



## **Better Buildings Residential Network Peer Exchange Call Series: *Social Media and Messages that Matter – Top Tips and Tools***

July 9, 2015

*Call Slides and Discussion Summary*

# Agenda

- Welcome
- Call Logistics
- Introductions and Opening Poll
- Residential Network and Peer Exchange Call Overview
- Featured Speakers
  - Amy Frykman, Vice President, Resource Media
  - Brenna Reed, Sustainability Educator, CoMo Energy Challenge, Columbia, MO (*Network Member*)
  - Jonathan Cohen, U.S. Department of Energy
- Discussion
  - What are examples of social media campaigns your program has implemented or considered?
  - What are benefits of using social media over other forms of marketing? What are challenges?
  - What types of messaging and imagery has your program found most effective?
  - How can programs effectively convert social media and other messaging campaigns into program participants, retrofits, and energy savings?
- Closing Poll

# 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

[Send Message](#) [View Groups](#)

### 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

[Send Message to Group](#)

[Leave Group](#)

### Members



[Follow New Members](#)

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### Pages (15)

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

[Sign Out](#)

- [Inbox](#)
- [Alerts](#)
- [Friends - Invite](#)
- [Settings](#)

### Home Energy Pros

Home Energy Pros was founded by the developers of Home Energy Saver Pro (sponsored by the U.S. Department of Energy,) and brought to you in partnership with Home Energy magazine.

### Latest Activity

[Profile](#) What brings you here?  
[Facebook](#) [Twitter](#) 140 [Share](#)

[Profile](#) Tucker Henne commented on David Byrne's blog post Does Aereoseal work? An auditors review  
"I would like to begin with a disclaimer that I am an Aereoseal contractor. One of the reasons I..."  
16 minutes ago

[Profile](#) T.J Alexander posted a blog post  
**So many homes have fiberglass insulation that is poorly installed in New Hampshire and elsewhere**  
Doing testing of existing homes it is typical to see mottled patterns of surface temperatures with...  
[See More](#)  
1 hour ago

[Clean Edison](#) Clean Edison 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:
  - July 23, 12:30 ET: Think Again! A Fresh Look at Home Performance Business Models and Service Offerings
  - July 23, 3:00 ET: Hit the Road: Lessons from Applying National Campaigns to a Local Context
  - August 13, 12:30 ET: Assessments: The Good, the Bad, and the Ugly
  - August 13, 3:00 ET: Tailored Marketing for Low-Income and Under-Represented Population Segments
  - August 20, 12:30 ET: Staged Upgrade Initiative Program Design
- 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%

6

The screenshot shows the Home Energy Pros website interface. At the top, the logo reads "HOME ENERGY PROS" with the tagline "Connecting home energy professionals". A navigation menu includes "Home", "Invite", "My Page", "Members", "Forum", "Blogs", "Groups", "Photos", "Videos", and "Events". Below the menu, there are links to "Back to Better Buildings Residential Network" and "All Better Buildings Residential Network Pages". The main heading is "Peer Exchange Archive: Program Sustainability". Underneath, there are several entries, each with a title, date, and a link to a PDF summary. The entries listed are: "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.*

# Residential Program Solution Center – We Want Your Input!

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/>

# Call Participants

- Arlington County, VA
- Boulder County, CO
- BPI
- Build It Green
- City of Columbia, MO
- City of Plano, TX
- City of Providence, RI
- Civic Works
- Clean Energy Works
- Debra Little Sustainable Design
- Efficiency Maine
- Efficiency Nova Scotia
- Efficient Windows Collaborative
- Elevate Energy
- EnergizeNY
- EnergySmart
- Energy Smart Colorado
- Environmental Finance Center Network
- Focus on Energy
- Greater Cincinnati Energy Alliance
- Hagan Associates
- Holland Board of Public Works
- Holy Cross Energy
- ICAST
- Impact Marketing
- Metropolitan Council of Government
- Neil Kelly Company
- Opportunity Council
- Resource Media
- Snohomish County PUD
- Stewards of Affordable Housing for Future (SAHF)
- The Energy Conservatory
- The Environmental Center
- The Oberlin Project
- Town of Blacksburg
- Umatilla Electric Cooperative
- University of Nebraska - Omaha
- Ventura County, CA
- Yolo County Housing



# Call Participant Locations



# Opening Poll

- Which of the following best describes your organization's experience with social media campaigns?
  - Some experience/familiarity – **52%**
  - Very experienced/familiar – **31%**
  - Limited experience/familiarity – **14%**
  - No experience/familiarity – **3%**
  - Not applicable – **0%**

# **Best Practices: Winning Imagery**

*Amy Frykman, Vice President*

*Resource Media*

# A Better Way To Build

**Beyond the CFL:  
Winning Imagery  
for Energy Efficiency**



**Resource Media**

# Our current visual vocabulary

The image shows a Google search interface for the term "energy efficiency". The search bar contains the text "energy efficiency". The interface includes navigation tabs for "Web", "News", "Images", "Books", "Videos", and "More", along with "Search tools". The "Images" tab is selected, displaying a grid of search results. The results are organized into categories: "Home", "Building", "Symbol", "Logo", "Cars", and "Money". Each category contains several representative images. The "Home" category shows house diagrams. "Building" features energy efficiency diagrams. "Symbol" includes icons for energy and recycling. "Logo" displays various "Energy Efficiency" logos. "Cars" shows small, fuel-efficient vehicles. "Money" features images of light bulbs with dollar signs, symbolizing cost savings. The main grid below the categories contains a wide variety of images related to energy efficiency, including light bulbs, energy efficiency scales (A-G), green leaves, solar panels, wind turbines, and icons representing energy and environmental friendliness. One prominent image in the grid features the text "Energy" in a stylized font over a globe, with the tagline "Money Isn't All You're Saving" below it. Another image shows a light bulb on a podium, with the number "1" on the top step, suggesting a top choice or award.

