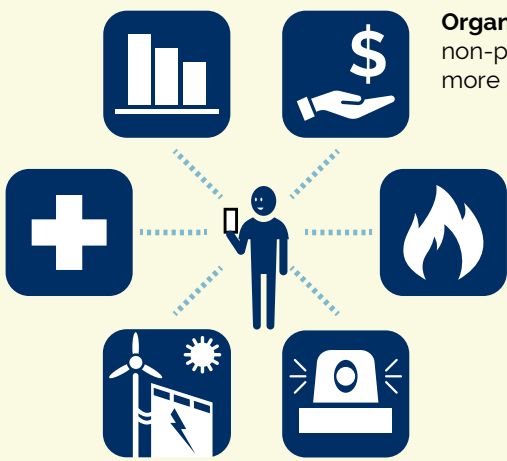




Communications in the Modern World

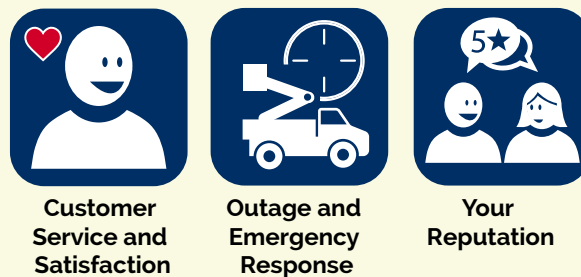
The importance of Social Media for Utility Vegetation Management and Beyond

Why Social Media is Important

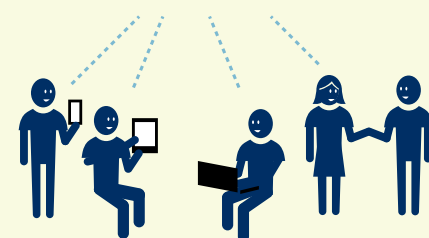


Organizations of all types — corporations, hospitals, non-profits, fire departments, utilities, and so many more — **have taken advantage of social media.**

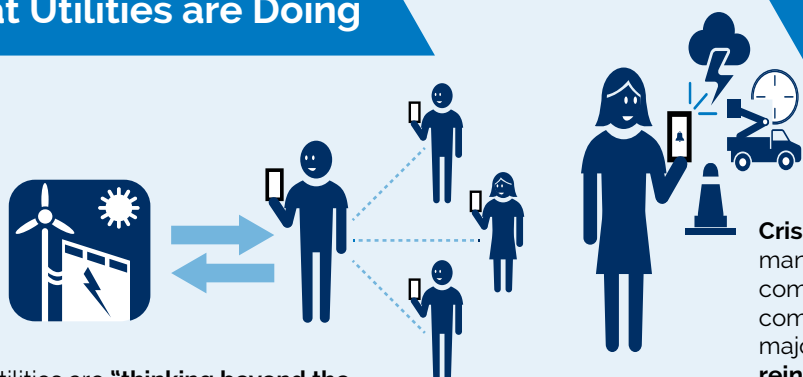
Social media can **positively affect** several things that have a big impact on your **operations**:



Social media offers utilities a **real, tangible way to engage** with customers.



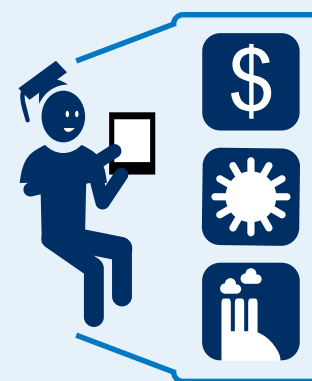
What Utilities are Doing



Many utilities are **"thinking beyond the meter"** by initiating two-way conversations with customers, and using their channels to drive, spread and amplify conversations.

Social Media Priorities for Utilities

Crisis Communications - Outage management and storm information communicated **in real time**, helping communities to track activity during a major weather event or outage. While **reinforcing messages about safety.**



Customer Education and Energy Efficiency - Educating customers on topics including **renewable energy, energy efficiency, carbon offset options,** and much more.



Customer Service - Servicing customers and addressing concerns through a variety of channels, while **developing and maintaining** a strong, evolving understanding of **customers wants and needs.**



Demand Response - Social channels can be leveraged for demand response programs, where **customers receive incentives** to reduce their energy consumption **when demand is at its height.**



Branding - Develop your **voice and brand**, helping customers understand an organization's **guiding principles and mission.**



Recruitment - Outlets such as LinkedIn, Facebook, and Twitter can be used to **announce job openings.**

Best Practices



Be **strategic** and **drive** the message.



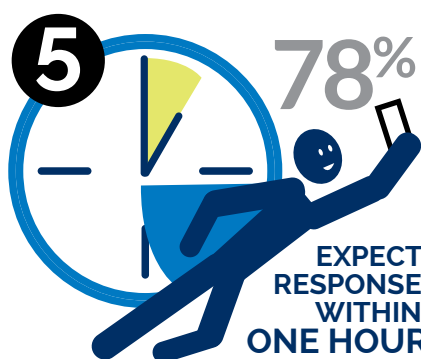
Tell **stories** to be engaging.



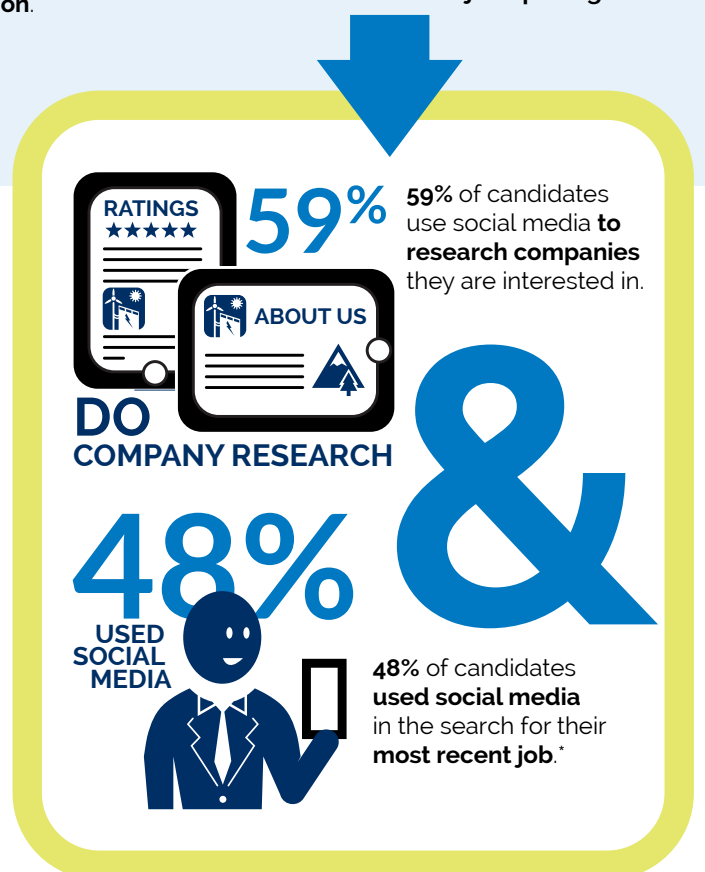
Visuals make the difference (Posts with visuals are **40x more likely** to be shared).



Mind your manners



Timing is everything (78% of people expect a response **within one hour**).



*https://www.jobvite.com/wp-content/uploads/2016/03/Jobvite_Jobseeker_Nation_2016.pdf



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