

A background image of a sunset over the ocean. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is a mix of blue and orange, with some clouds.

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

How some NARUC members may feel about social media....



WHY IS SOCIAL MEDIA IMPORTANT?

- * *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

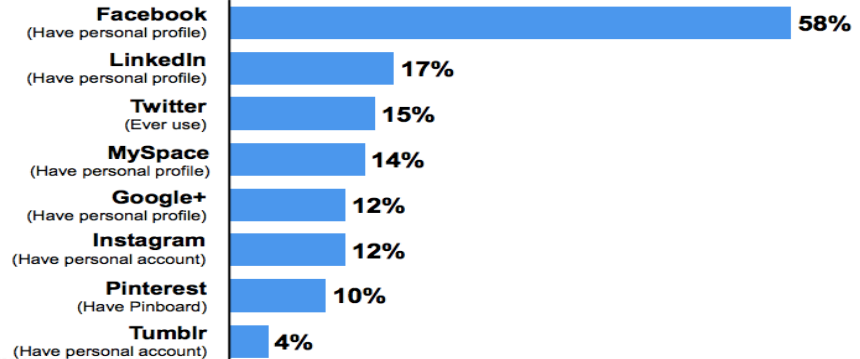
Source: <http://elearningindustry.com/social-media-in-education-%E2%80%93-the-bright-side>

Facebook is King

- * 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.**

Facebook Is the Dominant Player in Social Networking

% Using Each Social Networking Site/Service



Base: Total Population 12+



© 2013 Arbitron Inc. and Edison Research page 4

Twitter

- * 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

Ways to use YouTube

- * Explain “how-tos”
- * Launch new product or services
- * Introduce people
- * Simple
- * Not high tech
- * Not Hollywood





LinkedIn

WHAT IS IT?

- * 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 topic like nuclear, renewables, etc.
- * Suggestion: 90 percent fact, 10 percent opinion

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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?