# What works for energy efficiency?

- Resource Media ran a four-day online focus group with homeowners and renters in the Pacific NW and Midwest to test reactions to various energy efficiency images.
- There were 76 participants, with varying political views.



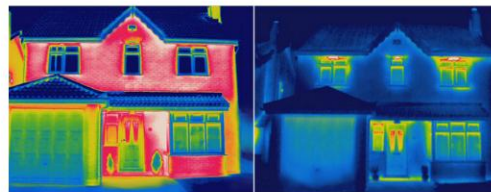
# Imagery research project: Day 1



# Imagery research project: Day 2



An advertisement for EnergyRight. It features a man in a brown trench coat and a hat, holding a stack of money. Above him, a large amount of money is falling from a brick chimney. The text reads: "You could be saving a lot of money. Find out how with a Home Energy Evaluation." Below this, it says: "Get a free home Energy Evaluation online at EnergyRight.com and you'll receive a free energy saving kit worth over forty dollars. Then start hanging on to your money. EnergyRight.com". At the bottom, the EnergyRight logo is shown along with the text "and your local power company".



An advertisement for EnergyRight showing three people (two men and one woman) looking at a document. The document is a report titled "EFFICIENT SMART" and includes the following information: "May 20, 2014", "Mitchell's Home made 182,200 kWh", and "One Hundred Eighty Two Thousand Two Hundred Annual Savings".



# Imagery research project: Day 3



# Overall observations

- Mostly non-politicized
- People stayed engaged throughout the study
- People draw on their personal experiences
- People got excited when talking about things they have done/could do to their homes to save energy

# Perceptions of energy efficiency

- Positive and personal
- Why? Save money, stop waste & do the right thing
- People see it as a question of personal responsibility, not government mandates or programs

*EE is great, but don't tell me what to do,  
and I won't tell you what to do either.*

# People easily relate and engage



# But, be careful with the CFL



*“This image brings to mind how we as consumers are being treated like a bunch of children. The fact that the standard light bulb has basically been outlawed is something that really infuriates me.”*

# Waste is impactful, but not motivating



“Fire the building manager!”

“It makes me feel sick to see all of our precious resources going to waste for nothing.”

# I want to know more



“Seeing this poster would immediately make me want to know how they are using 41% less energy. It looks like a major office building, which can have massive energy bills. I would want to implement some of their energy saving ways into my home and every day life.”

## Comfort/discomfort images – distracting



*“I think the little boy wishes he could go out and play in the snow. Makes me feel like when I was young, I liked to play in the snow.”*

*“If her furnace is not working she should get it fixed. If she is behind on her bills she should try to make payment arrangements with her utility company.”*





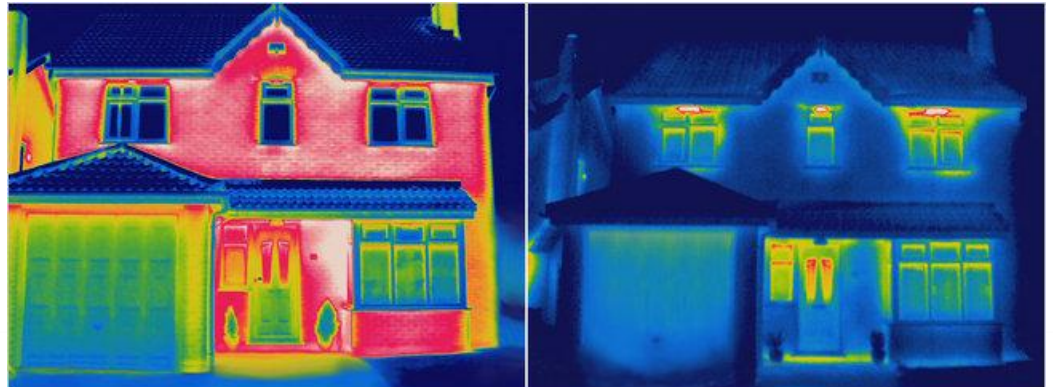
# Strongest photos: relatable & revealing



You could be saving a lot of money.  
Find out how with a Home Energy Evaluation.

Get a free home Energy Evaluation online at [EnergyRight.com](http://EnergyRight.com)  
and you'll receive a free energy saving kit worth over forty dollars.  
Then start hanging on to your money. [EnergyRight.com](http://EnergyRight.com)

