



# Using Social Media to Meet Goals, Engage Limited- Income Customers & Increase Outreach

**NEUAC**

June, 2012

# MYTH:

Limited-income customers aren't connected to the internet...

# FACT:

- » 69% of households with an income of \$50K or less, access the internet from home.

Source: Pew Internet, 2010

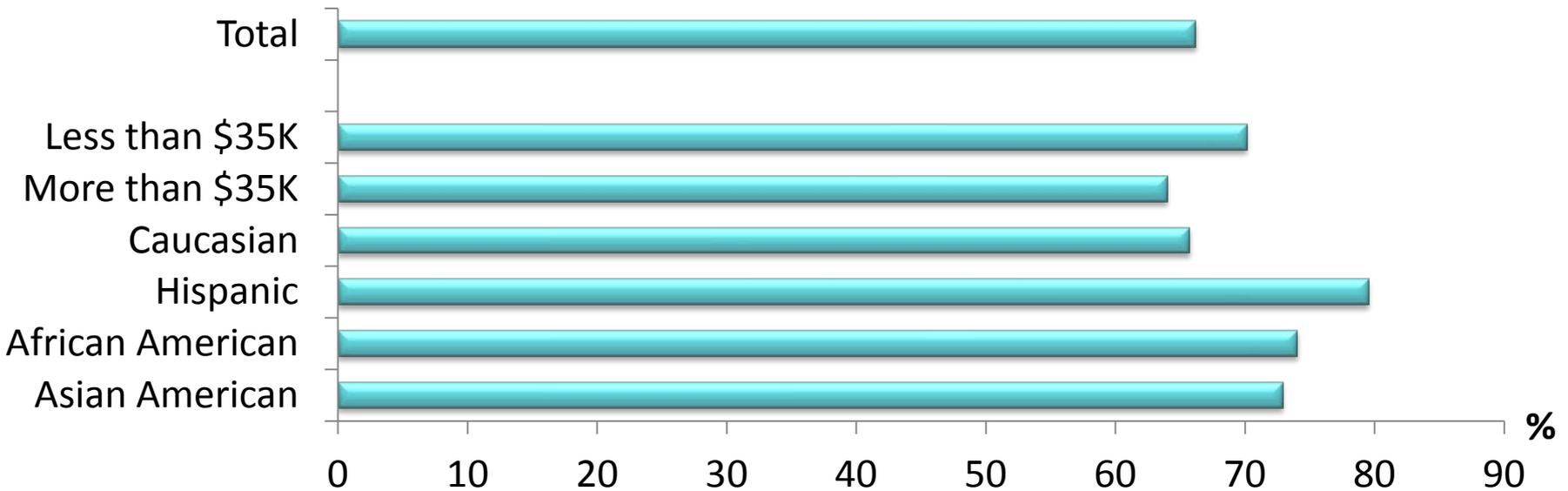
# MYTH:

Limited-income customers don't use social media...

# FACT:

» Limited-income/ethnic groups have the highest use, overall.

**Social Media Usage by Demographic Segment**



Source: Pike Research, 2012

# FACT:

Ethnic groups also lead in accessing the internet from their mobile phones...

