



## **Better Buildings Residential Network Peer Exchange Call Series: *Residential Energy Efficiency Messaging***

### ***Call Slides and Discussion Summary***

April 9, 2015

# Call Participants

- Center for Energy and Environment
- Center for Sustainable Energy
- City of Chula Vista, CA
- City of Plano, TX
- City of Sunnyvale, CA
- City of Takoma Park, MD
- CLEAResult
- County of Ventura, CA
- DC Sustainable Energy Utility
- Duke Carbon Offset Initiative
- Elevate Energy
- emPower Central Coast
- Environmental Design/Build
- Greater Cincinnati Energy Alliance
- Hagan Associates LLC
- Holy Cross Energy
- Midwest Energy Efficiency Alliance
- MPower Oregon
- NeighborWorks of Western Vermont
- North Carolina Building Performance Association
- Performance Systems Development
- Sonoma County Energy Independence Program
- South Burlington Energy Committee
- Southern Energy Management
- The Oberlin Project

# Agenda

- Call Logistics and Introductions
- Overview of Residential Network and Peer Exchange Calls
- Opening Polls
- Better Buildings Solutions Center: Featured Content on Messaging
- Messaging Lessons and Participant Discussion
  - Featured Presenter: **Stephanie Swanson, Director of Marketing, Clean Energy Works**
  - Participant Q&A and Discussion
  - Closing Poll on Messaging
- Voluntary Initiative on Social Media
  - Overview of Voluntary Initiatives: **Jonathan Cohen, U.S. Department of Energy**
  - Polls on Social Media
  - Outline of Social Media Voluntary Initiative: **Joe Miller, ERG**
  - Participant Q&A and Discussion

# Better Buildings Residential Network

- **Better Buildings Residential Network**: Connects energy efficiency programs and partners to share best practices to increase the number of American homes that are energy efficient.
  - Membership: Open to organizations committed to accelerating the pace of existing residential upgrades. Commit to providing DOE with annual number of residential upgrades, and information about benefits associated with them.
  - Benefits:
    - Peer Exchange Calls
    - Tools, templates, & resources
    - Newsletter updates on trends
    - Recognition: Media, materials
    - Optional benchmarking
    - Residential Solution Center

For more information & to join, email [bbresidentialnetwork@ee.doe.gov](mailto:bbresidentialnetwork@ee.doe.gov).

- **Better Buildings Residential Network Group on Home Energy Pros**

Join to access:

- Peer exchange call summaries and calendar
- Discussion threads with energy efficiency programs and partners
- Resources and documents for energy efficiency programs and partners

<http://homeenergypros.lbl.gov/group/better-buildings-residential-network>

# Better Buildings Residential Network Group on Home Energy Pros Website




## Better Buildings Residential Network

Created by Better Buildings Support

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### Information



The Better Buildings Residential Network connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of American homes that are energy efficient.

Website: <http://betterbuildings.energy.gov/bbm>




Latest Activity: 8 hours ago

Join the conversation in the discussion forum below. You can use the "Follow" link at the bottom of the forum to receive an email whenever a new discussion is posted.


Open the table of contents below and follow the links to access topical materials and resources.

#### Helpful Links

- Table of Contents
- Better Buildings Residential Network
- Better Buildings Neighborhood Program Website
- Home Performance with ENERGY STAR
- Home Energy Score

 [Table of Contents](#)
 [+New Discussion](#)
 [Peer Exchange Call Archive](#)
 [Better Buildings Network View](#)
 [Tools](#)
 [Related Events](#)

### Discussion Forum



#### Attend Today's Peer Exchange Calls on Program Sustainability and on Workforce

Don't miss today's calls. "Collaborating with Utilities on Residential Energy Efficiency" begins at 12:30 p.m. Eastern and "Engaging Efficiency First Chapters and Other Trade Associations in Energy Efficiency Programs" begins at 3:00 p.m. Eastern.