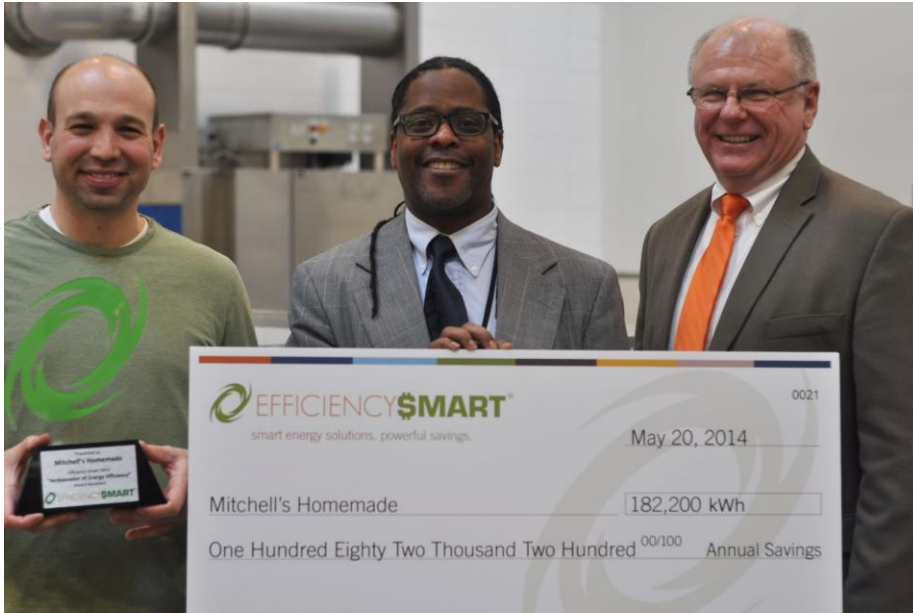
**energyright** solutions  and your local power company



# Big findings

- The role of government is our vulnerability
- EE = virtuous self-interest: save money while stopping waste and doing a good and moral thing
- Images make EE personal for people
- We don't use imagery enough; what is out there is abstract & technical
- Images help normalize EE as something everyone is doing and should do

# Top Recommendation



Use images of people and businesses embracing energy efficiency as a way to introduce programs and policies that drive energy efficiency improvements.

# EE Imagery: Research Highlights

- People relate/engage to simple actions – checking thermostat, caulking windows, etc.
- Authentic images are more impactful than stock photos, and people can tell the difference.
- Imagery needs to have a clear connection to energy efficiency to be understood and relatable – do not make it abstract.
- Avoid framing EE solely in terms of governmental policies/regulations. Many people will react negatively.



Thank you!

Get the full report:

[www.resource-media.org/visual-story-lab/energy-efficiency-imagery/#eereport](http://www.resource-media.org/visual-story-lab/energy-efficiency-imagery/#eereport)

Download the tipsheet:

[www.resource-media.org/wp-content/uploads/2014/12/10-steps-energy-efficiency-120414.pdf](http://www.resource-media.org/wp-content/uploads/2014/12/10-steps-energy-efficiency-120414.pdf)

## **Program Experience: CoMo Energy Challenge**

*Brenna Reed, Sustainability Educator*

*City of Columbia, Missouri (Network Member)*

# *Social Media: tips & tools for a “boring” brand*



**CoMoEnergy**  
**CHALLENGE**   
[comoenergychallenge.com](http://comoenergychallenge.com)

The logo for the CoMoEnergy Challenge features the text 'CoMoEnergy' in a blue, rounded font, 'CHALLENGE' in a bold orange font, and a green icon of a plug with a leaf. Below the text is the website URL 'comoenergychallenge.com'.

Brenna Reed  
Sustainability Educator  
City of Columbia, MO  
Office of Sustainability

# *A boring brand?*

- No one thinks their brand is boring
- We are trained to love our brand & make others fall in love too...
- The average person thinks about energy 6 mins/year
- How do you use social media for a service that people aren't thinking about?



# How do we use social media?



# #savingenergy2win Contest

#savingenergy2win

Tweet & Post photos: Tag CoMo Energy Challenge & #savingenergy2win

CoMoEnergy CHALLENGE	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	 <b>SAVE WATER 2 SAVE ENERGY</b>	 <b>UNPLUG 2 SAVE ENERGY</b>	 <b>IT'S COOL 2 SAVE ENERGY</b>	 <b>FLIP IT OFF 2 SAVE ENERGY</b>
	<b>WIN</b> \$60 gift certificate from The District—use at over 120 shops & restaurants in Columbia.	<b>WIN</b> \$50 gift certificate from Columbia Parks & Recreation—use for golf, pools, ARC & more.	<b>WIN</b> \$15 gift certificate from Sparky's Homemade Ice Cream & \$20 from The District.	<b>WIN</b> \$100 towards an efficient light fixture or fan at Bright City Lights.

**1 WINNER PER WEEK**
**1 GRAND PRIZE WINNER**

PLEDGE TO TAKE THE #SAVINGENERGY2WIN CHALLENGE

Taking the pledge means you're committed to sharing your energy-saving journey with friends.

[FTC Guideline](#)

Prizes Sponsored by:



\*Note: City employees are encouraged to participate, but are not eligible to win prizes.

**Keep it Simple!**

**Use partners & supporters to help spread the word**

**Have an alternative mode of entry for those not on social media**

**Timing, timing, timing**

*Lessons Learned*

**HIGH  
VISIBILITY:**

Have an e-mail sign-up form at events & a sign saying you're on social media. Ex: "Follow us on FB and TW"

**INTERNAL  
SUPPORT:**

Put social media icons in your email signature & create sample posts for partners to share

**SHARE  
STORIES:**

Create & share content that is related to your mission but also peaks interest in your audience - videos, blog posts, testimonials, etc...

**RUSH HOURS:**

Look into your social media insights. Schedule posts when traffic/engagement is proven to be highest.

*Overall Best Practices*

# CoMoEnergy CHALLENGE



/comoenergychallenge



@CoMoChallenge

Brenna Reed  
[comoenergychallenge.com](http://comoenergychallenge.com)

# Program Experience: CoMo Energy Challenge

- Held #savingenergy2win contest during month of June 2015 – first big contest on social media.
- Participants who shared posts of themselves engaging in energy efficient behavior were entered to win gift certificates from local restaurants.
- 45 submissions received over the month, increased social media following 10-15%.