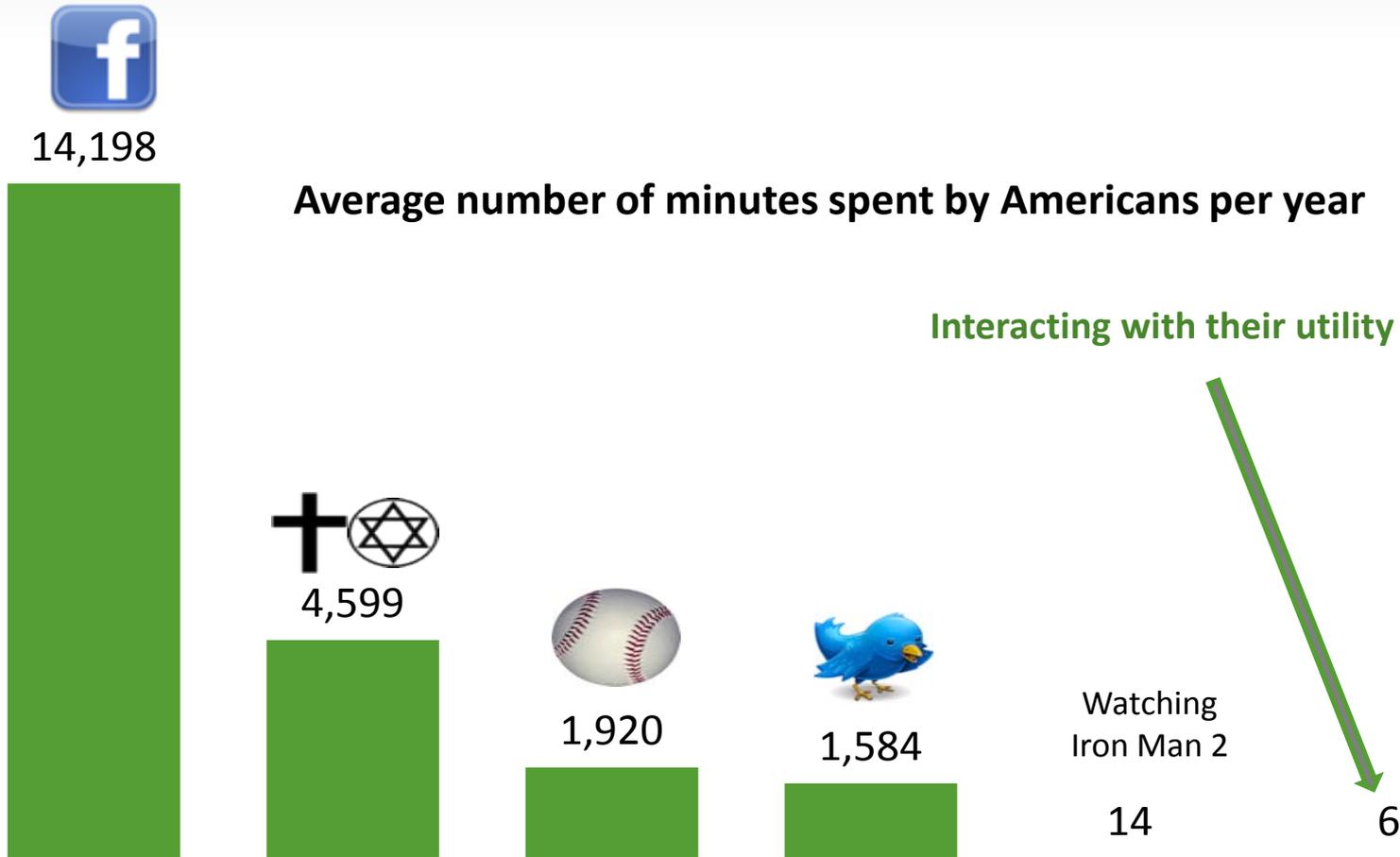
# Ethnic Groups Outpace Others in use of Mobile Applications

	All Adults	White, non-Hispanic	Black, non-Hispanic	Hispanic (English-speaking)
Own a cell phone	82%	80%	87%	87%
% of cell owners within each group who do the following on their cell phones				
Send/receive text msgs	72	68	<b>79</b>	<b>83</b>
Access the internet	38	33	<b>46</b>	<b>51</b>
Send/receive email	34	30	<b>41</b>	<b>47</b>
Use a social networking site	23	19	<b>33</b>	<b>36</b>