Continue

Tags: Peer Exchange Calls

Started by Better Buildings Support 8 hours ago.



#### Register for Upcoming DOE Webinar About On-Bill Financing

Sign up to attend the DOE State and Local Energy Efficiency Action Network (SEE Action) webinar, "Case Studies: Financing Energy Improvements on Utility Bills," taking place June 11, 2014, from 2:00 to 3:30 p.m. Eastern. To learn more on this topic, read

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- Tools
- [Better Buildings Network View](#)
- [Peer Exchange Call Schedule and Archive](#)
- [Peer Exchange Archive: Marketing and Outreach](#)
- [Peer Exchange Archive: Workforce Business Partners](#)



CleanEdison updated an event



**Entry Level Solar Photovoltaic at Cotuit, MA**

September 30, 2012 to

# Peer Exchange Call Series

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Calls cover a range of topics, including financing & revenue, data & evaluation, business partners, multifamily housing, and marketing & outreach for all stages of program development and implementation
- Upcoming calls:
  - April 9, 3:00 ET: The Future is Here: Smart Home Technology
  - April 23, 12:30 ET: Community Organizing and Outreach
  - April 23, 3:00 ET: Developing State Energy Efficiency Alliances
  - May 14, 12:30 ET: Generating Demand for Multifamily Building Upgrades
  - May 14, 3:00 ET: Better Buildings Residential Network Orientation
- Send call topic ideas to [peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com).

# Peer Exchange Call Summaries

## Discussion: Challenges and Solutions

- Overcoming Challenges - Solutions:
  - Access trusted, local messengers
  - Engage your satisfied customers as champions to turn them into "lifetime customers"
  - Invite people to make a pledge with a few simple EE activities they can take
  - Connect with the right local partners (Connecticut conducted "community asset mapping")
  - Directly involve the homeowner through DIY work or as energy efficiency demonstration homes to help them feel engaged (San Diego demonstration homes)
  - Minimize paperwork to make it easier to participate



## Poll Results

Participant Poll: Which of the following best describes your program's experience with energy efficiency behavior change efforts?

- Currently implementing: 31%
- Planning to implement: 31%
- Thinking about it: 19%
- Haven't thought about it: 0%
- Not applicable: 19%

7

The screenshot shows the homepage of 'HOME ENERGY PROS' with the tagline 'Connecting home energy professionals'. The navigation menu includes Home, Invite, My Page, Members, Forum, Blogs, Groups, Photos, Videos, and Events. The main content area is titled 'Peer Exchange Archive: Program Sustainability' and lists several call summaries with their dates and PDF links. The summaries include: 'Incorporating Behavior Change Efforts into Energy Efficiency Programs' (July 10, 2014), 'Collaborating with Utilities on Residential Energy Efficiency' (June 12, 2014), 'BBRN Voluntary Initiative: Partnering to Enhance Program Capacity' (May 8, 2014), 'Complementary Energy and Health Strategies' (April 10, 2014), and 'Mastermind: Jim Mikel, Spirit Foundation' (March 13, 2014).

*How do you eat an elephant? One bite at a time. A slight shift in perspective goes a long way.*

*Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start.*

# Participant Poll #1 Results

- Which of the following best describes your organization's experience with messaging about residential energy efficiency?
  - Some experience/familiarity **60%**
  - Very experienced/familiar **24%**
  - Limited experience/familiarity **12%**
  - No experience/familiarity **4%**
  - Not applicable **0%**



# Participant Poll #2 Results

- Which of these messages do you think is most effective with your program's audience?
  - Save money on your utility bills **54%**
  - Increase your home's comfort **38%**
  - Help the environment by conserving energy **4%**
  - Other **4%**
  - Become more energy independent **0%**

# Residential Program Solution Center

Web portal of residential EE upgrade program resources, & lessons learned to plan better, avoid reinventing the wheel.

