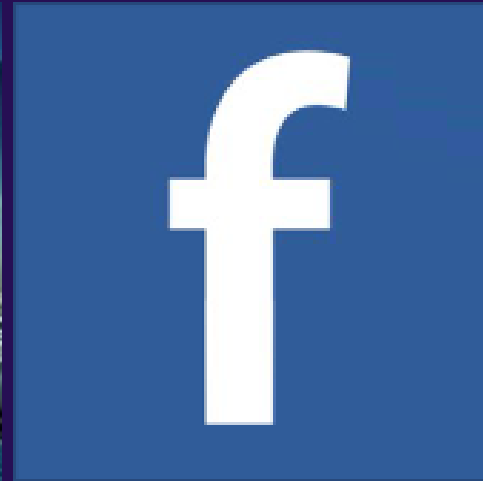
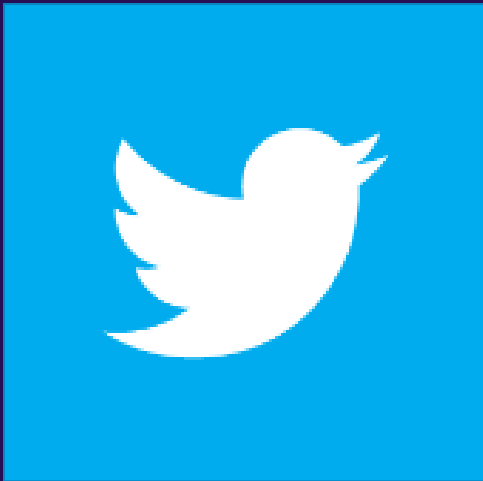


# New Tools for Traditional Media Relations



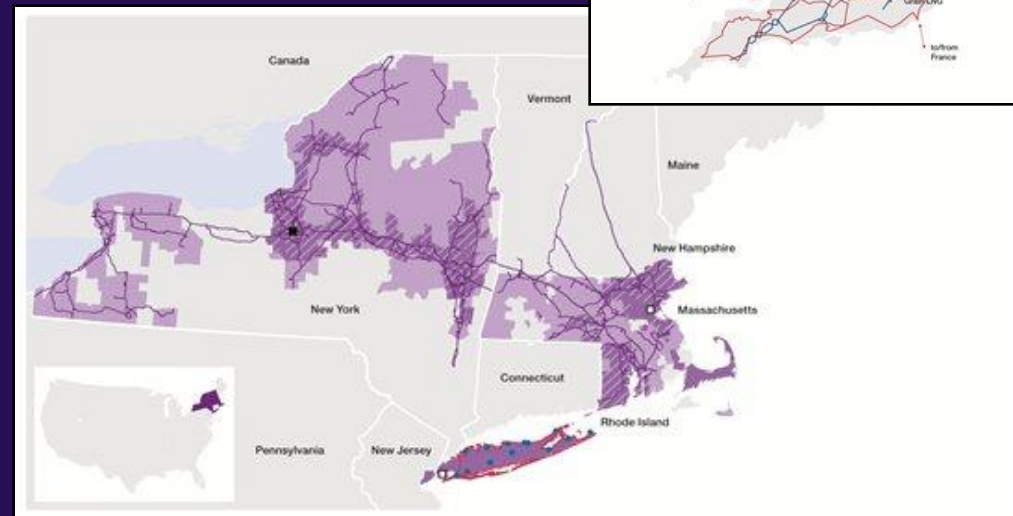
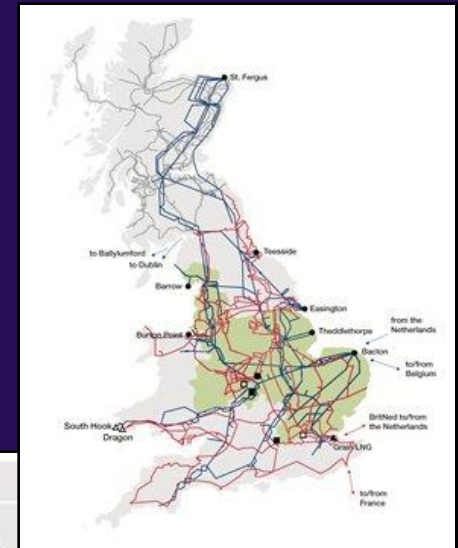
Patrick Stella – U.S. Digital Media Manager, National Grid

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



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HERE WITH YOU. HERE FOR YOU.

# Social Media IS Media.



**Not a replacement, just another channel.**



# Facebook

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- 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

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National Grid HERE WITH YOU. HERE FOR YOU. Your pictures using #NationalGrid may be re-posted by us! <http://ngid.com/1eEnUMk> <http://www.nationalgrid.com>



**nationalgrid**

6 days ago

Come see our live line demos @NYSFair. Trust us, you haven't seen anything until you've seen 4,000 volts electrocuting work boots, gloves and hot dogs! #NYSFair #havefunbesafe #safety #liveline

northernpowergrid, teclancy, kidesousa and 46 others like this.

met101077

Great demo for sure


# Twitter @nationalgridus and beyond

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The screenshot shows the Twitter profile for National Grid US (@nationalgridus). The profile header includes the logo, name, and bio: "HERE WITH YOU. HERE FOR YOU. Customer service M-F, news, and updates from National Grid. For more info: nationalgridus.com nationalgridus.com". It also displays statistics: 10.2K tweets, 1,069 following, and 16.9K followers. Below the header are two tweets. The first tweet is a reply to @swardwilson1, thanking them for providing information via DM. The second tweet is a reply to @leeannbyrne, offering assistance to a program analyst. To the left of the tweets is a sidebar with navigation options (Tweets, Following, Followers, Favorites, Lists) and a "Follow National Grid US" sign-up form with fields for full name, email, and password.

 **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!

The screenshot shows the National Grid US mobile app interface on an iPhone. The app displays the logo and tagline "HERE WITH YOU. HERE FOR YOU." at the top. Below this is a "Select Your National Grid Service Area" screen with a list of states: Massachusetts (checked), New York - Upstate, and Rhode Island. The bottom of the screen shows a tweet from National Grid US (@nationalgridus) dated Feb 5, with interaction options for Reply, Retweet, and Favorite, and a "Flag media" link.

