inspired and optimistic about their company
- Are more informed and likely to become ambassadors who not only read updates, but also share inside and outside the organization
- Feel they have an impact on their organization



# Thank you, and let's get social!

@socialgas



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# How to Make Social Media Work for Utilities

Shannon Jackson

Public Service Company of New Mexico





# Importance of having the right social media people.

Controlling the utilities at incident scenes should always be a priority. There's a lot more to securing utilities than just going around the building turning off switches and closing valves. Just like many fireground tasks, it requires a coordinated effort by companies operating at the scene. We rarely respond to an incident without some sort of potential electrical hazard. Just about every building fire we respond to has electrical service. Many vehicle accidents involve downed power lines or damaged electrical distribution equipment, such as power poles or above-ground transformers. Dangers even exist while working wildland incidents, where live power lines may be on the ground and hard to detect because of smoke conditions or vegetation cover. The point: Due to the prevalence of electrical hazards we encounter in our jobs, we need to train on how to recognize and safely handle such hazards—and know when to have the discipline to leave them alone. This month's Quick Drill will focus on electrical fireground safety.

**Structure Fire Electrical Safety** - There are plenty of reasons you need to control the electrical power at structure fires. As the fire systematically destroys the structure and firefighters open up walls and ceilings, electrical wires become exposed, increasing firefighters' chances of becoming shocked. Being able to quickly control the power minimizes the possibility that crews working inside the building will touch energized wires that could shock them. Shutting off the power may also help to stabilize the incident if the problem stems from a malfunctioning electrical appliance or distribution system, such as light fixtures. When it comes to training crews on how to handle electrical utility control, things get interesting. There's a wide range of views about correct operational procedures for how to handle cutting power. Some departments are very aggressive, allowing their crews to go as far as pulling meters and cutting the loop going to the meter, while others limit efforts to only shutting off breakers in the panel. Some departments require personnel to leave everything to utility company personnel. Therefore, you must know your department's standard operating procedure (SOP) and train on it often. Electrical dangers exist outside the building, too. If the electrical service is being fed from overhead lines, there's always a chance that flame impingement will burn through the overhead building, leaving a live wire on the ground. This can be dangerous because in heavy smoke conditions or with an SCBA facepiece on, it can be difficult to see fallen wires. Don't be complacent about it "wire down" you just never know when someone will walk on them. A few things you can do to improve the safety of the operation when encountering wires down: Don't try to move them. Refer local professionals. When you encounter a downed live wire, take precautions to keep others off of it. Notify command so others on the fireground are informed. Stay with the power line as a safety. If you must pass a carrier around the danger area using barricade tape or traffic cones so that members operating in the area can see there's danger—this is especially helpful when noise levels are high and warning may go unnoticed.

**Ladders & Electricity** - The ladder is one of the fire service's earliest and most used tools. We still use it on a daily basis to accomplish a wide range of jobs. While still in common use in areas, the wooden ladder isn't used as extensively as it once was. Fiberglass ladders are used in some locations, but the aluminum ladder is the most commonly used fire service ladder used today. Ladders and electricity do not mix, especially the aluminum type. But in the stressful conditions in which we work, where people are in a hurry to get the job done and visibility is poor, the possibility of coming in contact with a live wire while setting a ladder to a window or rooftop is pretty high. When training on basics such as ground and aerial ladder placement, always stress the importance of looking for overhead obstacles like electrical lines. Take time to review the different types of overhead cables other than electrical, like cable TV and phone lines, and note their size, appearance and height on the pole. Another important training point: The ladder shouldn't have to come in contact with the power line to become energized. There's an electric force field around electric lines. As the relative humidity in the air increases and the voltage in the line increases, the size of the force field increases. Because of this, most training manuals advise keeping both ground and aerial ladders a minimum of 10 feet away from electric lines. Although this article focuses on structure fires, the importance of electrical safety should always be reinforced during any type of training where ground or aerial ladders are used. There have been many near misses, accidents and even deaths associated with training apparatus inspection outside the station when ladders came in contact with power lines.