- BB Neighborhood Program, Home Performance with ENERGY STAR Sponsors+
- Provides:
  - Step-by-step guidance
  - Examples
  - Tools
  - Templates
  - Lessons learned
  - Best practices
  - Tips
- Continually add content to support residential EE upgrade programs—member ideas wanted!



<https://bbnp.pnnl.gov/>








# Residential Program Solution Center: *Marketing & Outreach*

The Solution Center Marketing & Outreach handbook has step- by-step guidance on every stage of building an effective marketing campaign.

## Marketing & Outreach

Stages:

[Overview](#) 

1. [Assess the Market](#) 
2. [Set Goals & Objectives](#) 
3. [Identify Partners](#) 
4. **[Make Design Decisions](#)** 
5. [Develop Implementation Plans](#) 
6. [Develop Evaluation Plans](#) 
7. [Develop Resources](#) 
8. [Deliver Program](#) 
9. [Assess & Improve Processes](#) 
10. [Communicate Impacts](#) 

## Marketing & Outreach – Make Design Decisions Step-by-Step

- ▶ Finalize Your Priority Target Audiences
- ▶ Articulate Your Value Proposition for Customers
- ▶ Develop Messages to Motivate Action
- ▶ Build a Consistent Brand Platform
- ▶ Design Financial and Non-Financial Incentives
- ▶ Communicate your decisions to partners

<https://bbnp.pnnl.gov/>

# Residential Program Solution Center: *Marketing & Outreach*

## ***Identify and Segment Target Audiences:***

Market segmentation analysis allows you to divide your primary audience into categories, such as by:

- Demographics
- Attitudes, beliefs, and values
- Characteristics of home



***The Solution Center has video clips of lessons learned from Better Buildings program participants***

<https://bbnp.pnnl.gov/>

# Residential Program Solution Center: *Marketing & Outreach*

## ***Articulate Your Value Proposition for Customers:***

Value propositions succinctly answer the question, “What is in it for me?”



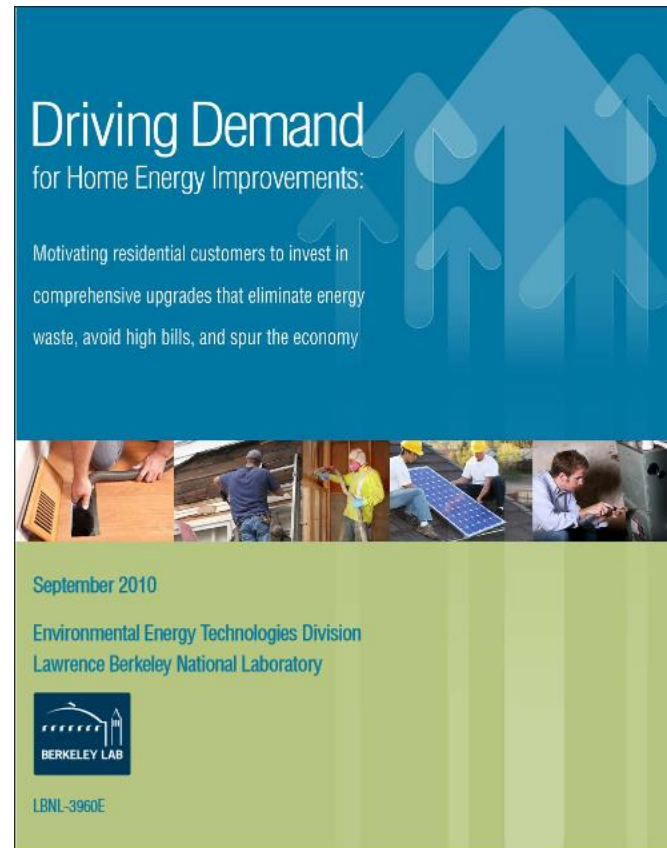
***The Solution Center has example marketing materials and templates***

# Residential Program Solution Center: *Marketing & Outreach*

## ***Develop Messages to Motivate Action:***

- Sell something people want
- Create a strong, immediate and positive impression
- Avoid technical jargon and negative associations.

