



**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**

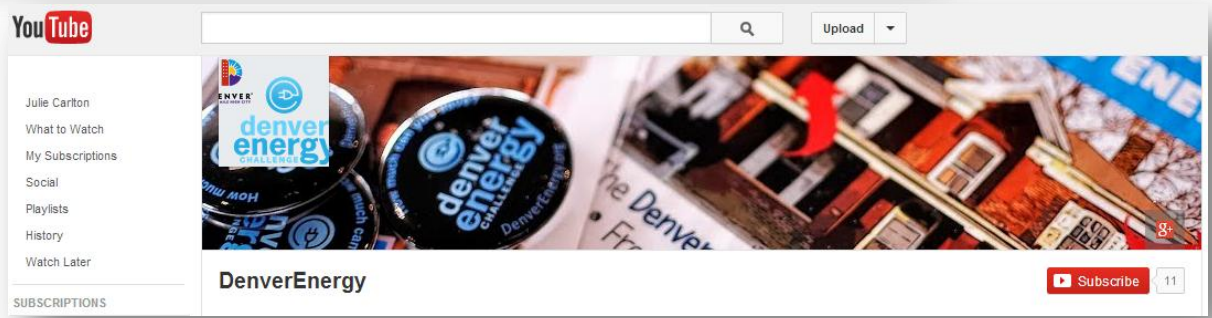
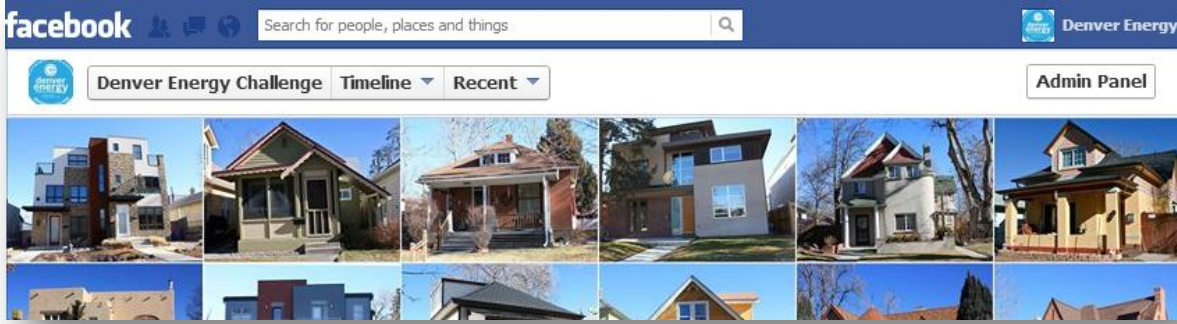
# Agenda

