

Tell effective brand stories, develop and implement a top-of-the-industry social media strategy, and execute effective routine communications with the **E Source Corporate Communications Service**. We support you by benchmarking your brand and social media strategies against those of top utilities. You'll also get access to thousands of utility communications and brand campaigns through E Source Energy AdVision.




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We're implementing a system-wide social media strategy. We're using E Source information to develop that and determine best practices.
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It was great to see what other utilities have done to promote renewable natural gas. Based on what others did, it's easy to see what I would do differently.
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How we help

- **Ace routine communications with customers and employees.** Trust is more effective than program participation at driving customer satisfaction. Set your strategy for communicating about outages, safety, and rates, and streamline your efforts to inform and engage employees.
- **Learn from others' successes.** Design relevant and relatable messaging about rates, safety, infrastructure investments, and energy efficiency by tapping into our knowledge of utility communications campaigns.
- **Feel confident about your campaigns.** Our experts will review your communications campaigns related to clean energy, corporate philanthropy, smart meters, and more. We'll provide feedback and recommendations to strengthen your brand and build trust among customers. When your customers trust you, they're more likely to participate in your programs.
- **Stay on top of trends from inside and outside the industry.** Access our network of utility communications professionals from across the US and Canada through utility-only virtual and in-person events as well as facilitated one-on-one conversations.

Questions we answer

-  My team is designing a brand campaign about our wind energy investments. Can you review our video ads and let us know if we're on point?
-  What metrics do utility social media teams use to measure the success of various social channels?
-  We're looking for some creative ways to engage employees. What are the most interesting strategies you've seen?

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 1,200 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 biennial 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.

Marketing and Communications Club

Join our monthly exchanges that bring together marketing and communications professionals for sharing valuable lessons, delivering peer feedback, and learning new skills. We encourage members to talk openly about challenges they're facing and share strategies to accomplish goals.

Leadership Council

Send two communications leaders from your organization to attend our semiannual leadership council meetings—our spring meeting's location varies while our fall meeting occurs 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.

Research themes

Our **reports and presentations** will keep you up to date on hot topics such as:



Building a future-focused brand with innovative brand strategies



Implementing a social media engagement strategy and getting followers



Communicating about planned and unplanned outages