

Brand storytelling on social media

A virtual roundtable discussion with your LPC peers



Jessica Bailis, solution director, Marketing and Communications, E Source



Your host for today



Jessica Bailis

Solution Director, Marketing and Communications
E Source

303-345-9159

jessica_bailis@esource.com

We understand utilities and municipalities because we've made them our business for more than 30 years.



Utility research and advisory

Using market research data, expert analysis, and industry experience, we help utilities put their customers first, meet their business objectives, and solve their corporate challenges.

Data science

Applying predictive data science to help electric and gas utilities make data-driven decisions that improve their bottom line and increase customer satisfaction.

Strategic utility consulting

Advancing business and technology solutions that strategically enhance operations for utilities and their cities.

This is a virtual roundtable discussion

- Participation is essential—there will be opportunities throughout the presentation to participate and ask questions
- We'll publish a recording and slides on the [event page](#)
- Use Zoom's chat feature to post questions and share comments
- Unmute your line when you're ready to speak (*6)
- Turn your video on

Agenda



Industry landscape of social media

Insights from our 2021 Social Media Survey on:
Organizational structure, social media uses, and channel strategies



2021 social media trends

Ways to use social media to tell your stories
Communicating about corporate-citizenship efforts



Storytelling essentials

Elements of a story
Examples of effective brand campaigns on social media

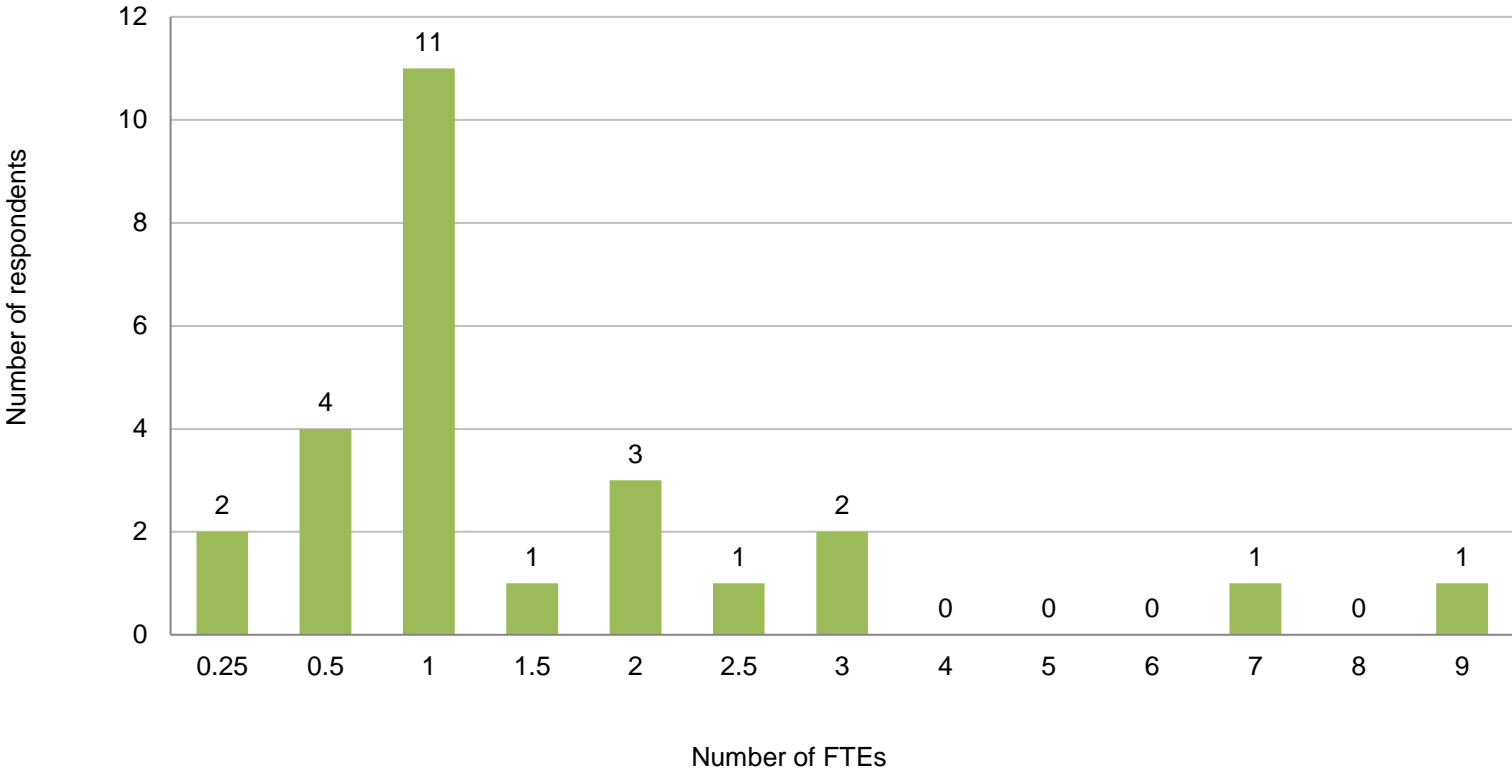


Open discussion

The background of the slide features a composite image. The top portion shows a clear blue sky with several high-voltage power lines and their lattice towers. The bottom portion shows a city at night, with numerous lights from buildings and streets, also with power lines and towers visible. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the main title.

Industry landscape of social media

Most respondents said that they have just one FTE dedicated to social media activities



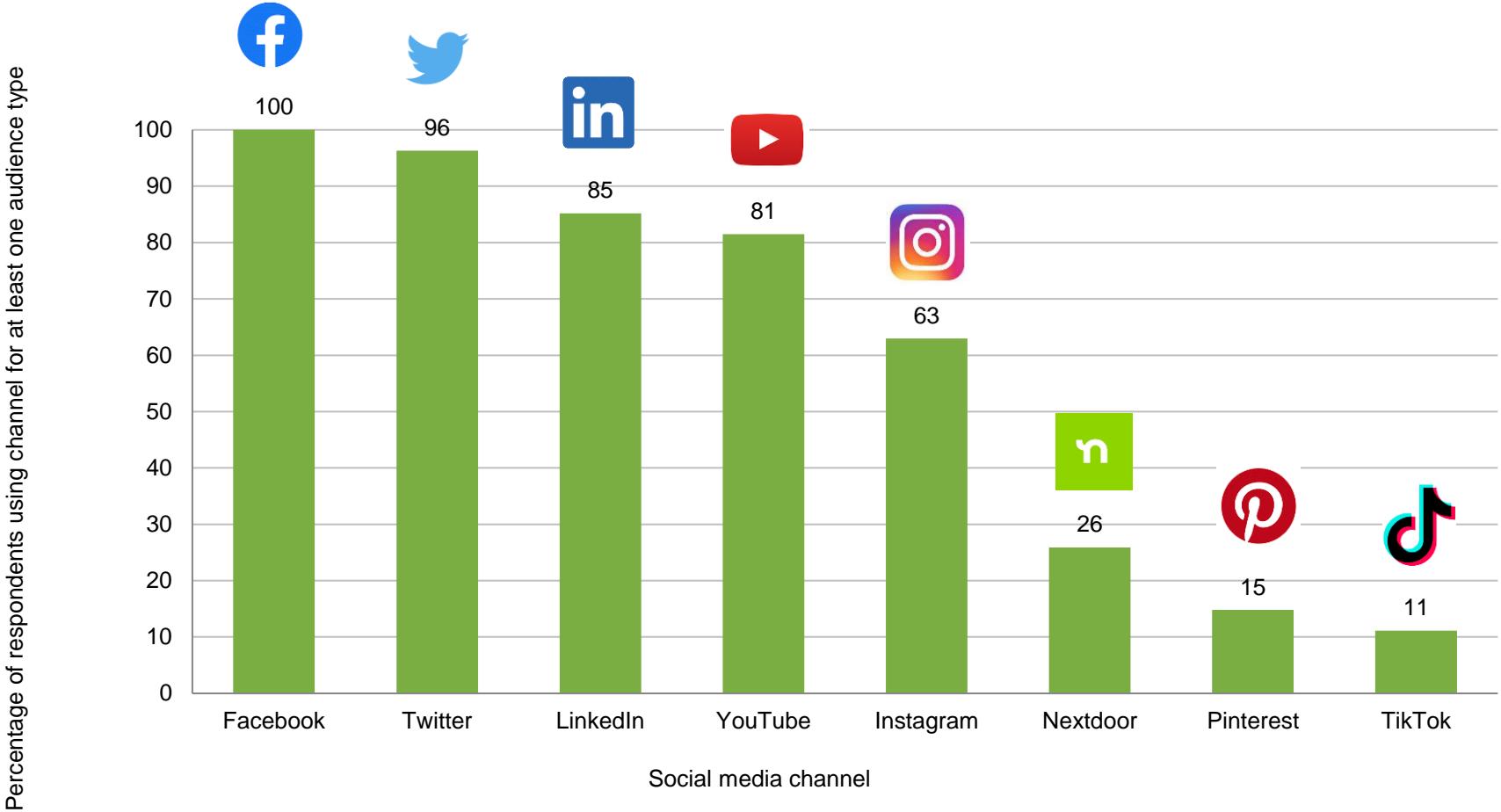
Base: n = 27 utilities. **Question S2_3:** Approximately how many full-time equivalents (FTEs) are dedicated to social media at your organization (that is, how many have access to post on the organization’s social media channels)? © E Source (2021 Social Media Survey)