Source: Pew Internet, 2010

# Social Media in the Utility World

# Energy is “Back of Mind” for Nearly all Customers

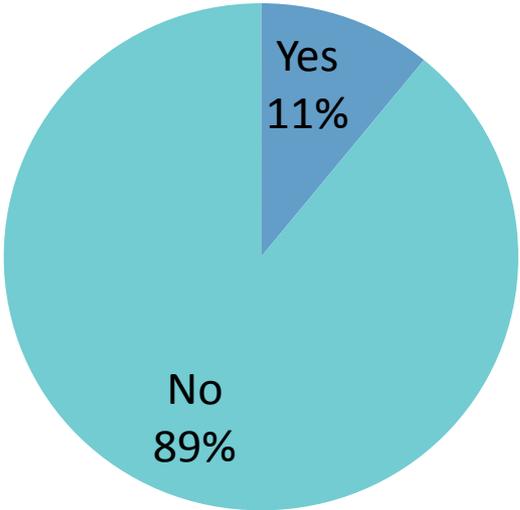


Source: Simple Energy, 2011

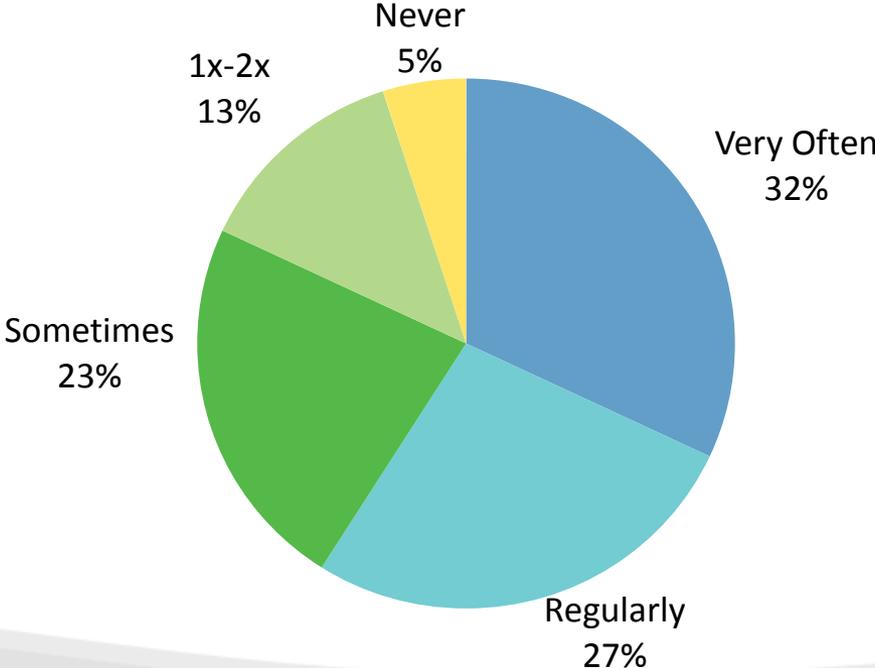
# Customers who Interact with Utilities via Social Media

» Though only a small % of customers interact with their utilities via social media, those that do, do so frequently.