- 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

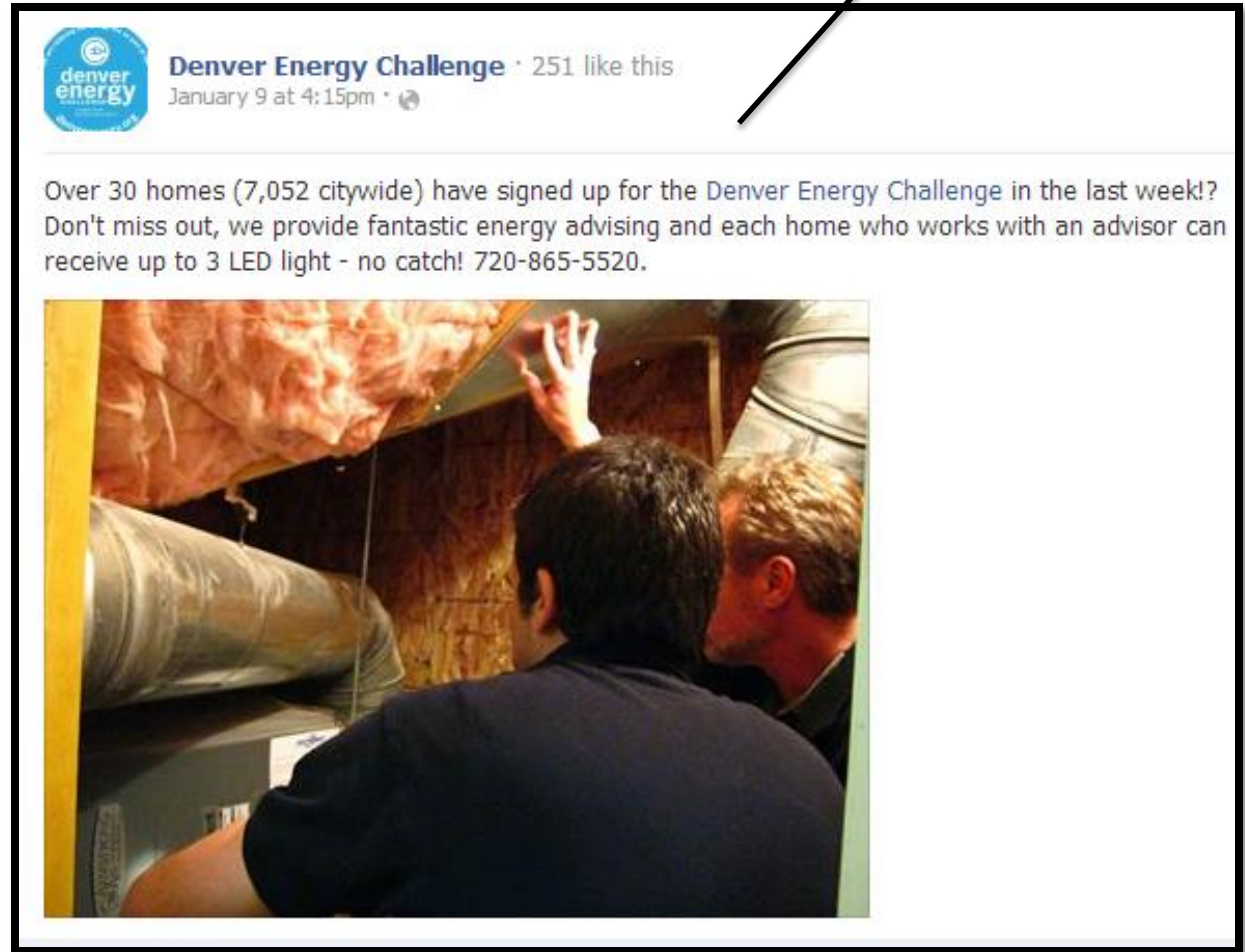
# Social Media Outlets

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

Google+?  
Vimeo?

... what's popular in your area?

Received 138 views  
versus average 25 views



# Holiday Messaging

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

Is your home feeling the *Love* this Valentine's Day?

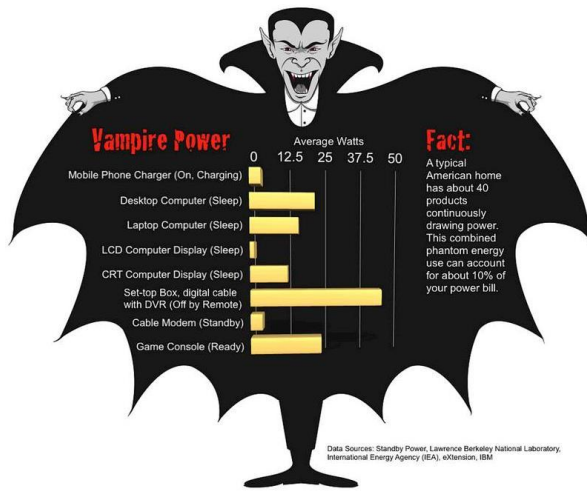
Low-Cost Energy Loans ♥ Free Advising ♥ Qualified Contractors



720-865-5520  
DenverEnergy.org



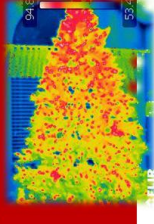
denver energy CHALLENGE



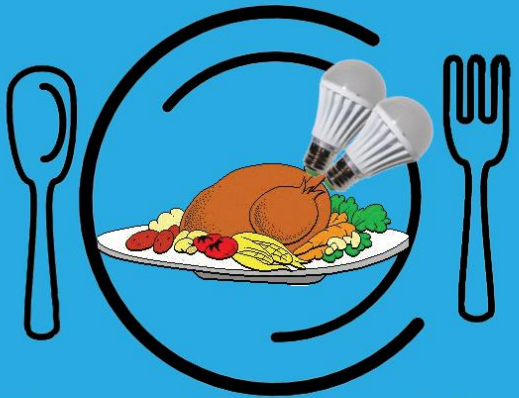
## Christmas Wish List

1. Weatherstripping and Caulking
2. LED light bulbs
3. Hot water heater blanket
4. Pipe insulation
5. Chimney balloon
6. Insulation for my attic
7. EnergyStar Refrigerator
8. EnergyStar Dishwasher

720-865-5520  
DenverEnergy.org



This holiday season try the **Denver Energy Challenge**.  
Low in kilowatts, high in energy savings.