# Lessons Learned: CoMo Energy Challenge

- **Engage program partners** in social media campaigns.
  - Develop sample posts for partners to tailor and use – make it easy for them!
- **Run the contest when target audiences are around** and most likely to engage – not during holidays or major vacation periods.
- **Consider the length of the contest.**
  - Too short and there will not be enough time to advertise/promote; too long and people may find it overbearing.
  - CoMo had most engagement in Weeks 1 and 2 of contest.
- **Time social media posts** for when your audience is likely to engage. CoMo's analytics found that followers were most active during lunchtime and at 10 p.m.

# CoMo Energy Challenge

## *Tips for Social Media Campaign Content*

- **If humor isn't your strength, get someone else's help** – CoMo Energy Challenge had a university improv group make a humorous video about the challenge:  
[https://youtu.be/A\\_k3VNjy0Rg](https://youtu.be/A_k3VNjy0Rg).
- **Blog posts can be engaging, but time consuming**.
  - CoMo blogs 1-2 times per month.
  - Write about what people are interested in (landscaping, buying guides, home décor, etc.) and tie it to EE. Readers get tired of a constant “turn it off” and “save” message.
  - Recruit guest posts with interesting voices.
- **Be aware of FTC regulations** about hashtags and contests.
  - More info here: <http://www.ignitesocialmedia.com/social-media-promotion/contest-hashtags-follow-ftc-guidelines/>.



**Better Buildings Residential Network**  
**Voluntary Initiative: Social Media Toolkit**  
*Jonathan Cohen, U.S. Department of Energy*

# Voluntary Member Initiatives


- Members identify common needs & opportunities
- Invitations sent for limited time effort
- Members voluntarily join together, create a toolkit
- Advice and consent model
- Recognition for participating
- Opportunities to be featured in materials
- Virtual toolkit training for all staff

**Partnerships  
Toolkit**

**Designing  
Incentives  
Toolkit**

# Social Media Toolkit - Background & Purpose

- **Social media** is a set of online tools that make it easier to create, curate, and share ideas.
- **Toolkit purpose:** Help residential energy efficiency programs learn to engage potential and existing customers through social media.
- **Advantages:**
  - Two-way communication where the audience engages in and helps curate content
  - Builds brand awareness



Social Media Toolkit

BETTER BUILDINGS RESIDENTIAL NETWORK

**T**his Better Buildings Residential Network toolkit can be used to help residential energy efficiency programs learn to engage potential customers through social media. Social media can build brand awareness concerning home energy upgrades and the entities working on them, which can lead to more energy upgrade projects taking place in the long run. Residential Network members provided input and review for this toolkit.

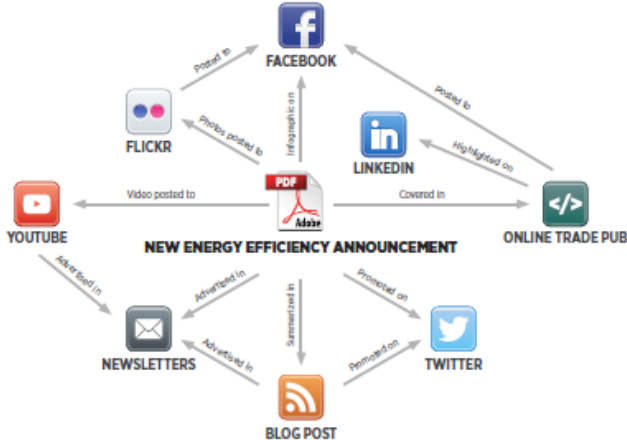
Residential energy efficiency programs use social media to engage homeowners or other stakeholders in their local energy upgrade efforts. This toolkit will help program managers and their staff with decisions like what social media works best for various program needs. When aligned with other marketing and outreach efforts, social media can be a useful tool in attracting home energy upgrade customers.

**What is social media?**

Social media is a set of online tools that make it easier to create, curate, and share ideas.


**How is social media different from other publishing tools?**

Most traditional publishing is one-way, with the author speaking to the reader. Information is passively consumed. The author is in control of the message, the order in which information is presented, and the visual display of the information.