Communicating outages or emergencies continues to be a priority for utilities



Base: n = 27 utilities. **Question S3_1:** What are your utility's primary social media goals and objectives? Select all that apply. **Note:** Only the top five results are shown. © E Source (2021 Social Media Survey)

Utilities are using Instagram to reach residential customers, small or midsized business customers, and potential employees



Base: n = 27 utilities. Question S1_1: Please indicate which of the following social media channels your organization currently uses for communicating with the following audiences. Select all that apply for each channel. © E Source (2021 Social Media Survey)

Open discussion

- How are social media teams set up at your utility?
- What are your top uses of social media?
- Which social media channels are you starting, stopping, increasing, or decreasing use of?

A nighttime cityscape with illuminated buildings and a complex highway interchange, serving as the background for the slide.

2021 social media trends

Trend 1: Share how you're giving back to the community



Make the community the focus of the story



Celebrate the partners or organizations you work with or support



Feature philanthropic efforts



Share how your employees are helping to give back to the community

Here to Help.



We're donating \$1 to United Way for every Like and Share of this post on social media.

Heritage Gas



Heritage Gas

13 October 2020 · 🌐

Our employees are supporting local—taking the week to give back to their communities in a variety of ways. From donating blood to trash pickups, we encourage you to get out and do the same! Comment below and tell us how you're helping.

For every Like and Share on social media we'll donate \$1 to United Way Halifax up to \$2,500.

👍❤️👍 635

16 comments 329 shares



hydrooneofficial · Follow



hydrooneofficial It would take more than bad weather to stop our team from lending a hand when it's needed most. Despite last month's wind storm, our crews in Lambton joined together to collect food and toy donations in support of the Good Shepherd Inn. A big thank you to all of those who helped this holiday season!

16w



mrsmelissaawood Love this!!!! ❤️

16w Reply



872 likes




DECEMBER 10, 2020





Add a comment...

Post







 **dominionenergy**  • Follow 

 **dominionenergy**  60,000 — that's how many masks we ordered for our employees from bFIVE40, a small women-owned business in South Carolina. We're proud to support a local business in a community we serve, while also ensuring our employees remain safe during the pandemic.

We're in this together.
#ActionsSpeakLouder



Click the link in our bio to learn more about this local South Carolina business and its connection to @mikerowe.



18w


374 likes

DECEMBER 3, 2020

 Add a comment... 



