New Tools for Traditional Media Relations

Patrick Stella – U.S. Digital Media Manager, National Grid
July 12, 2015
Who Is National Grid?

- One of the world’s largest investor-owned utilities
- Capital Invested 35% US, 65% UK
- 28,000 employees 63% US; 37% UK
- Approximately 19 million industrial, commercial and domestic customers
Social Media IS Media.

Not a replacement, just another channel.
Facebook

• The Facebook “hub” format improves the experience since users engage with National Grid content within their newsfeeds.
• Locally-focused content is served using improved geo-targeting and user behavior.
• National Grid users in MA, RI, UNY, or Metro NY will still engage with local content
• If content is geo-targeted to MA, only users that indicate their location as MA will see this content.
Instagram

- Share pictures/captions with followers
- Comment on photos
- Shows personal side of National Grid
Twitter @nationalgridus and beyond

National Grid US

Follow National Grid US

Followings
Followers
Favorites
Link

Follow National Grid US

Full name
Email
Password
Sign up

Tweets

National Grid US @nationalgridus · Aug 28
Come see our live line demos @NYSFair. Trust us, you haven’t seen anything until you’ve seen 4,000 volts electrocuting a hot dog. #NYSFair

National Grid US @nationalgridus · Aug 28
On 9/20, celebrate National #DriveElectric Week with us at the #Sustainability hub in Worcester. We’ll be learning about hybrids & electric!