### Use of social media to interact with utility

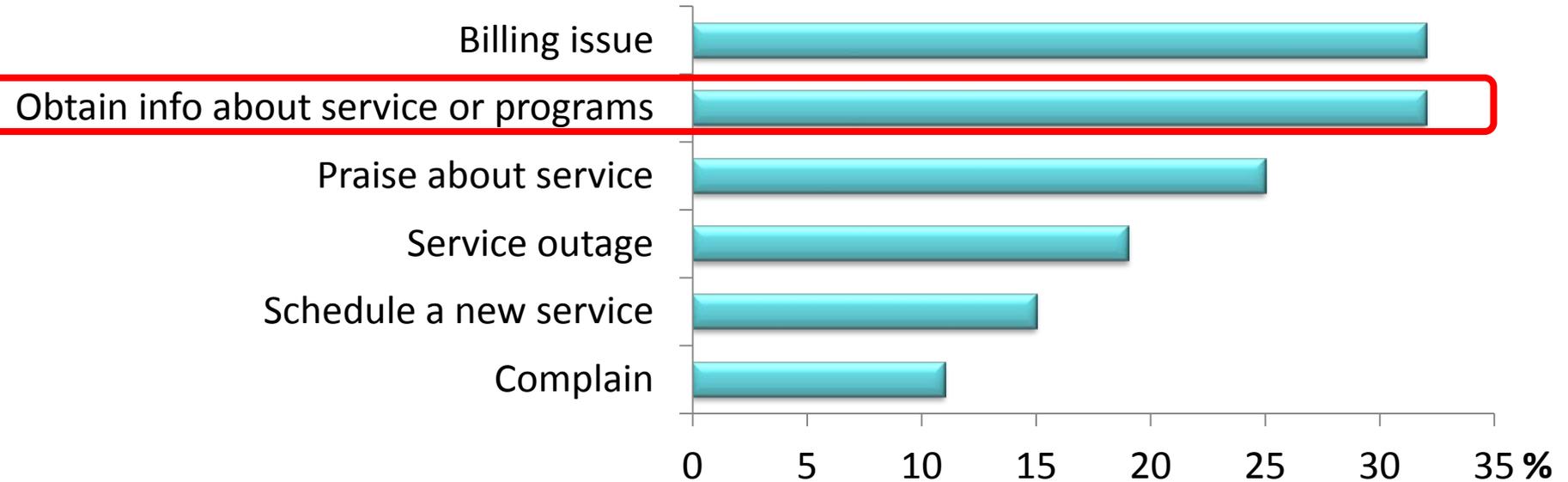


### Frequency of interaction via social media



Source: Pike Research, 2012

# Reasons for Interacting with Utility via Social Media



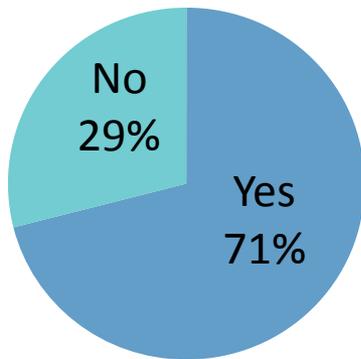
Source: Pike Research, 2012

# SoCalGas and Social Media

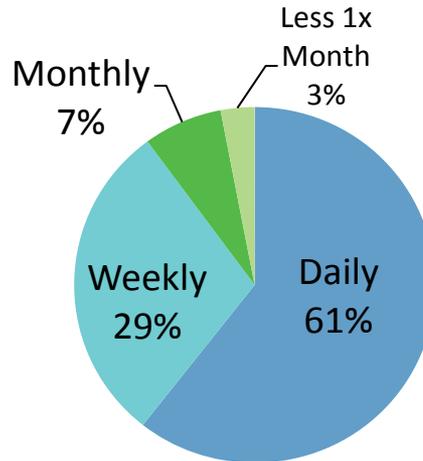
# SoCalGas Customer Social Media Landscape

»Our customers are very engaged in social media.