 **Southern Company Gas**
26 May 2020 · 

As our communities continue to recover from #COVID19, we recognize the immediate need to support institutions seeking solutions while addressing critical health equity issues. Southern Company Gas and the Southern Company Gas Charitable Foundation are proud to announce a \$1 million gift to [Morehouse School of Medicine](#) towards their academic expansion initiatives and efforts to provide greater equity in healthcare and the development of an Emerging Pathogens Research Team focusing on topics such as coronaviruses. Learn More: <https://southerncompanygas.com/.../southern-company-gas.../>



SOUTHERNCOMPANYGAS.COM

Southern Company Gas donates \$1 million to Morehouse School of Medicine to support the advancement of health equity

  26

3 comments 4 shares

Communicating community involvement and investment



Insights from the E Source report [Communicating community involvement and investment](#)

Trend 2: Go live and use stories

Livestream and post stories to engage customers

- Share behind-the-scenes content
- Offer information and host live events
- Make tutorials
- Include interactive content, like polls and quizzes

Use stories to get quick-pulse feedback from customers

Video has a lower tap-forward rate than images

lge_ku 6h



@lge_ku

You 'herd' it here first: Say hello to our new roommates at our E. W. Brown solar facility!

Watch live at lge-ku.com/sheep.

Reply to lge_ku...



Minnesota Power an ALLETE Company was live — at 7 West Taphouse Downtown Duluth

16 December 2020 · Duluth, MN ·



0:18 / 5:50

34

4 comments 5 shares



NorthWestern Energy was live.