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

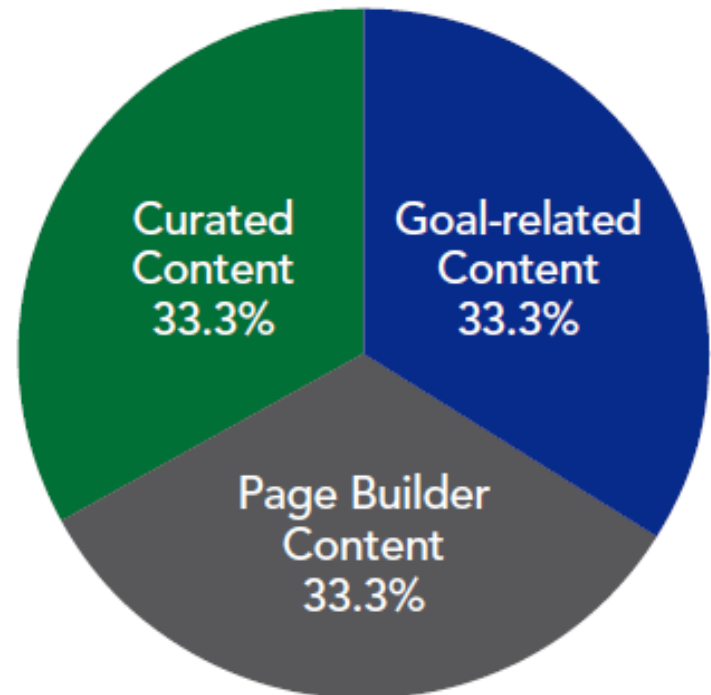
1



# Tips for Getting Started

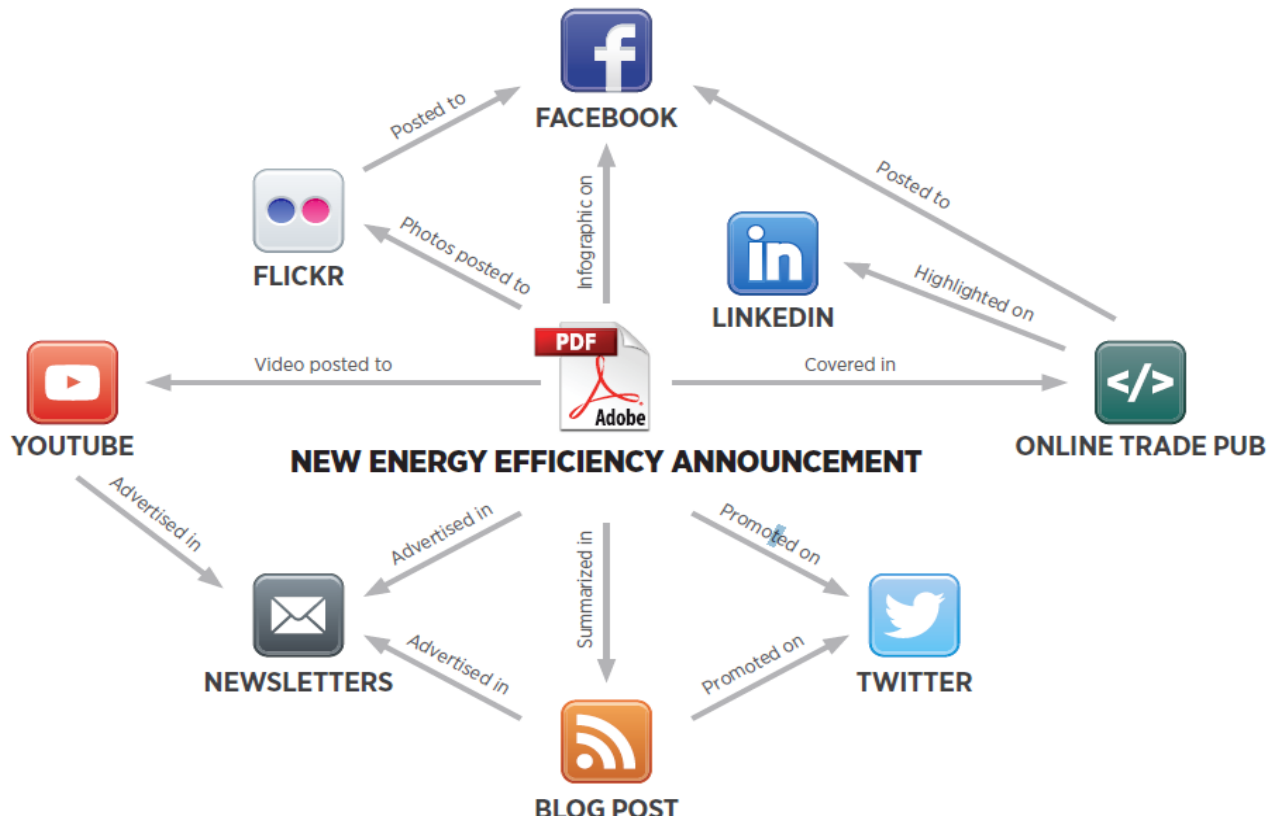
- Social media warrants an **integrated strategy**
  - It should not replace all marketing efforts
- Provide value to your users
- Get your content right *before* utilizing social media
- Consider time and resources available – **social media is a commitment!**

**SOCIAL MEDIA CONTENT**



# How to Choose a Social Media Outlet?

- What information do I want to communicate?
- To whom do I want to communicate?



# Toolkit Contents

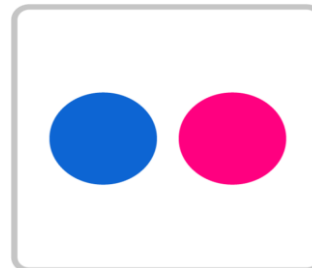
- Social Media Channels:

- Facebook
- Twitter
- LinkedIn
- Blogs
- Pinterest, Instagram, Snapchat
- Wikipedia

