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

- Total
- Less than $35K
- More than $35K
- Caucasian
- Hispanic
- African American
- Asian American

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

<table>
<thead>
<tr>
<th></th>
<th>All Adults</th>
<th>White, non-Hispanic</th>
<th>Black, non-Hispanic</th>
<th>Hispanic (English-speaking)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own a cell phone</td>
<td>82%</td>
<td>80%</td>
<td>87%</td>
<td>87%</td>
</tr>
<tr>
<td>Send/receive text msgs</td>
<td>72%</td>
<td>68%</td>
<td>79%</td>
<td>83%</td>
</tr>
<tr>
<td>Access the internet</td>
<td>38%</td>
<td>33%</td>
<td>46%</td>
<td>51%</td>
</tr>
<tr>
<td>Send/receive email</td>
<td>34%</td>
<td>30%</td>
<td>41%</td>
<td>47%</td>
</tr>
<tr>
<td>Use a social networking site</td>
<td>23%</td>
<td>19%</td>
<td>33%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Source: Pew Internet, 2010
Social Media in the Utility World
Energy is “Back of Mind” for Nearly all Customers

Average number of minutes spent by Americans per year

- Watching Iron Man 2: 14 minutes
- Interaction with utility: 6 minutes
- Social media: Facebook = 14,198 minutes
- Other activities: Baseball = 1,920 minutes, Twitter = 1,584 minutes

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

- Yes: 11%
- No: 89%

Source: Pike Research, 2012

Frequency of interaction via social media

- Very Often: 32%
- Regularly: 27%
- Sometimes: 23%
- 1x-2x: 13%
- Never: 5%

Source: Pike Research, 2012
Reasons for Interacting with Utility via Social Media

- Billing issue
- Obtain info about service or programs
- Praise about service
- Service outage
- Schedule a new service
- Complain

Source: Pike Research, 2012
SoCalGas and Social Media
Our customers are very engaged in social media.

% of Customers Using Social Media
- Yes: 71%
- No: 29%

How Often Used
- Daily: 61%
- Weekly: 29%
- Monthly: 7%
- Less 1x Month: 3%

Sites Visited Most
- Facebook: 82%
- YouTube: 5%
- LinkedIn: 4%
- Twitter: 2%

% of our Customers who use Social Media

» Social media use is consistent across all age groups.

Social Media is Growing Among our Older Segments

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

% of Internet Users Who Use Social Networking Sites

- Total
- 18-29
- Less than $35K
- Caucasian
- Hispanic
- African American
- Asian American

Source: Pike Research, 2012
Pew Internet, 2012
OPPORTUNITY:
18-29 Year Olds Outpace All Groups in Mobile Use

<table>
<thead>
<tr>
<th></th>
<th>18-29</th>
<th>30-49</th>
<th>50-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own a cell phone</td>
<td>90%</td>
<td>88%</td>
<td>82%</td>
<td>57%</td>
</tr>
<tr>
<td>Send/receive text msgs</td>
<td>95</td>
<td>82</td>
<td>57</td>
<td>19</td>
</tr>
<tr>
<td>Access the internet</td>
<td>65</td>
<td>43</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Send/receive email</td>
<td>52</td>
<td>37</td>
<td>22</td>
<td>11</td>
</tr>
<tr>
<td>Use a social networking site</td>
<td>48</td>
<td>23</td>
<td>8</td>
<td>3</td>
</tr>
</tbody>
</table>

% of cell owners within each group who do the following on their cell phones

Source: Pew Internet, 2010
Southern California Gas Company (SoCalGas)

Energy/Utility
For emergencies or customer service, please DO NOT reply via Facebook. Call 1-800-427-2200.
Save Energy, Save Money

Customer Assistance Program

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

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

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

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) @ 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

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%.
IDEA:
Using Social Media to Grow your Following

» Sweepstakes promoting Winter Conservation helped increased our following by 256% in a 4-week timeframe.
IDEA:
Using Social Media to Drive Enrollment
IDEA:

Using Social Media to Drive Enrollment
Research References


Social Media in the Utility Industry Consumer Survey: Consumer Adoption and Usage Trends for Engagement with Utilities using Facebook, Twitter, YouTube, LinkedIn, and Blogs. Pike Research 1Q 2012


Simple Energy 2011.