This is Not a Test: Using Social Media for Crisis & Non-Crisis Communications
Social Media and Regulators

How much is too much?
To Tweet or Not to Tweet?
Who cares what I think?
Who cares what I ate?
How some NARUC members may feel about social media....
If appointed, caution is advised.
If elected, even more caution is advised!
Educational information.
Connecting with Ratepayers, Utilities, Media and Agencies
Social media can create new channels for communication

Facebook is the world's largest social network, with more than 900 million users. People mainly use it to connect with important people in their life.
Twitter allows you to post your ideas in just 140 characters

Letters, numbers, symbols, punctuation and spaces all count as characters on Twitter.

What all of this means is, you have to be concise. You have to know exactly what you want to say, and say it in as few words as possible.
Why Twitter is preferred for biz

- See only those you choose to follow
- Character limit of post
- No picture or video libraries
- No complicated profiles
- No relationship statuses
- Twitter is more simple
- Twitter is the choice of the media

Source: http://www.teachhub.com/50-ways-use-twitter-classroom
Ways to use YouTube

- Explain “how-tos”
- Launch new product or services
- Introduce people
- Simple
- Not high tech
- Not Hollywood
LinkedIn helps people with employment via online networking – like an online resume

Allows you to maintain a ‘work life’ profile

WAYS TO USE IT

- Join a Group for join discussions and view job postings
- Meeting others in the industry
Blogging

- Tumblr, Wordpress, or Blogger are popular options.
- Similar to LinkedIn, staff and commissioners can use these blogging sites to create their online content.
- Blogging is a place to express opinion or do a series of articles on topics like nuclear, renewables, etc.
- Suggestion: 90 percent fact, 10 percent opinion.
This is Not a Test:
Using Social Media
for Crisis & Non-Crisis Communications
NARUC 127th Annual Meeting
Using Social Media for Crisis and Non-Crisis Communications
Diane Hughes
Director, Social Media & Digital Experience, Florida Power & Light Company/NextEra Energy, Inc.
November 10, 2015
Where are you?
Live Stream Demo

Meerkat vs. Periscope

Live streaming from mobile devices
Elements of an Emergency Communications Plan

- A core plan with “hazard-specific” [annexes]
- Emergency Communication Team Organization and Responsibilities
- Incident Levels
- Activation and Mobilization
- Communication Strategies and Tactics
- Demobilization
- Messaging
- Media
- Digital media
- Social media
- Stakeholder channels
Social Media Emergency Framework

Scalable

Agile

Adaptable

Policies, processes and procedures

Technology

Messaging

Immediacy of information (internal information flow)
Create a Rapid Response Team

Create

Publish

Content Team
Create, Publish & Amplify

Listen/Analyze

Analytics Team
Listen & Analyze

Engage

Engagement Team
Monitor & Engage

Amplify
If you are a resource for information, are you ready to respond?

Do you sign off in the middle of an emergency? Do you have enough resources?

X Day 1 volume = X man hours = X respondents/X hour shift
Benchmark to Determine Potential Monthly Volume

On average, utilities experienced 51x – 74x the volume of social activity in a major storm versus blue sky.
Categorize a sample of comments during an emergency into tiers to determine level of response.

Determine how long it takes to read and evaluate a post and what's actionable.

- 1 - No response: 74%
- 2 - Standard response: 22%
- 3 - Custom response: 4%
- 4 - New response: 0%
Build a Staffing Model

- 70% Affected
- 50% Affected Volume of Social Mentions

- Staffing Assumption
- Complexity
- 5,000 day 1 volume
- 2,000 day 1 volume

- Activate complexity levers

- Use a volume curve to determine activity levels
Stress Test

- Conduct workshops and simulation activities for all hazards (nuclear, cyber, earthquakes, fires, storms...)

- Test the scalable model based on volume
Technology Standardization

Figure 4: Forrester Wave™: Social Relationship Platforms, Q2 ’13

Figure 2: Forrester Wave™: Enterprise Listening Platforms, Q1 ’14
Decisions Based on Data
Oklahoma residents take to social media to report earthquake

**Tyler Davis**
@TylerLDavis

Wow big earthquake @kfor
2:13 PM - 27 Jul 2015 - Nichols Hills, OK, United States

**Debbie Brodeur-Long**
@debbie_long_1

@kfor BIGGEST EARTHQUAKE EVER. NW OKC! HOUSE SHOOK HARD & LASTED TOO LONG! Head felt like it was gonna explode 😮
2:14 PM - 27 Jul 2015

**Misty Mulkey**
@Ambora_Wanted

@kfor: Felt it in Bricktown!
2:15 PM - 27 Jul 2015

**KFOR**
@kfor

Whoa! Okay, that was a big one. Who felt that one?
#OklahomaEarthquake
If your electric utility was seeing this in social media, how would your team respond?
TJ_Dunn
Saw bomb squad outside of your building @insideFPL... that's some scary stuff

LucyL_75
Savage Rd blocked @scegnews cuz of a BOMB there! Seriously??!! Cousin said @insideFPL in FL reporting the same

Twinklestars
We are under attack! Reports from @insideFPL & @GeorgiaPower. A bunch of utilities have bomb threats... What the...?