### % of Customers Using Social Media



### How Often Used



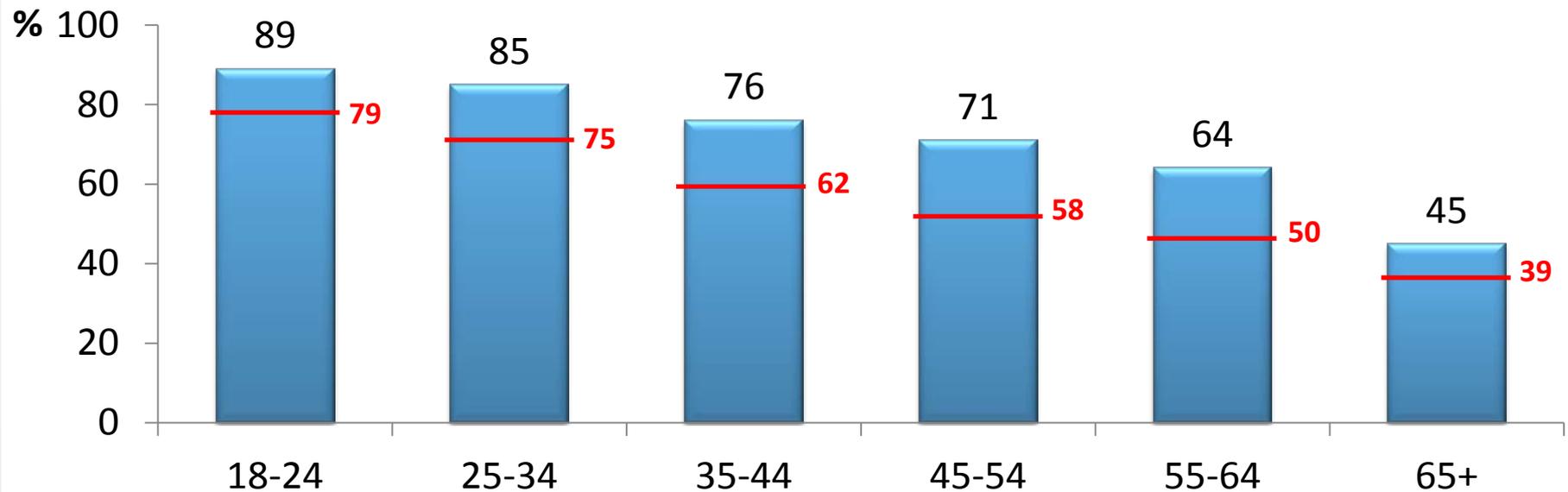
### Sites Visited Most



Source: SoCalGas Res Customer Online Panel, Jan. 2012

# % of our Customers who use Social Media

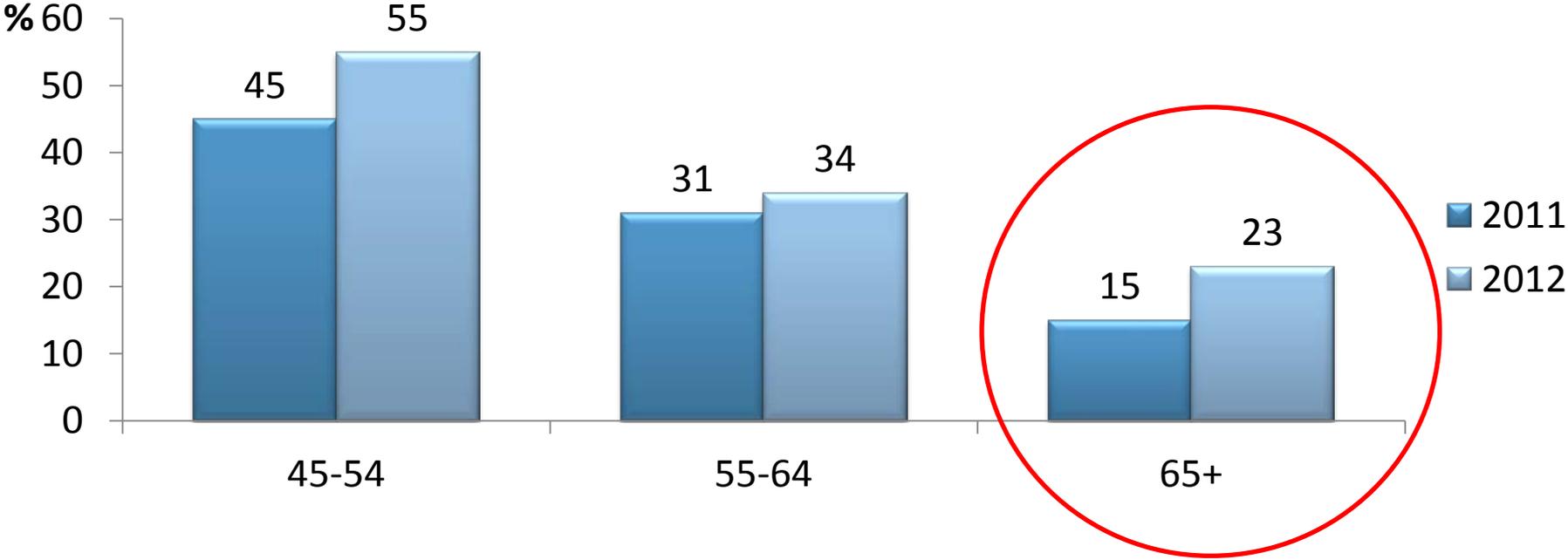
» Social media use is consistent across all age groups.