***The Solution Center has a growing list of resources that is updated regularly***




**Driving Demand**  
for Home Energy Improvements:

Motivating residential customers to invest in comprehensive upgrades that eliminate energy waste, avoid high bills, and spur the economy

September 2010

Environmental Energy Technologies Division  
Lawrence Berkeley National Laboratory

 BERKELEY LAB

LBNL-3960E

# Residential Program Solution Center: *Marketing & Outreach*

## ***Tips for Success***

- Adapt messages to your primary target audience's need
- Language matters; use words that resonate with your target audience
- Make upgrade benefits visible by showcasing completed projects and actual results

### **California Puts Homes on Display**



*Source: California Center for Sustainable Energy*

**Program Experience:  
Stephanie Swanson, Director of Marketing  
Clean Energy Works**



# CLEAN ENERGY WORKS

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*Transforming lives and communities  
by transforming homes*



# What is Clean Energy Works?

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→ Clean Energy Works is the largest home performance non-profit in the Northwest. Our work transforms homes, making them safer, healthier, more efficient, and even more valuable.



# For every 100 homes transformed:

- 260 Tons CO2 saved
- 10 good, local jobs created
- Improved comfort, health & safety

- 4,500+ Projects and counting
- 15% to 30% energy savings





# Let's make where you live even more livable.

We're Clean Energy Works and we're all about maximizing the way your home performs. We work with you through every step of the process to make your home safer, healthier, more energy efficient, more comfortable and ultimately more valuable.

Scroll down to learn more or if you know you're ready, [let's get started](#).

Learn more

- Easy Access
- Certified Contractors
- Expert Support
- One Stop Shop
- Below Market Financing
- Quality Assurance

# 2015 Customer Survey: Home Performance?

**Total Home Performance In Consumer Words: Energy Efficiency / Efficiency (Aided awareness)**

- 40% include energy efficiency / energy / environmental footprint within their definition.
- Another 38% include more general home efficiency / home working well / systems working well.

**EE and General Health Concerns: Most Compelling**

- More than 50% homeowners surveyed find general health concerns and energy efficiency the most compelling aspects of Total Home Performance.








**80%: EE Upgrades Extremely / Very Important**

- 80% find EE upgrades extremely or very important.
- Well over half have invested in EE upgrades in the last 5 years.

