Better Buildings Residential Network
Marketing & Outreach Peer Exchange Call
Series: Using Social Media for Long-term Branding
Call Slides and Discussion Summary
February 27, 2014
Agenda

- Call Logistics and Introductions
- BBRN and Peer Exchange Call Overview
- Featured Speakers
  - Julie Carlton, City and County of Denver (*BBRN Member*)
  - Elisia Choi, Conservation Services Group
  - Dan Olson, Chicago Metropolitan Agency for Planning
- Discussion
- Future Call Topics Poll
Call Participants

- Boulder, CO
- Buffalo, NY
- Chicago, IL
- Cincinnati, OH
- Conservation Services Group
- Denver, CO
- Energy Smart Colorado
- Huntsville, AL
- Kansas City, MO
- Maine
- Michigan
- Minneapolis, MN
- New Orleans, LA
- Philadelphia, PA
- Solar Energy and Loan Fund
- Vermont
- Washington State University Energy Program
Lessons Learned: City and County of Denver, Colorado *(BBRN Member)*
Julie Carlton, City & County of Denver
Resource Conservation & Social Marketing
Social Media Outlets

- Facebook
- Twitter
- YouTube
- Next Door
- Website
- Meetup
- Google Adwords

Google+?
Vimeo?

... what’s popular in your area?
Holiday Messaging

• Think about ways to add EE into holiday content on social media.
Strategies

• Created fan page and personal page through Facebook
• Found RNO’s/organizations and responded to conversations related to EE
• Tried giveaways & photos
• Share success stories
• Google adwords
  – Cost Per Click, drive to website
• Facebook ads
• YouTube page for videos
Lessons Learned

• EE on Facebook doesn’t grow fast in Denver
• EE is not commonly searched in Google/related search engines in Denver
• Have others review your website for content, revisions, interest
• Think about your goals, what do you want from a facebook/twitter page? Are those goals realistic?
• Residential EE is hard to publicize and takes time to cultivate relationships with leaders willing to share their story.
• Choose your wording carefully. Internal language is not commonly used with general public, esp. those you are trying to reach.
Lessons Learned: Kitsap County, Washington (RePower Bainbridge/Bremerton/Kitsap)
USING SOCIAL MEDIA FOR LONG-TERM BRANDING
• Three programs: RePower Bainbridge, RePower Bremerton and RePower Kitsap

• Dedicated to help Kitsap County, WA, residents save money, reduce energy use and increase comfort

• Provide energy assessments, cash-back incentives, energy-efficiency financing and a network of local and skilled contractors
STRATEGIES

Build
Personality

Engage the
Community

Develop and
share content
Build Personality

Spark Update: Spark went to Kittim to give kids an easy way to save energy. Turn off lights when you leave the room. If you want to meet Spark or adopt him into your family, stop by Movies in the Park tomorrow to find out how!

Creative Idea: Make a herb garden using recycled wood.

RePower Bainbridge
August 16, 2012

Happy Thanksgiving, Bremerton!

RePower Bainbridge
November 26, 2013

Sammy the RePower office pup rests near the office-door prop. Stop by to see how you can get our RePower rebates by July 15.
Engage the Community

CPWSeattle @CPWSeattle
RT @RePowerBl: Article about RePower Bl in @InsideBBridge. Great way to start the 3 day weekend! Have a safe and #green #LaborDay!

RePower Kitsap @RePowerKitsap
Sounds like a great #green day! RT @DuckieWeb: Lovin' the day! Almost noon and 64F. Watered garden and flowers. #Kitsap

In reply to
DuckieWeb @DuckieWeb
@RePowerKitsap the grass will go brown, but the flowers and veggies will be #green

9:26 AM - 12 Jul 12 · Mobile Web
Develop and Share Content

Reduce, reuse, recycle! Bring your used or broken compact fluorescent light bulbs (CFLs) to a household hazardous waste collection facility or a local retailer that will properly dispose the bulb.


Like · Comment · Share

Leah Wattree Are those the long bulbs or the twin looking ones? June 19 at 3:43pm via mobile · Like

RePower Kitsap Great question Leah Wattree! The most common CFLs are twin but they come in all different shapes and sizes. You can tell by looking at the base of the bulb. If it's made out of plastic it's likely a CFL. You can also see if the base has “compact fluorescent light bulb” written on it. Let us know if you run into other questions! June 19 at 4:53am · Like · #01

Like · Comment · Share

3 people like this

Quick Fact Friday: Your house as a cheeseburger
Do you ever wonder what your house would look like if it was a cheeseburger? Check out the two photos below and see which one looks more like your house!

Photo 1: This is an example of a situation where insulation is not recommended. As you...
Continue Reading ...

Like · Comment · Share

3 people like this

Quick Fact Friday: LED vs. traditional holiday lights
1. LEDs use 90% less energy.
2. LEDs have a longer lifespan and are more durable.
3. LEDs stay cooler and reduce the risk of fire.