- Examples

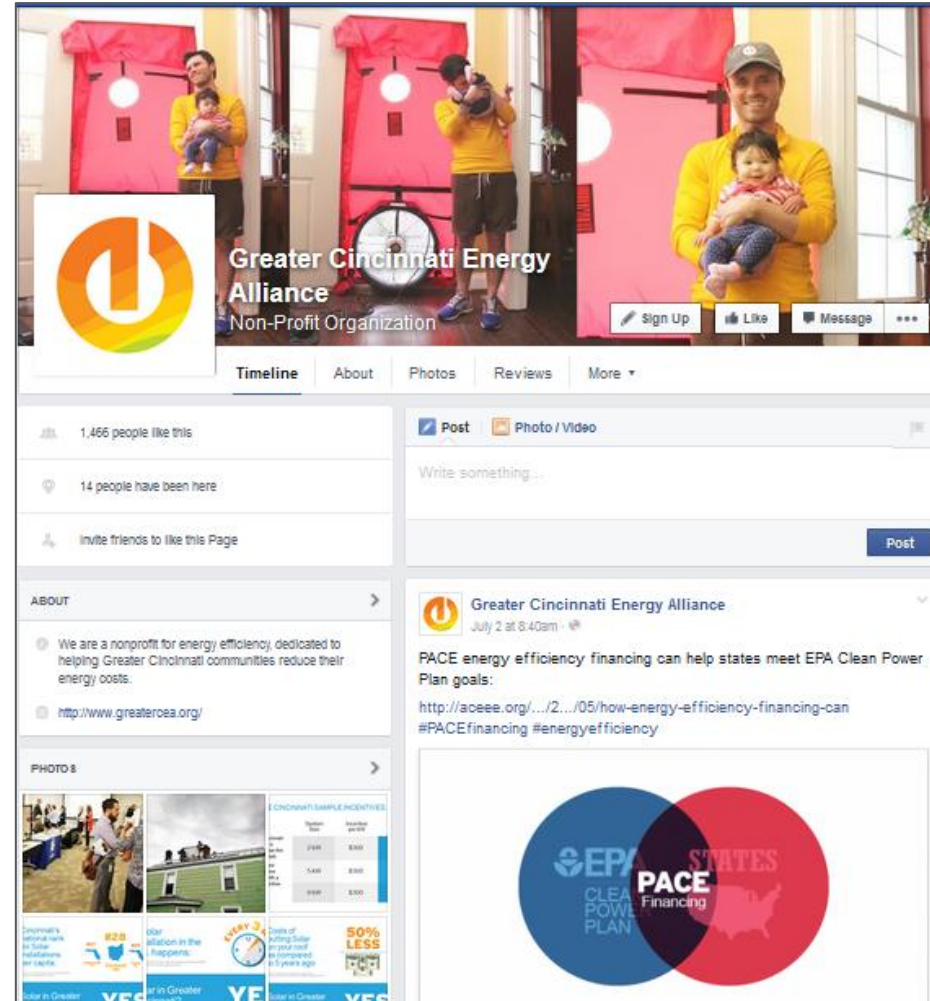
- Things to know about each platform

- How to use each platform well



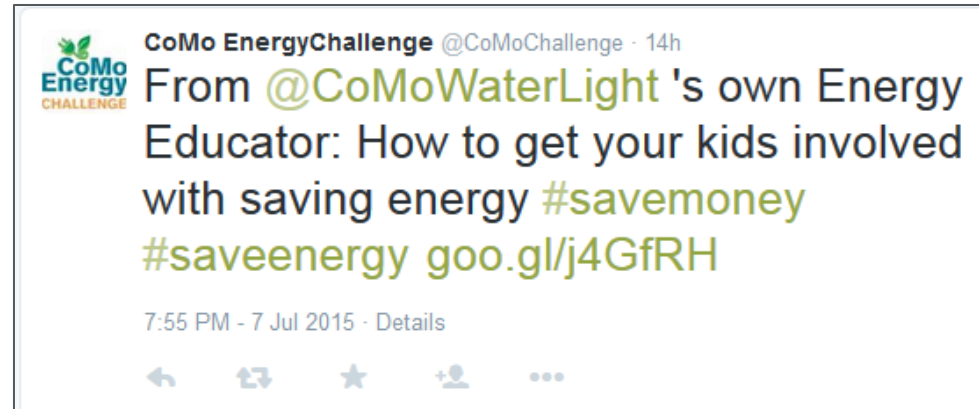
# Facebook

- **Good for:** Reaching a broad audience
- Facebook is the most popular social media site
  - One of the largest digital ad platforms in existence with ~1.3 billion people
  - Content will reach only about 6% of your fans (unless you pay for ads)
- Add photos, upload video, post links



# Twitter

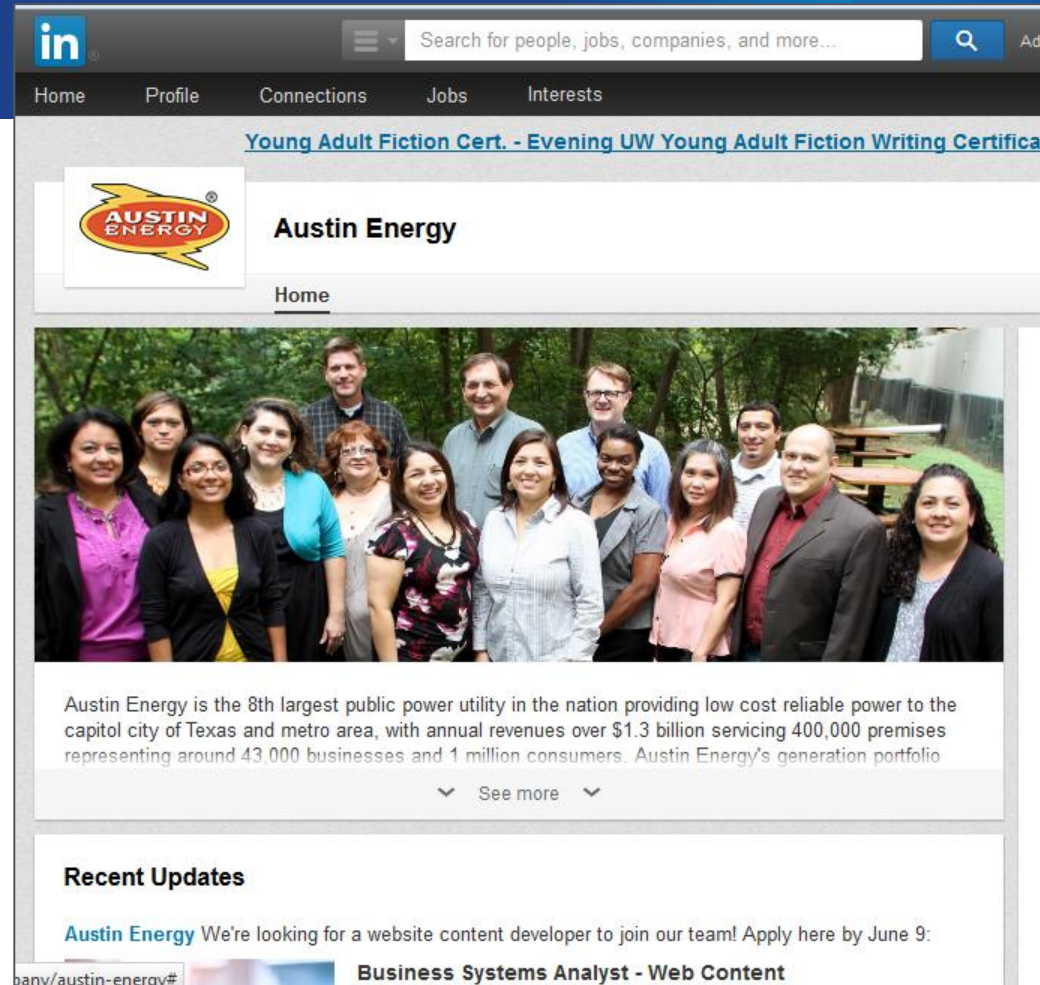
- **Good for:** Starting conversations
- Not good for driving traffic to website content
- Ephemeral content
- Needs care and feeding
- Post frequently; 14 times per day is a rule of thumb