**Features ranked most in the home by homeowners**

- Manageable utility bills
- Low-maintenance home
- Home appearance

# Segment Profiles

Segment	Characteristics	Behaviors	Interests / Attitudes
 <p>Passive Greenies</p>	<ul style="list-style-type: none"> <li>• More male</li> <li>• <b>Live in a newer home (1970-93)</b></li> <li>• Less educated</li> <li>• Conservative</li> </ul>	<ul style="list-style-type: none"> <li>• More FOX News watchers</li> <li>• More believe global is not caused by humans</li> <li>• Less informed on environmental issues</li> </ul>	<ul style="list-style-type: none"> <li>• Lowest price for home improvements / construction</li> <li>• Ain't broke / don't fix it</li> <li>• Contractors more for crises</li> <li>• <b>But care about appearance ...</b></li> </ul>
 <p>Practicals</p>	<ul style="list-style-type: none"> <li>• Urban/Metro</li> <li>• <b>1st time homeowner</b></li> <li>• HHI = \$75-100K</li> <li>• More likely to be in a household</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Always get 3 bids before selecting a contractor</b></li> </ul>	<ul style="list-style-type: none"> <li>• Decreasing energy bills</li> <li>• Exploring solar for their home</li> <li>• <b>Keeping monthly utility bills reasonable</b></li> </ul>
 <p>Big Spenders</p>	<ul style="list-style-type: none"> <li>• Slightly more educated</li> <li>• Urban/Metro</li> <li>• <b>Younger – age 35-50</b></li> <li>• <b>Larger, older household</b></li> <li>• HHI &gt; \$100K</li> </ul>		<ul style="list-style-type: none"> <li>• <b>More concerned with design / appearance of home</b></li> </ul>
 <p>Long Haulers</p>	<ul style="list-style-type: none"> <li>• Slightly less educated</li> <li>• Slightly lower income</li> </ul>	<ul style="list-style-type: none"> <li>• More likely to be in a household of big haulers</li> </ul>	<ul style="list-style-type: none"> <li>• Less inclined to take out loans</li> <li>• ROI driven</li> </ul>
 <p>Naturals</p>	<ul style="list-style-type: none"> <li>• Mostly female</li> <li>• Mostly older – ages 50-65</li> <li>• Home built before 1941</li> <li>• No kids in the HH</li> </ul>	<ul style="list-style-type: none"> <li>• Do not want fluoride in water supply</li> </ul>	<ul style="list-style-type: none"> <li>• Buying non-GMO food</li> <li>• Using low VOC paints</li> </ul>
 <p>Environ. Stewards</p>	<ul style="list-style-type: none"> <li>• More educated</li> <li>• Mostly older – ages 50-65</li> <li>• More Urban/Metro</li> </ul>	<ul style="list-style-type: none"> <li>• Want fluoride in water supply</li> <li>• Most engaged in politics and the environment</li> <li>• More want 3 bids before selecting a contractor</li> </ul>	<ul style="list-style-type: none"> <li>• Exploring solar for their home</li> <li>• <b>Living green – e.g. low carbon footprint, buy green products, eliminate mold/mildew</b></li> </ul>

Healthy





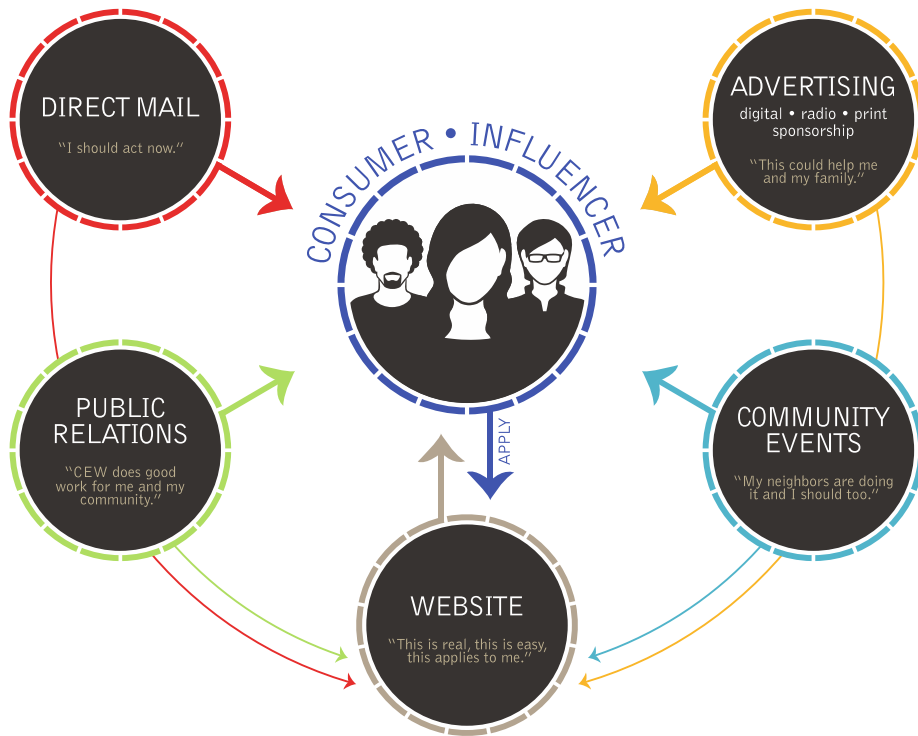
**Comfortable**



A dense, overlapping collage of US one hundred dollar bills. The bills are scattered across the entire frame, showing various angles and details such as the portrait of Benjamin Franklin, the '100' denomination, and serial numbers. The background is a complex pattern of these bills, creating a sense of wealth and abundance.