Skyblu26
This is NUTS. Got a pic of @insideFPL bldg. Lots of fire trucks & police cars. Get em but don't shut off our power!

LarsonB
@insideFPL is on FIRE... saw the trucks. Somethin must be #smokin

Notworking
@insideFPL Georgia Power just said they have a bomb as well. What's going on? Are we all gonna die?

Holy_mama
Does President Obama know we are #Underattack @insideFPL?

PiscesFixation
Something is sparking in the FPL building. Must be bad... lots of police, fire trucks, dogs? Oh no! A bomb! Run @insideFPL

Butterboy
Florida power company, South Carolina and others reporting bomb threats. The grid is going down!

GreenvilleNews
@scegnews reporting bomb threats – Florida Power & Light Company hearing the same.. Pic.twitter.com/...

Fox5atlanta
Southeast utilities like Georgia Power and Florida Power & Light are reporting bomb threats at their facilities...
Social Media... a Lifeline
Among all American adults, % who use social networking sites, by age

1 | Facebook
   3 - eBizMBA Rank | 900,000,000 - Estimated Unique Monthly Visitors | 3 - Compete Rank | 3 - Quantcast Rank | 2 - Alexa Rank | Last Updated November 1, 2015.
   The Most Popular Social Networking Sites | eBizMBA

2 | Twitter
   12 - eBizMBA Rank | 310,000,000 - Estimated Unique Monthly Visitors | 21 - Compete Rank | 8 - Quantcast Rank | 8 - Alexa Rank | Last Updated November 1, 2015.
   The Most Popular Social Networking Sites | eBizMBA

3 | LinkedIn
   18 - eBizMBA Rank | 255,000,000 - Estimated Unique Monthly Visitors | 25 - Compete Rank | 19 - Quantcast Rank | 9 - Alexa Rank | Last Updated November 1, 2015.
   The Most Popular Social Networking Sites | eBizMBA

4 | Pinterest
   22 - eBizMBA Rank | 250,000,000 - Estimated Unique Monthly Visitors | 27 - Compete Rank | 13 - Quantcast Rank | 26 - Alexa Rank | Last Updated November 1, 2015.
   The Most Popular Social Networking Sites | eBizMBA

5 | Google Plus
   30 - eBizMBA Rank | 120,000,000 - Estimated Unique Monthly Visitors | “32” - Compete Rank | “28” - Quantcast Rank | NA - Alexa Rank | Last Updated November 1, 2015.
   The Most Popular Social Networking Sites | eBizMBA

6 | Tumblr
   34 - eBizMBA Rank | 110,000,000 - Estimated Unique Monthly Visitors | 55 - Compete Rank | “13” - Quantcast Rank | 34 - Alexa Rank | Last Updated November 1, 2015.
   The Most Popular Social Networking Sites | eBizMBA

7 | Instagram
   77 - eBizMBA Rank | 100,000,000 - Estimated Unique Monthly Visitors | 49 - Compete Rank | 145 - Quantcast Rank | 36 - Alexa Rank | Last Updated November 1, 2015.
   The Most Popular Social Networking Sites | eBizMBA
Images Essential
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Lessons From Indian Point

Gustavus Gricius
@GustavusHimself

We just witnessed a huge explosion and smoke at Indian point nuclear plant across the Hudson. Anyone know what's going on?

5:58 PM - 9 May 2015
Lessons From Indian Point

Gustavus Gricius
@GustavusHimself
Indian Point Timeline, May 9th

- Fire Detected Per NRC: 5:50 p.m.
- First Tweet From Public: 5:58 p.m.
- Control Room Declares UE Per NRC: 6:01 p.m.
- First Photo Posted to Twitter: 6:06 p.m.
- Entergy Posts First Tweet: 6:40 p.m.
Site Area Emergency Declared

Site area emergency declared by Salem Nuclear Generating Station.

Nuclear Energy Plant Safety Expert Demands NJ Elected Officials Close All Nuclear Plants Immediately

(Trenton, New Jersey) Outspoken, nuclear plant safety expert, Bob Wiseman gave New Jersey's elected officials an earful at the State Capital today about the dangers of continuing to operate nuclear energy plants like the one in Salem. Wiseman, a long-time opponent of nuclear energy plants said... More
Tom Joyce: PSEG CNO, Spokesperson

- 9:15 a.m.: “We have problems.”
- “I’ve read the documents. Now I’ve seen the movie.”
- “It’s the best $5,000 we’ve spent.”