**Happy Thanksgiving!**

We're **Cooler** Than You this summer




denver energy CHALLENGE

# 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

Side ad

[Start a Home Energy Audit](#)

DenverEnergy.org

Cut Bills & Improve Comfort.

Speak with a Free Energy Advisor

Top ad

[Start a Home Energy Audit - Cut Bills & Improve Comfort.](#)

DenverEnergy.org

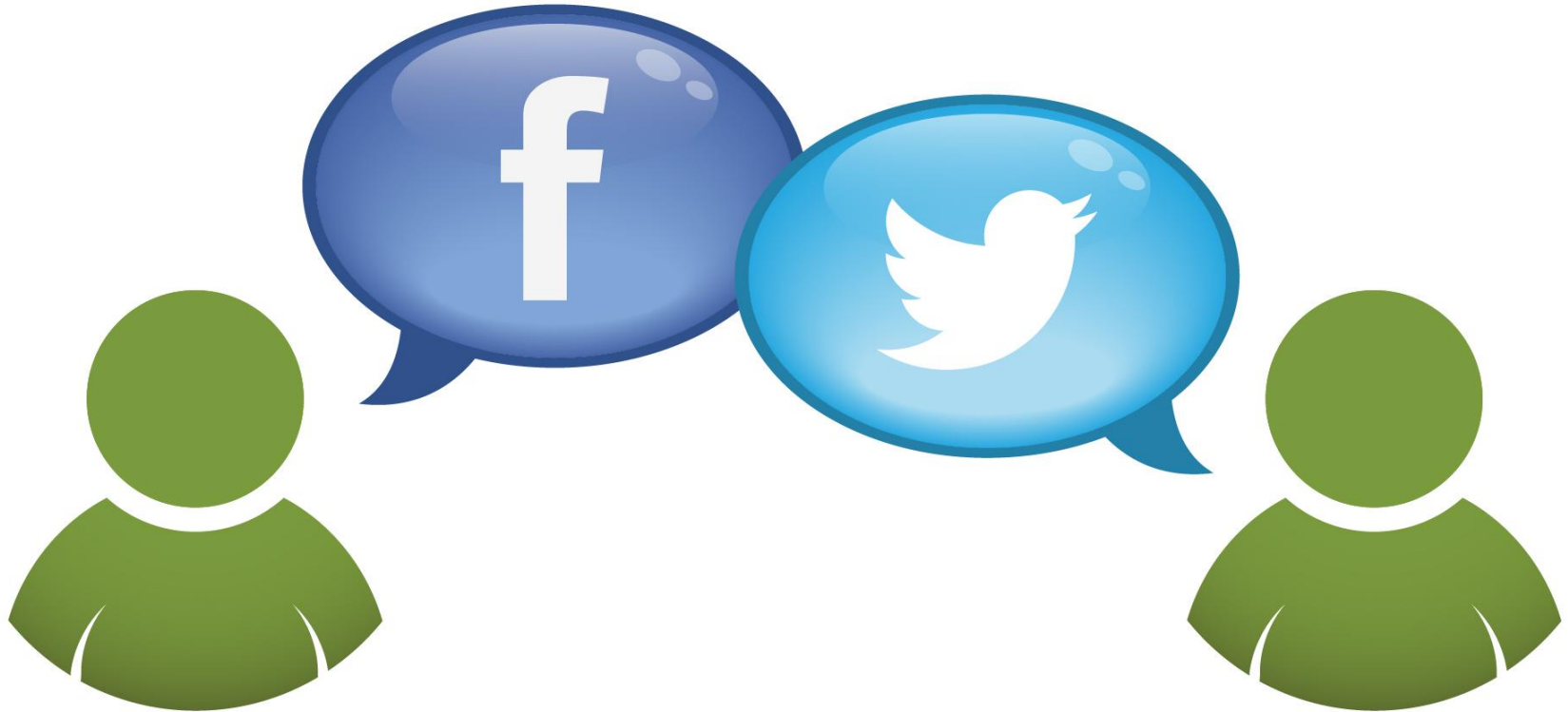
Speak with a Free Energy Advisor



# 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



# BACKGROUND

- **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**

# STRATEGIES



## Build Personality

**RePower Bainbridge**  
August 16, 2012

Spark Update: Spark went to Kidimu to give kids an easy bar... (tip) on saving energy: turn off lights when you leave the room. If you want to meet Spark or adopt him into your family, stop by the Movies in the Park tomorrow to find out how!