Affordable

# Awareness to Conversion Right Channel/Right Timing



Right time.  
Right place.  
Right message.

- Direct Mail – Target, Track, Measure
- PR – Credibility + Awareness
- Advertising – Education, Brand Impact
- Community Events - 1:1 interaction
- Website - Customer experience
- Digital - Engagement

## CLEAN ENERGY WORKS

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*Thank You!*

*Stephanie Swanson, Director of Marketing*



# Discussion

- What messages resonate the most with which audiences?
- What factors influence messaging (e.g., climate, geography, demographics, political persuasion?)
- What are good ways to test messages to see how well they will work?

# Clean Energy Works

## *Methods of Effective Messaging*

- Clean Energy Works uses many visuals and simple language to convey information that is important to the homeowner, not the program manager (e.g. easy access, one-stop convenience, certified contractors, easy financing, health home etc.)
  - Homeowners don't often know the term “home performance,” but they do understand energy efficiency, environmental footprint, a home that is working well, etc.
  - Homeowners often think energy efficiency upgrades mean just LED lighting and weather-stripping, so Clean Energy Works educates homeowners on the importance of deeper measures.
- Given all of the customer types, messages, and channels to deliver messages, Clean Energy Works invests in integrated marketing & communications tailored to different zip codes, including TV ads, direct mailers, canvassing, news stories in the paper, etc.
- Ultimately, the homeowner’s website experience pulls it all together to communicate a simple and convenient process, and piece of mind.

# Clean Energy Works

## *Messages that Work*

- When developing program messaging, the hard work begins with market research to understand what is important to your community now. Once this market research is complete, you can create profiles of different homeowner segments.
- Factors that hit home in Clean Energy Works service areas:
  - Manageable utility bills
  - Low maintenance and hassle-free equipment
  - Home appearance
  - A healthy home
- In all market segments, the most important factor is family. Work to connect upgrades to creating a healthy home for your family: “An energy efficient home is a healthy home.”
  - Insulate, install ventilation and eliminate mold & mildew
  - Seal/clean ducts for better indoor air quality
  - Do air sealing to improve home comfort and get rid of pest holes

# Clean Energy Works

## *Insights from Q&A*

- Neighborhood challenges have worked for Clean Energy Works. Because they are community-based, there is natural peer-to-peer and neighbor-to-neighbor networking.
- To combat homeowners' tendency to procrastinate, create a sense of urgency by providing limited-time offers, for example monthly and seasonal specials.
- Connect energy efficiency upgrades to home durability when working with local governments. Durability is especially important in areas that experience major weather events.
- Working with landlords is difficult; connect energy efficiency upgrades to higher resale value.
  - For insight on marketing to landlords, see the 2014 Elevate Energy report, [\*Valuing the Financial Benefits of Energy Efficiency in the Multifamily Sector\*](#)

# Participant Poll #3 Results

- After today's call, what will you do?
  - Consider implementing one or more of the ideas discussed **48%**
  - Seek out additional information on one or more of the ideas **48%**
  - Make no changes to your current approach **4%**
  - Other (please explain) **0%**




# Better Buildings Residential Network Voluntary Initiative on Social Media

# Voluntary Initiatives and Toolkits: Overview

- Address priority topics identified by Better Buildings Residential Network members
- Design approaches
- Tips for success
- Case studies
- Useful implementation resources
- Topics:
  - Partnerships
  - Designing incentives

## Example: Voluntary Initiative and Toolkit on Incentives



Designing Incentives Toolkit  
BETTER BUILDINGS RESIDENTIAL NETWORK

This Better Buildings Residential Network toolkit addresses the challenges and opportunities of using incentives to increase the volume of home energy upgrades. The topic was chosen as a priority by Residential Network members, who also served on a working group that reviewed this toolkit.

