



focus on energysm

Partnering with Wisconsin utilities

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Best Practices for Social Media

Social media allows you to directly connect to your customers, and let them know about everything you do. We are here to help you promote your business, and all of the projects you do to make customer's homes and businesses more energy efficient. If you can help your customers save money on their energy bills, and a few extra dollars with the help of Focus on Energy incentives, they will be more apt to recommend your company to their friends and family. Below are ways Focus on Energy promotes business through social media channels, and ways to help your business as well!

Best Practices

Here are some great practices to get customers engaged with your social media sites:

- Follow back and interact
- Determine your voice and your tone- be personable not a robot
- Keep it short and sweet- customers are more apt to read a short post with a picture instead of a novel
- Include #hashtags where and when appropriate
- People like pictures- take that back, they love pictures
- Conversational posts keep your followers interested
- Always post positive and relevant content to your business

LinkedIn

- How to grow your followers?
 - Add your employees and others who work with your company- these people are your biggest advocates
 - Have them like, comment, and share your company's updates
 - Link your LinkedIn account to any newsletters you send out
- What to share?
 - Post any company updates
 - News, articles, leadership, hot topics, anniversaries, and milestones

Facebook


- Post success stories of your Focus on Energy projects
 - People love seeing pictures of happy customers. It helps them see you are a credible Trade Ally, and someone they can really trust to work with!
- When you have a photo of a project- post it!
- Ask questions when appropriate to get your customers involved in the posts
 - Example:



- Share, share, share! The more you share the more other people see your branding!
- When you are posting be sure to tag other companies or people when possible
 - They will most likely share your post, and the word gets spread like wildfire!
- Facebook is a great site to “show-off” how many projects you have completed with Focus on Energy, how many incentive dollars you have helped your customers save, and how much you have saved your customers in energy savings!
- Boost your posts
 - Posts that are boosted for as little as \$5.00 gets your posts spread much further than just the people that follow you!
 - Play with boost amounts and watch the “Likes” and “Shares” roll in!
 - Boosts also generate demographics of who liked your post (gender and age), so you can get a general idea of who to target in future posts

- Boosts breakdown how many new page likes you received from each boost
 - For example- we boosted our Packer post for about \$35.00 and it reached almost 7,600 people (we only have 2,593 followers), and it received over 100 likes!
 - With the help of a boost, the post below generated five new page likes for us in just half a day!
- Example:

the extra yard for energy efficiency this season! The Green Bay Packers stadium renovation will help the team save over \$100,000 in annual energy costs! bit.ly/1ruxCVI



Lambeau Field & Focus on Energy Go the Extra Yard for Energy Efficiency
focusonenergy.com

GREEN BAY, WI (September 24, 2014) - While their football team was out winning the 2013 NFC North Division championship, the Green Bay Packers energy team was busy winning the battle against wasted energy. With the support of Focus on Energy,...

Like · Comment · Share 12 Shares

Melissa Gilmore, Abby Glee, JJ [redacted] and [redacted] liked this

View 2 more comments

John Schneider Everyone has to use their CELLPHONE FLASHLIGHT during NIGHT GAMES. Stadium lights will be turned off
September 24 at 6:01pm · Like

Joshua H Whitney Okay [redacted] that in one season, and does it mandate making sure there are no playoff games?!?
Yesterday at 4:06am · Like · 1

Write a comment...

7,588 people reached ▶ \$0.14 Left

Twitter

- Short and sweet is the name of the game
- Use <http://bitly.com> to shorten URLs, so you do not waste precious character space
- #Hashtags allow your Tweets to be more widespread- it is like a boost, but FREE!
 - A good rule of thumb is to limit the number of hashtags to 2-3 per post
 - You can place your hashtags at the end or mix them throughout your post
 - Use key words that will attract your followers
 - Example: #energyefficiency, #energy, #winter, #TuesdayTip
 - Make sure hashtags are not too long
 - Example: #ThisHashtagIsTooLong, #ILoveSavingEnergy, #SavingEnergyIsImportant
- If you have a picture and have the space, post it!
 - Followers are more willing to retweet if there is a picture attached.
- Retweeting is HUGE!
 - Retweeting helps you expand your Twitter network (a.k.a. your chances of gaining new followers increases)
 - When you retweet a post, others are more likely to retweet your content when they view you as someone who is trying to be helpful by sharing your content to their Twitter community.
 - P.S. remember to tag businesses or people that may apply to your Tweet- they will more than likely retweet your post!
- If you have a Tweet that is important, you can “pin” it to your profile.
 - By pinning a Tweet it will stay at the very top of your Twitter feed until you “unpin” it.
 - How to pin a Tweet you ask? At the bottom of your Tweet there are three dots in a row. Click that and select, “Pin to your profile page.”

Klout

- Use <http://klout.com> for analytics
 - This site is a great place that will measure and track your impact from all of your social media websites.
 - It will rate each and every post, so you are able to see what post had a good impact.
 - Plus, it is always fun to try and get your Klout score up!