Source: SoCalGas Res Customer Online Panels, Jan. 2012

— % who use social media daily

# Social Media is Growing Among our Older Segments

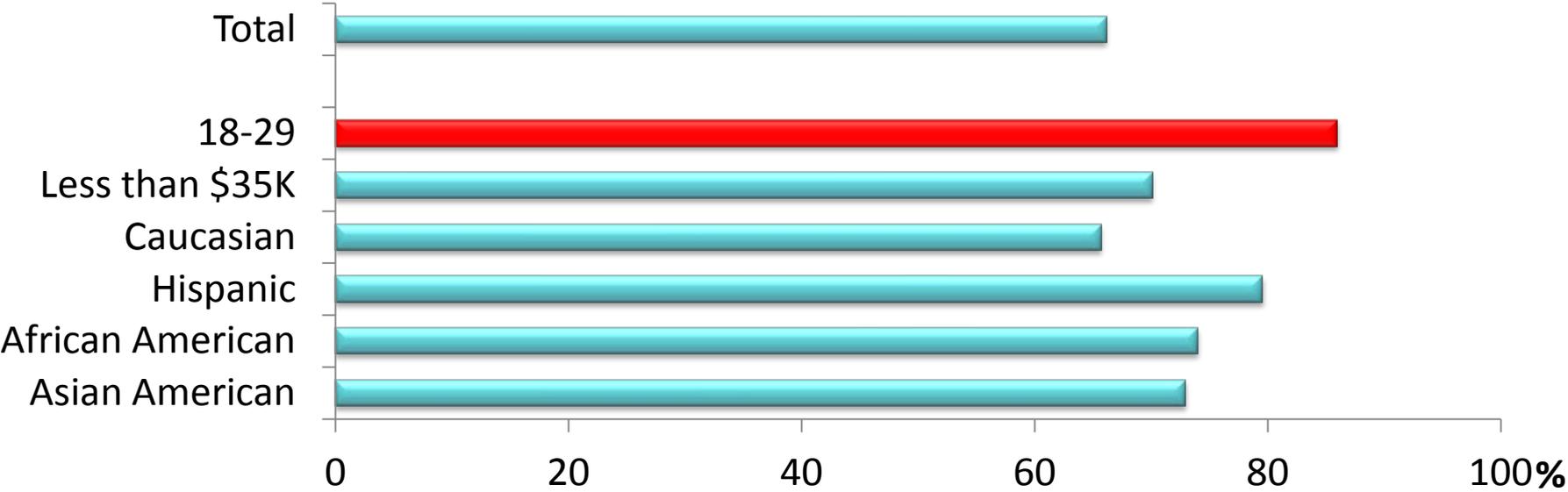


Source: SoCalGas Res Customer Online Panels, Jan. 2012

# Social Media Idea Generation

# OPPORTUNITY: 18-29 Year Olds Outpace All Groups in Social Media

% of Internet Users Who Use Social Networking Sites



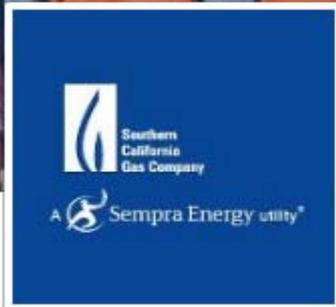
Source: Pike Research, 2012  
Pew Internet, 2012

# OPPORTUNITY:

## 18-29 Year Olds Outpace All Groups in Mobile Use

	18-29	30-49	50-64	65+
Own a cell phone	<b>90%</b>	88%	82%	57%
% of cell owners within each group who do the following on their cell phones				
Send/receive text msgs	<b>95</b>	82	57	19
Access the internet	<b>65</b>	43	18	10
Send/receive email	<b>52</b>	37	22	11
Use a social networking site	<b>48</b>	23	8	3

Source: Pew Internet, 2010



# Southern California Gas Company (SoCalGas)

9,042 likes · 58 talking about this

Like

Message



Energy/Utility

For emergencies or customer service, please DO NOT reply via Facebook. Call 1-800-427-2200.

About



Photos



Welcome



Customer Care



Save Energy, Save M...

4

Highlights



## Save Energy, Save Money

### Customer Assistance Program



**CARE**  
See if you qualify for a 20% rate discount.



**ESAP**  
You may qualify for no-cost energy-saving home improvements.



**Level Pay Plan**  
Smooth out the ups and downs of your monthly gas bill.



**Other**  
Click here to learn about other available programs.

### Cash Rebates

# Engage, Engage, Engage!



**John Sarfati**

regarding your care program - when work orders are placed how long does it take to get them done in orange county for upgrades n repair needed ?

Like · Comment · January 19 at 12:15pm



**Southern California Gas Company (SoCalGas)** @John Sarfati

Thank you for your message. Is your question about our CARE or ESAP program? By the nature of your question we believe this may be regarding the Energy Savings Assistance Program. If so, the length of time could really depe...

[See More](#)

January 19 at 4:15pm · Like



**John Sarfati** Care program

January 19 at 5:07pm · Like



**Southern California Gas Company (SoCalGas)** @i John Sarfati

The CARE program is one that offers a 20% discount on your gas bill if you meet the qualifications. Click on this link for more info <http://ow.ly/8zWuQ>. If you have further questions, please call 1-877-238-0092.



**SoCalGas - California Alternate Rates for Energy (CARE)**

[www.socalgas.com](http://www.socalgas.com)

January 19 at 7:34pm · Like · Remove Preview

Write a comment...

# IDEA: Using Social Media to Grow your Following

» There were 7,080 fans acquired through our interactive Facebook campaign, an increase of 290%.