Residential energy efficiency programs offer incentives as a way to encourage action from homeowners or other stakeholders in their local energy upgrade market. This toolkit will help with decisions like how much is enough and what to incentivize. When aligned with program goals, incentives can be a very useful tool in achieving home energy upgrades.

**Definition**  
Incentives provide motivation to potential customers to take a certain action by lowering the risk, decreasing the cost, or offering additional benefits beyond those resulting directly from the home energy upgrades. Many residential energy efficiency programs have found incentives to be an effective way to overcome market barriers, attract customer and contractor attention, and encourage homeowners to invest in home energy assessments and upgrades.


**Design**  
A program's incentive design is ideally based on the desired outcome, budget, and local market barriers. Incentives can be used to achieve a range of outcomes, including:

- ▶ Motivate homeowners to sign up for the program immediately.
- ▶ Motivate homeowners to move beyond the first step, which is usually a home energy assessment, and complete the process quickly.
- ▶ Increase the amount of energy savings achieved in each home.
- ▶ Support the development of the home performance industry in a new market.

Incentives can be financial or non-financial. Financial incentives might pique interest in a program, but funding for financial incentives is typically limited, so programs need to carefully prioritize if, what, and how much to incentivize. Although large dollar incentives can spur demand, even these incentives can be ineffective if the program design does not offer a smooth, easy, and positive experience for participants and contractors.

Non-financial incentives can motivate customers to complete a home energy upgrade by helping them overcome barriers or receive validation for their actions, which can result in positive testimonials and word of mouth referrals.

Learn more at [betterbuildings.energy.gov/bbrn](https://betterbuildings.energy.gov/bbrn)



“ The incentive needs to be high enough to make something happen, but you need to understand what it is that you actually want to have happen. ”

— Dana Fischer  
Efficiency Maine

# Where to Find Toolkits: Home Energy Pros Website

The image shows a screenshot of the Better Buildings Residential Network website. The main page features an "Information" section with the Better Buildings logo and a description of the network. Below this is a "Helpful Links" section with a list of links and icons for "Table of Contents", "+New Discussion", "Peer Exchange Call Archive", "Better Buildings Network View", "Tools", and "Related Events". A "Discussion Forum" section is also visible at the bottom left.

On the right side of the main page, there is a "Members" section displaying a grid of member profile pictures. A red circle highlights the "Pages (15)" link in the members list. A red arrow points from the text "Tools link" to this circled link.

An inset window shows the Home Energy Pros website, which is a sub-site for the network. It features a navigation menu with "Home", "Invite", "My Page", "Members", "Forum", "Blogs", "Groups", "Photos", "Videos", "Events", "Training", and "About". The "Tools" section is highlighted, showing a "Table of Contents" with links to various resources like "Case Studies", "Voluntary Initiative: Partnerships Toolkit", and "Energy Efficiency Cost Effectiveness Tool (Beta Version)".

# Social Media Voluntary Initiative

- Seeking feedback from call participants on the proposed outline of a Voluntary Initiative and Toolkit on use of Social Media for Marketing
- Opening questions
  - If you're currently using social media, what are your biggest challenges?
  - If you're not using social media, why not?