**RePower Kitsap**  
23 hours ago

Creative idea: Make a herb garden using a recycled wagon.



Like · Comment · Share

Beth Rollings, Jean Pandolfi Kapturovski, Carolyn Hartford Mahar and 6 others like this.

**Katie Jones** Love it!  
23 hours ago · Like

**RePower Bainbridge**  
June 28, 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.



**RePower Bremerton**  
November 28, 2013


Happy Thanksgiving, Bremerton!




# STRATEGIES



## Engage the Community



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



**RePower Bremerton** ▶ **Russell Design Source**  
about a minute ago

Thanks for being a Shop Bremerton Card retailer. We're excited about the discount you're providing!

↻ **Douglas M.** retweeted you



**RePower Bremerton** ← ↻ ★ · More  
What a beautiful photo of #Bremerton! RT @Alotlikedouglas: #bremerton #sunrise #sweet #early #morning #sun #commute [instagr.am/p/M4n2pctthT/](https://www.instagram.com/p/M4n2pctthT/)



**RePower Kitsap** shared Air Masters Heating's photo.  
about an hour ago

Congrats to RePower trade ally, Air Masters Heating!

Air Masters, Inc. Earns Esteemed 2012 Angie's List Super Service Award  
[http://www.airmastersheating.com/\\_blog/Air\\_Masters\\_Heating\\_Blog/post/Air\\_Masters,\\_Inc\\_Earns\\_Esteemed\\_2012\\_Angies\\_List\\_Super\\_Service\\_Award/](http://www.airmastersheating.com/_blog/Air_Masters_Heating_Blog/post/Air_Masters,_Inc_Earns_Esteemed_2012_Angies_List_Super_Service_Award/)



**RePowerKitsap** @RePowerKitsap 1d  
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

# STRATEGIES



## Develop and Share Content

**RePower Kitsap**  
June 19

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.

Find a location near you:  
[http://www.positiveenergybi.org/sites/default/files/RePower\\_CFL\\_Recycling\\_Flyer\\_v4.pdf](http://www.positiveenergybi.org/sites/default/files/RePower_CFL_Recycling_Flyer_v4.pdf)

Like · Comment · Share

**Leah Wattree** Are those the long bulbs or the twirly looking ones?  
June 19 at 3:45pm via mobile · Like

**RePower Kitsap** Great question Leah Wattree! The most common CFLs are twirly but they can 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 4:55pm · Like · 1

**RePower Bainbridge**  
Friday

**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.

Write a comment...

**RePower Kitsap**  
November 30

**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



Like · Comment · Share

GP Conservation likes this.

**RePower Bainbridge**  
December 4, 2013

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



# ENERGY IMPACT ILLINOIS

Facebook

The screenshot shows the Facebook page for 'The Energy Bills - Take The Pledge'. The page header includes the Facebook logo and a search bar. The main content area features a green banner with the text 'Like the The Energy Bills & save big on home energy costs!' and '★ THE ENERGY BILLS ★ Pledge, Save, Share & you could Win!'. Below the banner is a video player showing a man and a woman. To the right of the video player is a yellow starburst graphic that says '24 PLEDGES SO FAR!'. Below the video player is a form with fields for 'enter your email address', 'Date of Birth' (with dropdowns for Month, Day, and Year), 'enter your city', and 'State'. There is also a 'PLEDGE' button. The left sidebar shows the page name 'The Energy Bills - Take The Pledge', a 'Like' button, and a list of sponsored posts from KFO, Center for Energy/Buildings Technology (CBTE), and others. The bottom of the page has a green footer with the text 'GET THE BILL YOU WANT' and 'THEENERGYBILLS.ORG'.

The screenshot shows a Facebook post from 'The Energy Bills'. The post includes a profile picture of a man and a woman, the page name 'The Energy Bills', and the text: "People can't change, but thermostats can," says Big Bill in the first episode of our web series. Prove him wrong and pledge to be more energy efficient here: <http://on.fb.me/ucQp0a> (you could win a free home energy audit!). Below the text is a video player showing a man speaking. To the right of the video player is the text 'Ep. 1: Meet The Energy Bills' and 'www.youtube.com'. Below the video player is the text 'Big Bill and Little Bill are on a quest to help homeowners maximize their energy efficiency. In the first episode, get to know Big Bill and Little Bill as th...'. Below the video player is the text 'Post Insights are not yet available. Please check back later.' and 'Unlike · Comment · Share · Tuesday at 3:32pm'. Below the video player is the text 'You and 9 others like this.' and '2 shares'.