## Facebook Custom Tab

### Facebook Ads



### Quick Guide to Gas Safety Downloadable PDF



# IDEA: Using Social Media to Grow your Following

- » Sweepstakes promoting Winter Conservation helped increased our following by 256% in a 4-week timeframe.

facebook

Southern California Gas Company (SoCalGas) Like

Wall Info Sweepstakes Customer Care Save Energy... Twitter

### Win an energy-efficient Washer & Dryer!

Just click **Like** to enter for your chance to win and learn more energy saving tips!

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Official source for late-breaking SoCalGas® updates, customer program announcements, money-saving tips and more!

Location: Los Angeles, CA

Phone: For emergencies or customer service, please DO NOT reply via Facebook. Call 1-800-427-2200.

Create an Ad

Build your civilization

Play City of Wonder

Dannon Light & Fit

102.7 KIIS-FM LISTEN LIVE

SoCalGas® wants to help you save on your gas bill this winter... Click here to enter to win an energy-efficient appliance.

Search/Keyword/Artist

HOME LISTEN LIVE RYAN SEACREST ON AIR AUDIO PHOTOS VIDEO HIS CLUB VIP INFO CALENDAR CONTACTS

### Can't Wait for Jingle Ball?

NEITHER CAN WE. WIN TRAILING DOLLARS TO MEET YOUR FAVORITE OLDSCHOOL ARTISTS

MOST VIEWED

Bruno Mars Looking for something new? Check out our playlists.

Concert Calendar Who's coming to town? Get the 4 11 now.

Ryan Seacrest

Click here to enter to win an energy-efficient appliance.

PLAYLIST

TOP 10 ON DEMAND

1 Please Don't Go

2 Bedtime Story

# IDEA: Using Social Media to Drive Enrollment

The image shows a Facebook post from the Southern California Gas Company (SoCalGas). The post features a large banner with the text "CALL 811 BEFORE YOU DIG!" and a sub-headline: "Take this interactive quiz to see if you know important safety information to use in an emergency. You could win gift cards daily!" Below the banner is a "Take The Quiz" button. The quiz itself is titled "INTERACTIVE QUIZ:" and contains five questions with multiple-choice answers. The questions and their correct answers are:

- 1. What signs can alert you to a natural gas pipeline leak?  
Correct: The presence of gas odors. (Incorrect: Dead or dying vegetation, low or no gas flow, or a gas odor after excavation.)
- 2. How many days in advance do you need to call 811 before beginning any type of excavation project?  
Correct: 2 business days. (Incorrect: 1 business day, 3 business days, or you don't need to call 811.)
- 3. Do our pipeline markers indicate the exact location of pipelines near you?  
Correct: No. (Incorrect: Yes.)
- 4. Are the online pipeline maps a substitute for calling 811 at least two business days before digging?  
Correct: No. (Incorrect: Yes.)
- 5. What should you do if you suspect a natural gas leak?  
Correct: Do not touch anything, a flame, or anything else. (Incorrect: Call 911, turn on the gas, or call the utility company.)

The quiz interface includes a "Submit" button at the bottom right. The background of the Facebook post shows a worker in a blue shirt and safety vest using a shovel in a field.

# IDEA: Using Social Media to Drive Enrollment

## ENTRY FORM



## PERSONAL DETAILS

\* Required Field

First Name \*  Last Name \*

Address \*

City \*

State \*  ZIP Code \*

E-mail Address \*  Confirm E-mail Address \*

Date of Birth \*    Phone Number \*

Gender \*

I have read and agree to the Official Rules \*

**Enter Now** ▶

Share on my Wall

## INVITE YOUR FRIENDS

Vestibulum mollis mauris enim. Morbi euismod magna ac lorem rutrum elementum. Donec viverra.

Select the friends you want to invite Skip

Add up to 16 of your friends by clicking on their pictures below.

Find Friends:

Filter Friends ▼ All Selected (0)

	Aaron Adams		AJ Mapes		AJ M.		Alexander Hansen
	Andrew Chmielewski Colorado		Ann-Tricia Khury		Audra V. Pace Sarah La...		Benny Benito
	Beth Savitzky		Brad Polsky		Bradley Eimer		Brian Kerrigan
	Briana Aguilera-Austin		Bryce Nihill		Caroline McKeon NYU		Catherine Dash
	Chad Milburn Ashland		Cheryl Curtis Fair		Chris Cox		Chris Lacek Miami Un...

Skip

# Research References

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