# LinkedIn

- **Good for:** professional networking, involving your program team
- “Professional Facebook”
- Emphasis on thought leadership
- Geared toward individuals over brands



The screenshot shows the LinkedIn profile page for Austin Energy. At the top, there is a search bar and navigation tabs for Home, Profile, Connections, Jobs, and Interests. Below the navigation is a banner for a "Young Adult Fiction Cert. - Evening UW Young Adult Fiction Writing Certifica". The Austin Energy logo is displayed on the left, and the company name "Austin Energy" is on the right. Below the company name is a "Home" tab. A large group photo of approximately 15 people is featured in the center. Below the photo, a text block describes Austin Energy as the 8th largest public power utility in the nation, providing low-cost reliable power to the capital city of Texas and metro area, with annual revenues over \$1.3 billion servicing 400,000 premises representing around 43,000 businesses and 1 million consumers. A "See more" link is visible below the text. Underneath is a "Recent Updates" section with a post from Austin Energy: "We're looking for a website content developer to join our team! Apply here by June 9:". The post includes a link to a job opening: "Business Systems Analyst - Web Content".

# Blogs (e.g., WordPress, Tumblr, Medium, Blogger)

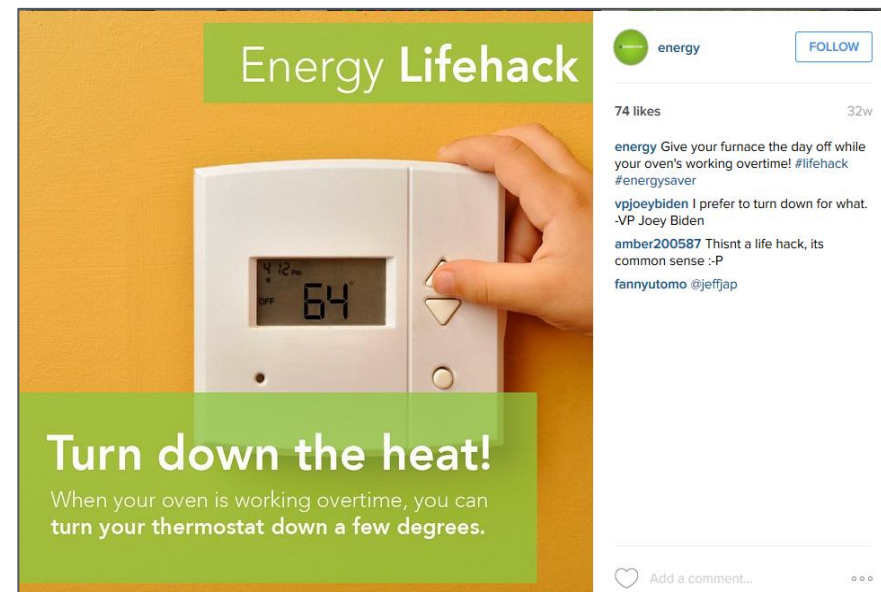
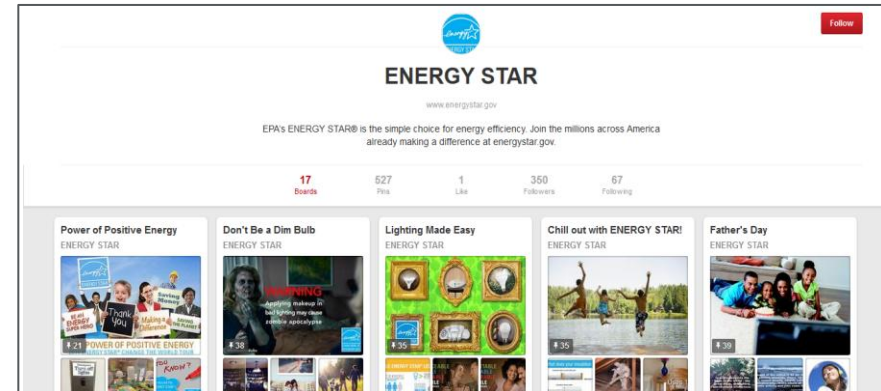
- **Good for:** sharing program stories, successes, and educating an audience
- **Top Tips:**
  - Be conversational
  - Keep it short
  - Link generously
  - Use search-friendly titles and headings