**Use the Pros** - When dealing with electrical hazards on the fireground, use the professionals every time you can. Your local electrical provider deals with electrical issues every day; there's probably nothing you can throw at them that they haven't already dealt with. They also have training and information that we just don't have—for example, knowing whether the power supply has to be shut down at the pole or in a sub-station away from the scene. Most utility providers have positive relationships with the fire service and are willing to train your department to recognize and handle some types of electrical emergencies. They're also willing to respond to the scene to assist. Think about it: Your customer at a fire is also a customer of the utility provider. They want to help their customers just like you do. When the responding utility provider has controlled the incoming power supply, they should notify the incident commander. Always take time to verify that the power has been shut off before proceeding. It's always a good idea to treat any downed wire as if it were live until you know for sure.

**A Note on Above-Ground Transformers** - With more and more of the electrical distribution system going underground these days, we see a lot more above-ground or pad-mounted transformers. We often encounter such units at extrication calls, where they may have been damaged by cars. You only need to remember one thing, "If it's damaged, it's dangerous." This is truly a situation in which your local power provider needs to be called. Even if you have patients that need to be treated or extricated from the vehicles, you may have to wait for the go-ahead from responding power company personnel before starting to work. You can write pages about fire service electrical safety and still not cover everything, but the key to safety is awareness, good policies and training that addresses electrical safety on the fireground and during training.

**Drill 1: Hit the Books** - Review your department SOPs on controlling electrical utilities at residential and commercial buildings. Discuss your department's operations when "lock-out/tag-out" procedures are in place. Review your department's best practices for correct placement of apparatus at broken power poles and downed energized power lines. Discuss the correct use of ground and aerial ladders around power lines.

**Drill 2: Call in the Pros** - Ask your local power company to conduct an electrical awareness program for your department. The program should cover: When should the fire department attempt to control utilities and when should they not? Dangers of downed power lines and damaged power poles, and minimum safe distances to maintain from each. Handling incidents involving above-ground transformers.



# Identifying your audience.

Commercial customers

Residential customers





# Identifying your audience.

Then we look at perspectives.

## Customer's Perspective:

“Why should I care?”  
“What’s in it for me?”



Using different  
lenses when  
writing for social  
media

## Utility's Perspective:

“Does this serve our internal audience more than our external audience?”

“Can we share our message while creating an emotion or a connection with customers in this story?”



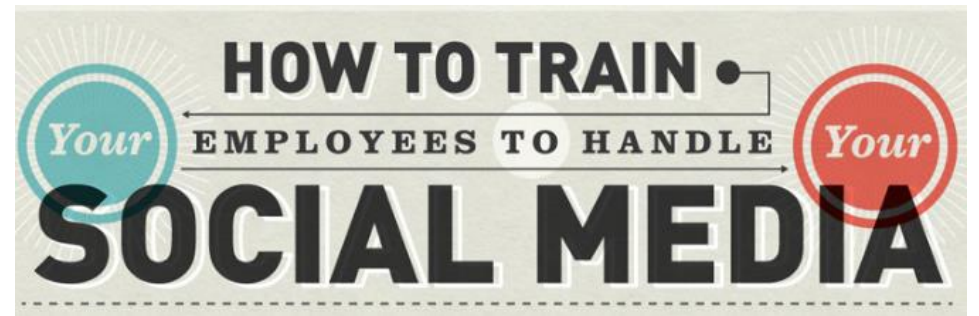
## Examples of areas we cover:



- Outages
- Safety
- Energy Efficiency
- Community Support
- Assistance Fairs
- Rate Cases
- Electric Vehicles
- Scams
- Field Crews



## Things PNM avoids:



- Sharing customer account info publicly
- Long posts
- Only place to report outages
- Deleting things unnecessarily
- Unproductive conversations (vulgarity, personal attacks)
- Appearing wasteful with money