We need to POWER DOWN tomorrow! Please use less electricity from 6 to 9 a.m. 12/5/2013. Turn off outdoor security lights as soon as the sun comes up.
Lessons Learned: Energy Impact Illinois
ENERGY IMPACT ILLINOIS

• Large comprehensive “Two Energy Bills” media campaign Fall 2011 – Spring 2012

• Fully in-market across paid, shared, owned and earned channels
  • Shared / Owned = EI2’s Social Media Presence
Garnered 159 fans in five weeks, with 1,840 page views and 92 likes or shares of posts. 187,430 ad impressions.
YouTube channel has received more than 2,600 views in five weeks. Nearly 100% of viewers are from IL.

More than 1,000 people viewed webisode 2 in the few days it was available.
Garnered 81 followers in five weeks, with 137 re-tweets or clicks on links we post.
Key Lessons Learned

• Social Media works best in tandem with other media strategies
  • Definitely did not drive demand alone
• Professional brand and marketing strategy incorporated provides
  the flair/excitement needed for social media.
• Long-term, social media became “legitimizer” for the brand –
  especially when taking on new outreach activities
Discussion Questions

- Have others been using social media, and if so, with what results?
- Do you have any ideas for using social media you have not yet tried, but think could work?
- Has anyone benefited from using social media for the short-term sale of upgrades?
- Have you seen other examples of good uses of social media that could be applied to the residential energy efficiency world?
- Are there any other questions related to using social media for long-term branding?
Discussion: Facebook Branding

- Create fun, shareable content that shows a larger community vision
  - Examples: blog posts, cute photos (e.g., office puppies), holiday messaging, topics beyond energy efficiency (e.g., local gardening tips)
- It’s hard to predict what content will generate attention
- Use Facebook for posting marketing teasers to build momentum for events
- Events that include photo campaigns and photo booths can feed into Facebook branding (e.g., people will post photos of themselves wearing a cape with your program’s logo)
Discussion: Twitter Branding

- Let people know you’re part of the community (e.g., re-tweeting posts and updates from other community groups)
- TweetDeck: free Twitter management program
  - Helps track who is talking about your organization or energy efficiency to foster engagement and identify interest
  - [https://about.twitter.com/products(tweetdeck](https://about.twitter.com/products/tweetdeck)
- Cross-promote with other organizations/programs with similar focus
  - Hold events on Twitter such as live chats or a Tweet Party
- Some organizations use separate twitter accounts for separate programs (i.e., residential vs. commercial)
  - Pro: opportunity for conversation between accounts
  - Con: time intensive to manage and generate content
Discussion: Other Social Media Tools

- **YouTube**
  - Use for webisodes and commercials that can also be shared via Facebook or Twitter
  - Tip for success: make it fun! E.g., Holiday song spoofs
  - For one program, this outlet proved to be the most successful

- **Google AdWords**
  - Paid online advertising service that directs users searching for specific terms (e.g., energy efficiency) to your program’s website or Facebook page
  - At least one program found this did not create leads
  - It can be hard to identify which terms people search for
Discussion: Other Social Media Tools (Cont.)

- Facebook ads
  - Can use geo-targeting rather than search-term targeting to reach people in the area not yet thinking about energy efficiency
- There is untapped potential for using photo-based tools, including:
  - Instagram and Pinterest
  - Shareable infographics, visual representations of information or data such as energy saving tips and statistics (see DOE’s Energy Saver 101 infographic on home heating for an example at http://energy.gov/articles/energy-saver-101-infographic-home-heating)
Lessons Learned

- Social media is valuable for building program personality and brand; it isn’t the best outlet to drive short-term sales
- A social media presence can be time intensive
- Social media works best in tandem with other marketing and outreach strategies
- Neighborhood outreach can be more effective than a citywide approach
- There needs to be a call to action on what you want people to do
  - Direct people to a specific landing page on your website with next steps on how to get started
- Select the best social media platform and messaging language for your target audience
  - Use the language your customers are using (e.g., “saving energy” or “lower heating bill” rather than “energy efficiency”)
Examples

- Denver Energy Challenge holiday song video: https://www.youtube.com/watch?v=7Jc8X8P4yVE
- RePower Bainbridge Twitter: https://twitter.com/RePowerBI
- The Energy Bills YouTube channel: https://www.youtube.com/channel/UCZtA0YhvJEyOB3_N3IGiJTw
Future Call Topics Poll Results

- Which, if any, of the following topics are of interest for future Marketing & Outreach calls?
  - Outreach to houses of worship: 55%
  - Working with schools: 36%
  - Extending service territories: 27%
  - Leveraging life events (e.g., birth of a child): 27%
  - Leveraging service calls and emergency repairs: 18%