# Social Media Voluntary Initiative: *Toolkit Outline Structure*

- Introduction to using social media to relay messages
- Introduction to social networks and advice on when to use or not use
- Expected time commitment for various social networks
- Tracking social media efforts
  - Tools to track activity as well as some suggested ways to look at effectiveness of messaging
- Case Study example(s)
- Additional resources from Solution Center and beyond

# Social Media Overview

<i>Topic</i>	<i>Notes</i>
Define social media	“A set of online tools that make it easier to create, curate, and share ideas.”
Mythbusting	More than just pictures of grandkids and what you had for lunch today.
Messaging	Can be used to share profound and important content. (Toolkit will include examples.)
When not to use	When your content doesn't answer the questions actual people are actually asking. Or when it does answer those questions, but it makes them work hard to find the answer (content is buried in PDFs). Or when your audience isn't on social media.
Lots of social media sites	List popular sites: Facebook, Twitter, YouTube, blogs, LinkedIn, Instagram/Snapchat/Pinterest, Wikipedia.
How do we choose?	Two questions: what information do I want to communicate? To whom do I want to communicate it?

# Social Networks

<i>Item</i>	<i>Comments</i>
Facebook	Not a platform for publishers to push content; built for readers to filter content out. Needs pictures to be effective. Aim for a broad audience, not for niche content. (Unless you have an ad budget; then be as niche as you want and target your ads.) Ask people to share/like.
When do I use Facebook?	You're a rockstar. You have a broad audience. You have an ad budget. You're reaching potential customers. You already have an established presence. You need to move traffic back to existing content.
Twitter	Ephemeral (20 seconds is average tweet lifespan). Trends. Analytics. Really about conversations. Needs lots of care and feeding. Will have to be spontaneous and frequent to work.
When do I use Twitter?	You want media coverage. You want to start (or participate in) conversations. You have content relevant to what people are already talking about. You have breaking news.
LinkedIn	Professional groups. Better for individuals than brands. Thought leadership.
When do I use LinkedIn?	You have thought leaders in your organization. You want to influence others working in your space. You have a niche audience.

# Social Networks, continued

<i>Item</i>	<i>Comments</i>
Blogs	Original social network. Can be internal or external. External may be better for getting content to people. Options: WordPress, Medium, Tumblr.
When do I use blogs?	Your content is buried in PDFs. Your content is really long, but has usable chunks. People are interested in some parts of your content, but not all of it. You have something to say about breaking news.
Wikipedia	The go-to source for basic information. Anyone can edit. Great place to add your research content (with links back to research.) Huge, huge audience.
When do I use Wikipedia?	When you have knowledge to share. (Do not try to start your own wiki. They almost never get enough participation to work. Go where people already are.)



# Social Media:

## *Recommendations and Lessons Learned*

- When done well, a social media campaign is a good first step to getting your message out.
  - You won't be able to convey all the necessary information via social media. Homeowners will need to be directed to your other messaging materials.
- To use most social media platforms you will need to invest a significant amount of time.
  - The average lifetime of a tweet is ~20 seconds. You'll need to invest resources to maintain activity throughout the day, and to monitor for conversations that are relevant to your program.
- If you want to blog, it's recommended to use an existing blog service that already has a large community (e.g. Facebook), rather than developing one yourself.
- Paid, targeted social media ads are effective when you know your audience. If you haven't done market research it's much less effective.

# Feedback from Participants

- It would be helpful to have information on paid advertising on social media. For example, are Facebook ads effective and worth the expense?
- Would prefer the introductory information to have less, more concise content than the deeper concepts. This would make it accessible to both those who have never done social media before and those who already know the basics.
- Energy Star provided social media packages to help promote their campaigns, which was really helpful.
- It would be helpful to have more information on best practices for writing engaging posts.

# ***LET'S ALL MEET IN MAY!***

## **REGISTER TODAY for the BETTER BUILDINGS SUMMIT**

Washington, DC · May 27-29, 2015

**SAVE YOUR SPOT NOW:**

<http://www1.eere.energy.gov/buildings/betterbuildings/summit/>

This Summit will bring together Better Buildings partners and stakeholders to exchange best practices and discuss future opportunities for greater energy efficiency in America's homes and buildings.

***There will be time set aside for a specific Residential Network discussion and meet-up!***

# Thank you!

Please send any follow-up questions or future call topic ideas to:  
[peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com)