Garnered 159 fans in five weeks, with 1,840 page views and 92 likes or shares of posts. 187,430 ad impressions.

The screenshot shows a sponsored Facebook post from 'The Energy Bills'. The post includes a profile picture of a man and a woman, the page name 'The Energy Bills', and the text: "People can't change, but thermostats can," says Big Bill in the first episode of our web... Below the text is a video player showing a man speaking. Below the video player are the icons for Like, Comment, and Share, and the number '2'.

# ENERGY IMPACT ILLINOIS

YouTube

The screenshot shows the YouTube channel page for 'The Energy Bills'. The channel name is 'The Energy Bills' with the URL 'TheEnergyBills's Channel'. There is a 'Subscribe' button and navigation tabs for 'All', 'Uploads', and 'Favorites'. The main video player displays 'Ep. 1: Meet The Energy Bills' with a play button overlay. Below the video are options for 'Info', 'Favorite', 'Share', and 'Flag'. To the right, there are sections for 'Uploads (4)' and 'Favorites (1)', each listing video thumbnails, titles, and view counts. On the left and right sides of the channel page, there are promotional banners for 'BIG BILL' and 'LITTLE BILL' with the text 'GET THE BILL YOU WANT' and 'TheEnergyBills.org'. The YouTube logo is visible in the top left corner of the page.

More than **1,000** people viewed webisode 2 in the few days it was available..


YouTube channel has received more than **2,600** views in five weeks. Nearly **100%** of viewers are from IL.

# ENERGY IMPACT ILLINOIS

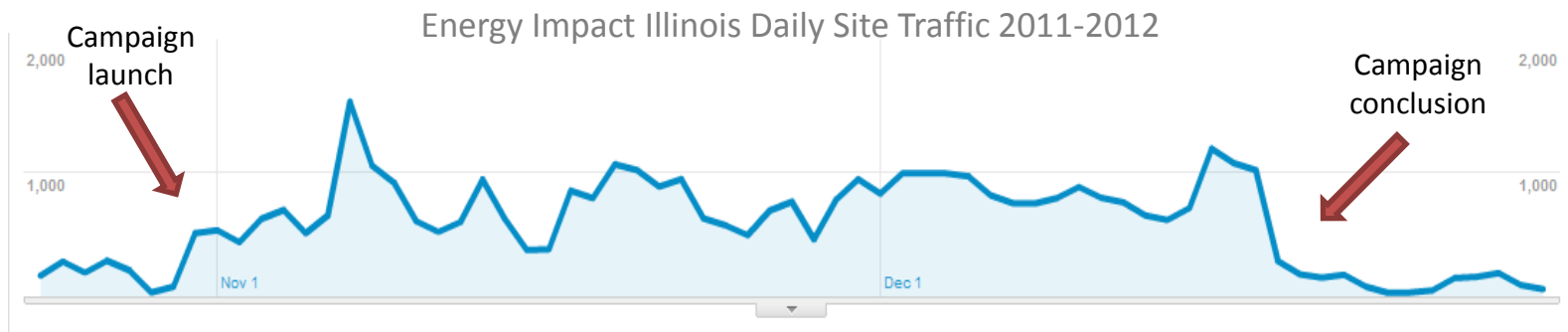
## Twitter



  
Garnered 81  
followers in five  
weeks, with 137  
re-tweets or clicks  
on links we post.

 **notYETgreen** Laura Reedy Stukel  
RT @theenergybills: "People can't change, but thermostats can," says Big Bill. Prove him wrong & pledge to be #EnergyEfficient today!...  
29 Nov

# ENERGY IMPACT ILLINOIS



## 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>
- 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>
- Denver Energy Challenge Facebook page: <https://www.facebook.com/DenverEnergyChallenge>
- RePower Bainbridge Twitter: <https://twitter.com/RePowerBI>
- Energy Impact Illinois Twitter: <https://twitter.com/TheEnergyBills>
- The Energy Bills YouTube channel: [https://www.youtube.com/channel/UCZtA0YhvJEyOB3\\_N3IGIJTw](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%**