# Things we keep in mind.



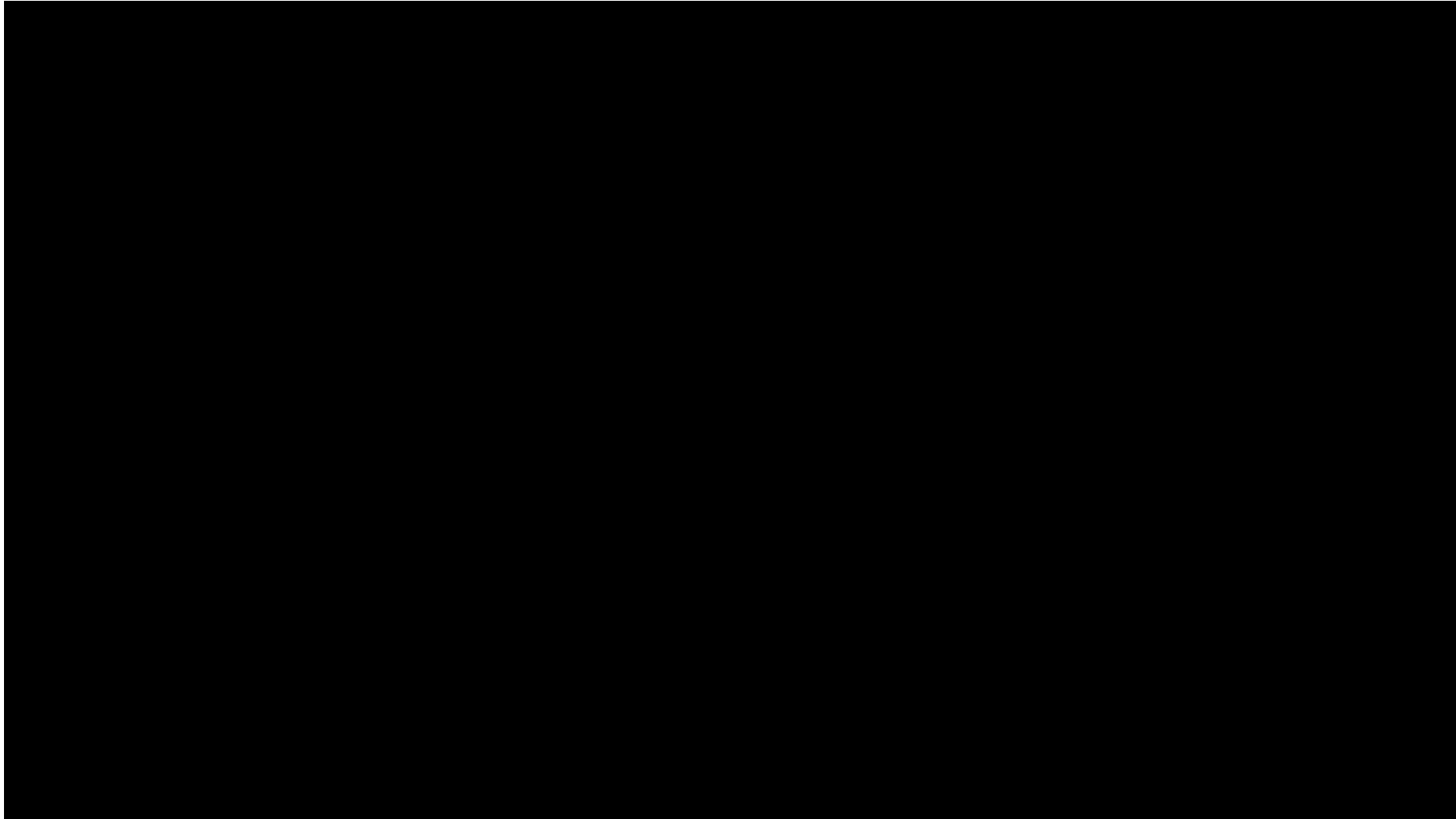
Timely responses.

Empathy.

Apologies...?

Not knowing the answer.

# How can social media work for energy efficiency?



# Education through social media.

**PNM**  
Published by Shannon Jackson [?] · January 16 ·

Every night, many customers choose to keep outside porch lights on all night long. Assuming they're all the same wattage, or wattage equivalent, which one of these bulbs uses the least electricity?