The screenshot shows a blog post from Elevate Energy on the U.S. Department of Energy website. The header includes the Elevate Energy logo and tagline "Smarter energy use for all", along with social media icons for Facebook, Twitter, and LinkedIn, and a search icon. The navigation menu contains "Building Owners & Managers", "Research & Results", "About", "Blog", and "Contact Us". The main content area features the title "DOE's Home Energy Information Accelerator Advances Home Energy Efficiency across the U.S.", the date "May 28, 2015 12:12 pm", and the text: "This week, the U.S. Department of Energy (DOE) announced two new Better Buildings Accelerators, which bring together key leaders to bolster residential energy efficiency. Elevate Energy is one of several partners involved in the Home Energy Information Accelerator, which aims to make home energy information more accessible to potential home buyers." A photograph shows a woman and a man standing together at a roundtable. Below the photo, the text continues: "At a White House roundtable this week, Accelerator partners – including Elevate Energy, the Illinois Department of Energy, the Illinois Department of Energy".

# Pinterest, Instagram, & Snapchat

- **Good for:** image sharing, visual campaigns
- **Consider your target demographic:**
  - 71% of Pinterest users are women
  - 60% of Instagram users are 18-34
  - 71% Snapchat users are under the age of 25
- **Top Tip:** Use images of homeowners and community members



# Wikipedia

- Go-to source for basic information (not for research though)
- **Good for:** Adding research content as sources for articles
- **Not good for:** Marketing
- 1-9-90 Rule: ~90% of users just view content, 9% will edit content, but just 1% will actively create new content



The screenshot shows the Wikipedia article for Vermont Energy Investment Corporation. The page includes the Wikipedia logo, navigation links, and the main article text. The article describes VEIC as a non-profit organization in Chittenden County, Vermont, founded in 1986, which seeks to reduce energy costs through efficiency and renewable energy. It also mentions VEIC's operations of three large-scale energy efficiency programs in the United States, including Efficiency Vermont.

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## Vermont Energy Investment Corporation

From Wikipedia, the free encyclopedia

**Vermont Energy Investment Corporation** or **VEIC** is a **non-profit organization** in **Chittenden County, Vermont** that seeks to reduce the economic and environmental costs of **energy** consumption through **energy efficiency** and **renewable energy** adoption. Since its founding in 1986, the organization has been involved in designing energy efficiency and renewable energy programs in **North America** and worldwide.

VEIC also operates three large-scale energy efficiency programs in the United States, including **Efficiency Vermont**, the nation's first statewide energy efficiency utility.<sup>[1]</sup>

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**History** [\[edit\]](#)

VEIC was founded in 1986 by Beth Sachs and Blair Hamilton with a goal to reduce energy costs for consumers by promoting energy efficiency and encouraging the conservation of natural resources.<sup>[2]</sup> In particular, they focused their early efforts on helping reduce the burden of energy costs for low income consumers. By 1997, VEIC had implemented energy efficiency measures in nearly 100 low-income multifamily buildings throughout the state of Vermont; it also led a successful effort to establish an ordinance requiring

**Vermont Energy Investment Corporation**

	<b>Vermont Energy Investment Corporation</b>
<b>Type</b>	Non-Profit
<b>Founded</b>	1986 (Chittenden County, Vermont)
<b>Founder</b>	Beth Sachs Blair Hamilton
<b>Headquarters</b>	 Chittenden County, Vermont
<b>Key people</b>	Beth Sachs
<b>Website</b>	<a href="http://www.veic.org/index.cfm">http://www.veic.org/index.cfm</a> <a href="#">↗</a>

# Find More Resources in the 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/>

# Where to Download?

Find the [Social Media Toolkit](#) on Home Energy Pros

# Discussion Questions

- What are some examples of social media campaigns your program has implemented or considered?
- What are the benefits of using social media over other forms of marketing? What are challenges?
- What types of messaging and imagery has your program found most effective?
- How can programs effectively convert social media and other messaging campaigns into program participants, retrofits, and energy savings?

# Social Media Best Practices

- **Social media is a commitment.**
  - Anticipate the level of effort and resources required before launching a campaign.
  - Stay engaged and don't leave content stagnant.
- **Know your message first;** social media is just one strategy to amplify it.
  - Don't tweet for the sake of tweeting: have actual content.
- **Know your audience** when considering which social media tool to use and when to use it—both the platform and the timing matter!
  - Different platforms can involve different levels of effort and resources.
  - Twitter can be a time commitment—CoMo tweets 3-4 times per day.
- **Be transparent and responsive** when dealing with negative or off-color commenters.



# Challenges When Using Social Media

- With one channel and a program that covers many audiences, it can be difficult to visually differentiate content and direct it to its target audience.
  - If using Twitter, different Twitter handles can be useful. For Facebook or LinkedIn, just one account should be used.
  - You can share different content on different platforms.
  - Hashtags can be a way to differentiate content.

# Closing Poll

- **After today's call, what will you do?**
  - Consider implementing one or more ideas discussed – **50%**
  - Seek out additional information on one or more ideas – **44%**
  - Make no changes to my current approach – **6%**
  - Other (please explain) – **0%**

# Thank you!

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