30 October 2020 ·



0:19 / 4:17

20

7 comments 1 share



PECO was live.
19 November 2020 · 🌐



HELPING CUSTOMERS SUCCEED DURING THE PANDEMIC



Featuring



▶ 30:20 / 4:32:19



14

1 comment



Georgia Power was live.
17 September 2020 · 🌐



Let's celebrate Hispanic Heritage Month

THE CONVERSATION
WILL BEGIN SHORTLY

:12

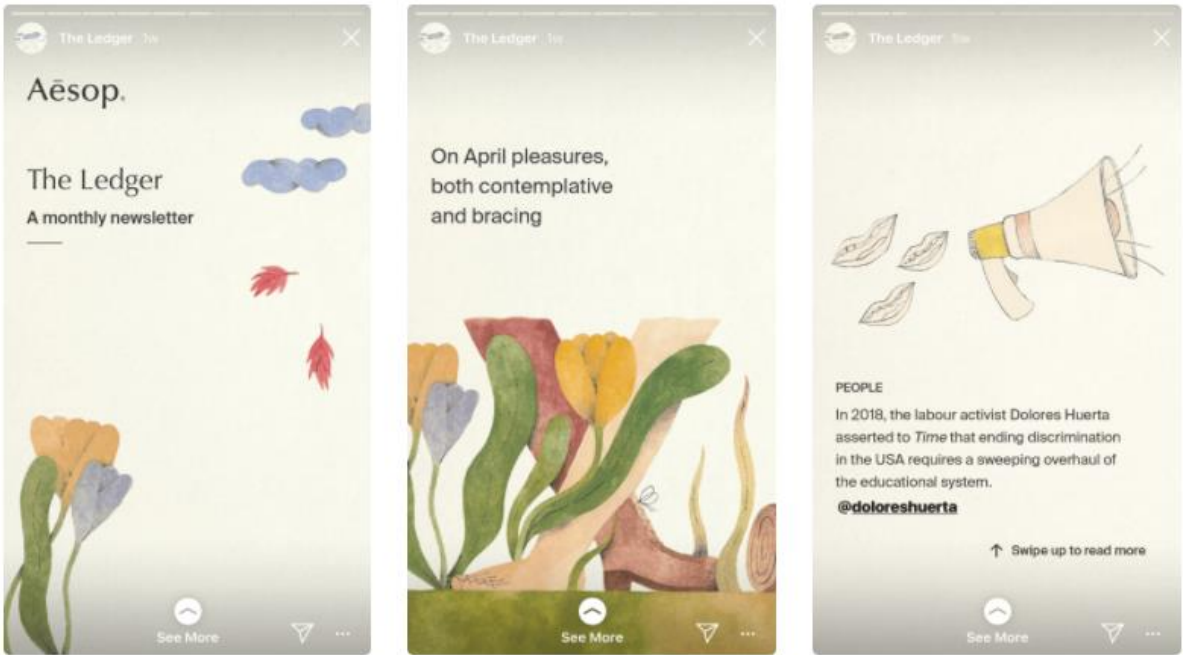
▶ 1:28 / 1:20:25



191

227 comments 35 shares

Outside the industry



Source: [10 Instagram Stories ideas for your business](#), Canva

Trend 3: Try new channels, like TikTok, to reach new audiences

1

61% of users on TikTok are under 30, making it a good channel for engaging younger customers

2

Highlight topics they care about, like environmental stewardship efforts and carbon commitment goals

3

Before adding a new channel to the mix, make sure you have a clear vision and strategy and sufficient resources for your core channels

SMUD's TikTok campaign



22.9K



0



294

Open discussion

- How do you use social media to show how you're giving back to the community?
- How have you used livestreams or stories?
- What are some new strategies you plan to incorporate into your social media campaigns?

The background of the slide is a composite image. The top portion shows a clear blue sky with several high-voltage power lines and their lattice towers. The bottom portion shows a city at night, with numerous lights from buildings and streets, creating a warm, glowing effect. The power lines and towers are silhouetted against the city lights.

Storytelling essentials

What storytelling does for brands

Stories and the human brain: Stories organize disconnected ideas or concepts into a cohesive narrative.

Muse storytelling

(SXSW 2019):

1. People
2. Plot
3. Place
4. Purpose

Storybrand

(Donald Miller):

1. Hero
2. Villain
3. Guide
4. External, internal, philosophical problems

Rocky Mountain Power



Evergy Inc.



AEP Ohio



Otter Tail Power Co.



Open discussion

- Think of a story you can share!
- What other questions do you have for your peers?

► Membership benefits

With the **Corporate Communications Service** you get enterprise-wide access to:

E Source Brand Insights Center

Brand, reputation, and customer experience professionals can access 150,000 US survey responses for more than 45 variables to benchmark customer satisfaction, Net Promoter Score, and brand perception.

E Source Energy AdVision

Our database of more than 800 communications-focused utility ads contains detailed background information on media type, campaign strategy, audience, and results.

E Source Social Media Survey

Get the full results of our biannual survey of more than 30 social media professionals from across the utility sector about staffing, budgets, strategy, priorities, and more.

Annual social media benchmark

Upon request, we'll complete a review of your cross-channel social media audience and engagement changes over the time frame you select and compare your performance to that of your peer utilities.

Social Media Summit

Send two of your utility's social media managers to our annual spring meeting for a day of collaboration, learning, and networking.

Leadership Council

Send two communications leaders from your organization to attend our annual small-group meeting in Denver, the day before the E Source Forum.

Forum

Attend our annual member conference in Denver and bring your whole team—registration is included with your membership.

Ask E Source

Members can submit corporate communications-related questions to www.esource.com/questions to get personalized help with individual challenges.

Learn more:

[Corporate Communications Service](#)

More resources

- [Insights from the 2021 Social Media Survey: How does your utility stack up in the industry?](#)
- [Spring 2021 Social Media Leadership Council](#)
- [2021 social media trends](#)
- [A weekly update on the top-performing utility social media posts](#)
- [The essentials for a strong social media strategy](#)
- [Organizational structures of utility social media teams](#)
- [Utility content strategy tips from the experts](#)
- [What can storytelling do for your brand and business?](#)
- [Take your brand strategy to the next level](#)
- [The essentials for developing your brand strategy](#)
- [Communicating community involvement and investment](#)
- [Why utilities tell their stories through blogs and other owned-content sites](#)



Contact us



Jessica Bailis

Solution Director, Marketing and Communications
E Source

303-345-9159

jessica_bailis@esource.com

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Ask E Source!

Submit an inquiry:

www.esource.com/question

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