**Jason Bradley** #2 LED 9-12W = 60W  
Unlike · Reply · Message · 1 · January 16 at 9:19am

**Annabelle Baca** 2 the others should not be used outdoors unless completely enclosed.  
Unlike · Reply · Message · 1 · January 16 at 9:31am

**Liz Rowell** Number 2 the LED!  
Unlike · Reply · Message · 1 · January 16 at 10:04am

**Ralph N Yvette Escojeda** 1?  
Like · Reply · Message · January 16 at 10:23am

**Molly Crosby** 1?  
Like · Reply · Message · January 16 at 10:43am

**Aaron Christopher Sanchez** LED  
Unlike · Reply · Message · 1 · January 16 at 11:57am

**Nick Layman** Neither. They are all not receiving any form of electricity.  
Unlike · Reply · Message · 5 · January 16 at 12:20pm

**Sunava Neogy** 2  
Unlike · Reply · Message · 1 · January 16 at 12:39pm

**Ryan Baca** 2  
Unlike · Reply · Message · 1 · January 16 at 12:57pm

**Chari Kennaman** 2  
Unlike · Reply · Message · 1 · January 16 at 2:14pm

**PNM** Touche, Nick! Haha.

#2 is correct! Out of incandescent, CFL, or LED, LEDs are the most energy efficient light bulbs. In fact, as of January 2017, Energy Star no longer supports anything less than LED bulbs. For a list of retailers PNM works with for discounted lighting, visit [pnm.com/homelighting](http://pnm.com/homelighting)

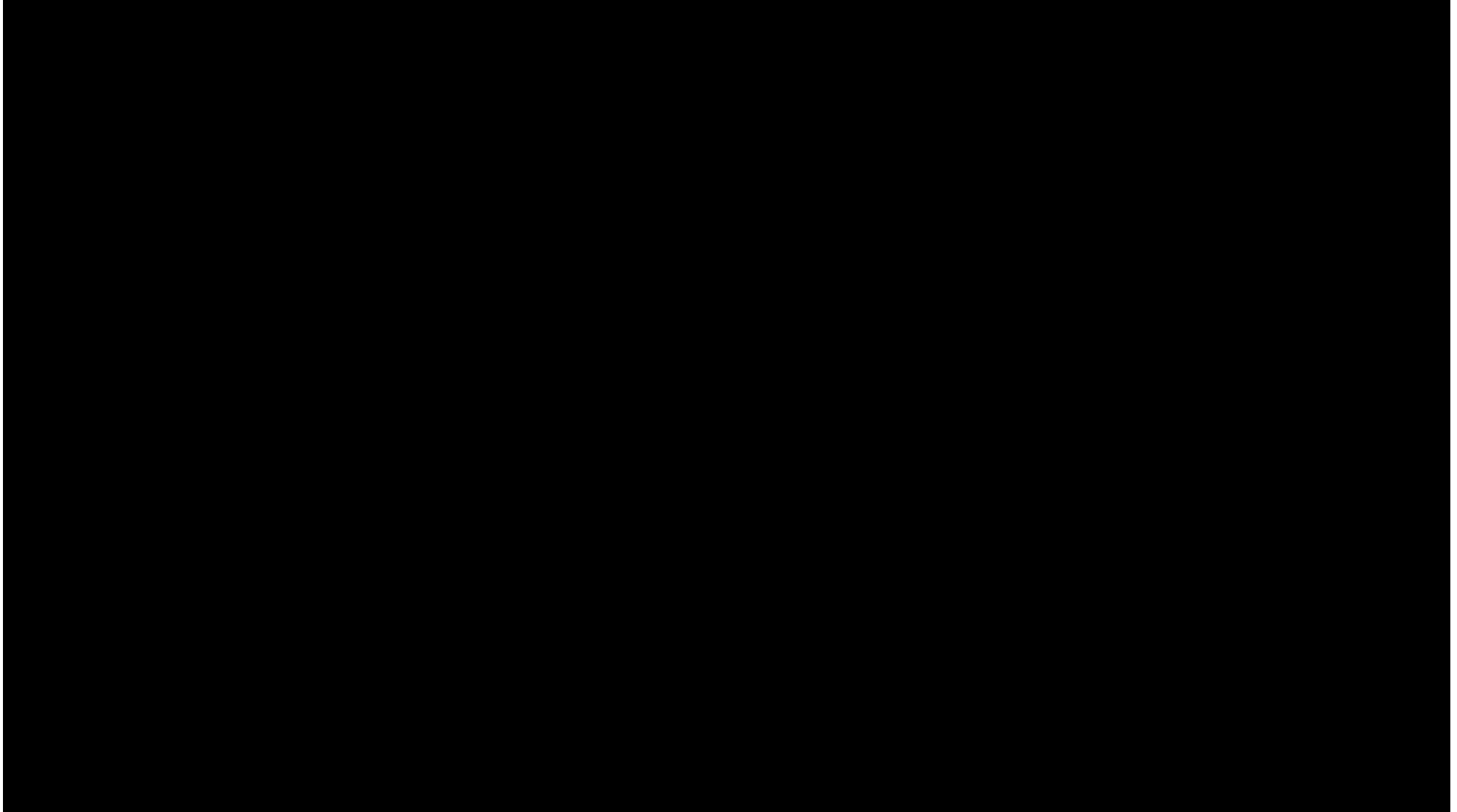


Like · Reply · 5 · Commented on by Shannon Jackson [?] · January 16 at 2:22pm

**Adam Harbach** If they're all the same wattage, then they all use the same



**We're part of the local community.**



# We build relationships with various departments.

**PNM**  
Published by Shannon Jackson [?] - November 17, 2016 -

It's e  
vigil  
unde  
PNM  
accu  
mon

**PNM**  
Published by Shannon Jackson [?] - November 10,

Working with high voltage can be dangerous and s  
power outage, we rely on PNM line crews to do thi  
keep the lights on. Neither snow, nor rain, nor hea  
keeps them from working hard for you, our custom  
linemen in Santa Fe working, in tandem, while per  
maintenance and line replacement to improve volta



**PNM**  
Published by Shannon Jackson [?] - November 11, 2016 -

We proudly employ 130+ veterans that work in various areas throughout the company. Some of them are on crews that often work all hours of the night to keep power on or to quickly restore it for customers during a power outage. Here's a photo of a pole that was knocked down after an unfortunate car crash last night. In the cold dark of night, crews replaced the pole and restored power to customers near Bridge Blvd SW, Woodward, 2 Broadway, and the Rio Grande River. Today, and everyday, thank you for your service to our company and our country.







# Light bulb exchange event.

**PNM**  
Published by Shannon Jackson [?] · October 19, 2016 ·

Get your **FREE** energy efficient light bulb this weekend! On Saturday, Oct 22 & Sunday, Oct 23, between 10am-4pm, PNM customers can bring an incandescent bulb and get a free LED bulb when stopping by the Albuquerque Wal-Mart located at either 2550 Coors Blvd NW or 301 San Mateo Blvd SE.

Why make the trade? LED bulbs use up to 85% less energy and last up to 20 times longer.

20,531 people reacted

Patricia Gatley Larry Jamie  
Like · Reply · Message · October 20, 2016

Michael Silva Awesome  
Unlike · Reply · Message · 1 · October 20, 2016

Michael Silva Jenna Jojola Julianne Jojola  
Like · Reply · Message · 1 · October 20, 2016

View 4 more replies

PNM Hi Monica, we're exchanging 1 bulb for a couple and we'll try to help you out for this event is one incandescent bulb for one LED bulb.  
Like · Reply · 2 · Commented on by Shannon Jackson [?] · October 20, 2016 at 9:09pm

Kevin Johnson Along With a 7 dollar service charge...  
Like · Reply · Message · 1 · October 20, 2016 at 5:32pm

Jonathon Rickard 10\$ in gas to go change a bulb?  
Like · Reply · Message · 2 · October 20, 2016 at 5:32pm

PNM Hi Jonathan, we understand. If you're going to be in the two Walmart stores, stop by. We'd love to help you.  
Like · Reply · Commented on by Shannon Jackson [?] · October 20, 2016 at 5:32pm

Gregg Kotila What options will be available for Single vs Three way?  
Thanks  
Like · Reply · Message · October 20, 2016 at 5:34pm

PNM Hi Gregg, I will verify tomorrow and get back to you.  
Like · Reply · Commented on by Shannon Jackson [?] · October 20, 2016 at 5:34pm

Gregg Kotila What options will be available for Single vs Three way?  
Thanks  
Like · Reply · Message · October 20, 2016 at 5:34pm

Patricia Gatley Larry Jamie  
Unlike · Reply · Message · October 20, 2016 at 5:34pm

George R Garcia Why just one LED bulb?  
Like · Reply · Message · October 20, 2016 at 5:34pm

PNM Hi George, it's a 1 for 1 exchange at the Coors Blvd NW and San Mateo Blvd SE event and we hope to see you there.  
Like · Reply · 1 · Commented on by Shannon Jackson [?] · October 20, 2016 at 5:34pm

PNM Thank you, KOAT, for spreading the word so even more people can benefit from energy efficient light bulbs!  
Like · Reply · 1 · Commented on by Shannon Jackson [?] · October 20, 2016 at 1:20pm

Jacob Placencio Michelle  
Like · Reply · Message · October 21, 2016 at 8:53pm

Rex Finch Monica Griego  
Like · Reply · Message · October 21, 2016 at 8:53pm

Kay Jorgenson I can't see with any of them just not bright enough. Had 2 in my kitchen & replaced with one old style & can see better. FACT  
Like · Reply · Message · October 21, 2016 at 9:21pm

Gregg Kotila What options will be available for Single vs Three way?  
Thanks  
Like · Reply · Message · October 21, 2016 at 9:24pm

PNM Hi Gregg, I will verify tomorrow and get back to you.  
Like · Reply · Commented on by Shannon Jackson [?] · October 21, 2016 at 9:24pm

Gregg Kotila Ok  
Unlike · Reply · Message · October 21, 2016 at 10:12pm

Write a reply...

Pat Sanchez Michelle Sar  
Like · Reply · Message · October 21, 2016 at 10:12pm

George Welsh Thanks for the info!  
Like · Reply · Message · October 21, 2016 at 10:12pm

PNM Gregg Kotila, to answer your question, we are exchanging 1 incandescent bulb for 1 LED bulb. However, the actual wattage is different... See More  
Like · Reply · Commented on by Shannon Jackson [?] · October 21, 2016 at 9:29am

Gregg Kotila Thank you!  
Unlike · Reply · Message · October 21, 2016 at 9:29am

Patricia Gatley Larry Jamie  
Unlike · Reply · Message · October 21, 2016 at 9:29am

George R Garcia Why just one LED bulb?  
Like · Reply · Message · October 21, 2016 at 9:29am

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Like · Reply · 1 · Commented on by Shannon Jackson [?] · October 21, 2016 at 9:29am

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Like · Reply · 1 · Commented on by Shannon Jackson [?] · October 21, 2016 at 9:29am

Katie Bisbee It is worth it! Since we had an energy check up and changed out all of our light bulbs our bill has decreased by \$30.00/mo. Thank you PNM!  
Unlike · Reply · Message · 2 · October 23, 2016 at 8:50am

Bruce Stubbs So simplistic yet simplistic.  
Like · Reply · Message · October 23, 2016 at 5:12pm

Zack Lancellotti Trena Heaton Schuster I've switched over almost all the bulbs in my house with these and have yet to have a problem for about a year now. On average my bill is 20-30 dollars less per month now. I've had normal bulbs shatter which sucks when you have a...

PNM Hi Kay, some people reported that when they first came out. However, since then, the technology has really improved and now there are all sorts of choices with brightness and color.  
Like · Reply · 1 · Commented on by Shannon Jackson [?] · October 21, 2016 at 9:24pm

Dolores Lopez Santa Fe????  
Like · Reply · Message · October 21, 2016 at 9:54pm

PNM Hi Dolores, we hope to have events like this all over the state, but these are the only two scheduled so far. Of course, if there are more, we will certainly post the details. We hope you can make it out for this!  
Like · Reply · Commented on by Shannon Jackson [?] · October 21, 2016 at 10:12pm

Wheeler Nick Is there a maximum amount of Bulbs I can bring?  
Unlike · Reply · Message · 1 · October 22, 2016 at 12:10am

PNM Hi Nick, we're exchanging 1 bulb for 1 bulb. You can try to bring a couple and we'll try to help you out for the additional ones if we can, but this event is one incandescent bulb for one new LED.  
Like · Reply · Commented on by Shannon Jackson [?] · October 22, 2016 at 1:27am

PNM Thank you Albuquerque Journal for covering this event in your business section this morning!  
Like · Reply · Commented on by Shannon Jackson [?] · October 22, 2016 at 9:02am

Dianna Hill Hodges They should be at all walmart  
Like · Reply · Message · 1 · October 22, 2016 at 2:18pm

PNM Hi Dianna, right now we're not able to do all Walmart locations in one weekend, but we are hoping to have more weekends just like this. We'll certainly post details as additional events are scheduled. Thanks!  
Like · Reply · Commented on by Shannon Jackson [?] · October 22, 2016 at 2:49pm

Angela Speight 1 bulb?!?! Wow just too generous  
Like · Reply · Message · 1 · October 22, 2016 at 8:08pm

PNM Hi Angela, that is true. We're looking at adding a larger quantity for upcoming bulb exchange events. For those that brought more than one bulb today, we were able to help them out. Stop by tomorrow and we'll do the same for you.  
Like · Reply · Commented on by Shannon Jackson [?] · October 22, 2016 at 9:20pm

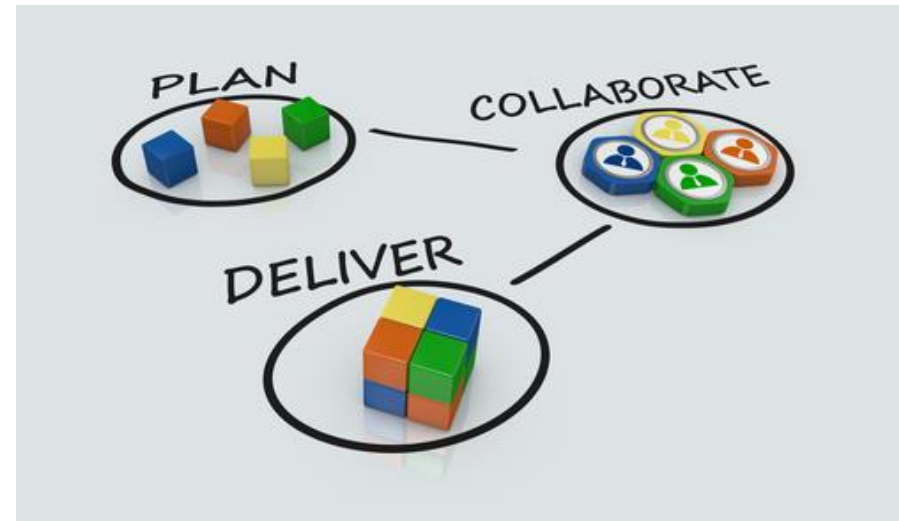
Katie Bisbee It is worth it! Since we had an energy check up and changed out all of our light bulbs our bill has decreased by \$30.00/mo. Thank you PNM!  
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Bruce Stubbs So simplistic yet simplistic.  
Like · Reply · Message · October 23, 2016 at 5:12pm

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**Lastly, it's not only about the number of people who "like" your page. It's about engagement too.**

Boosting engagement with third party social media validators.





Talk to us.



**Thank you.**



# Q&A

**Rosa Santana**

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**Neena Packing**

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**Shannon Jackson**

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