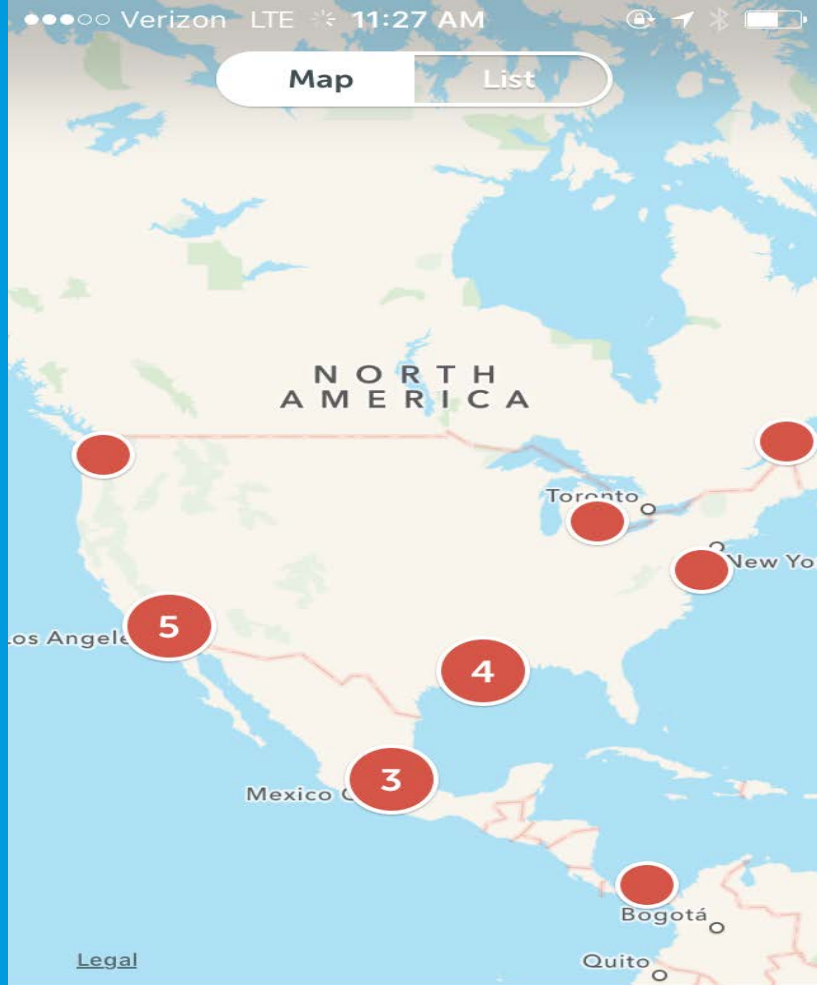


Live Stream Demo

Meerkat vs. Periscope

Live streaming from mobile devices



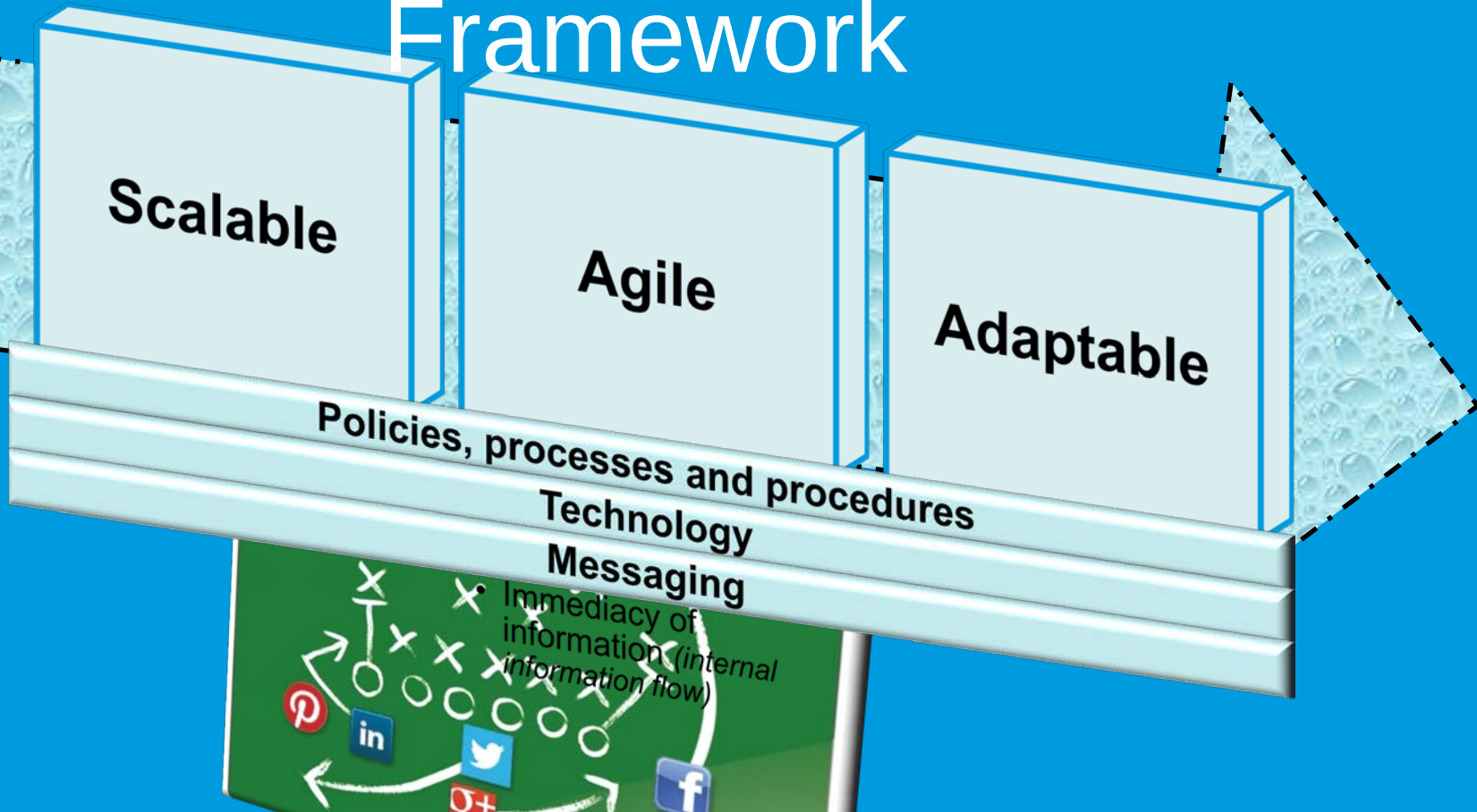


Elements of an Emergency Communications Plan

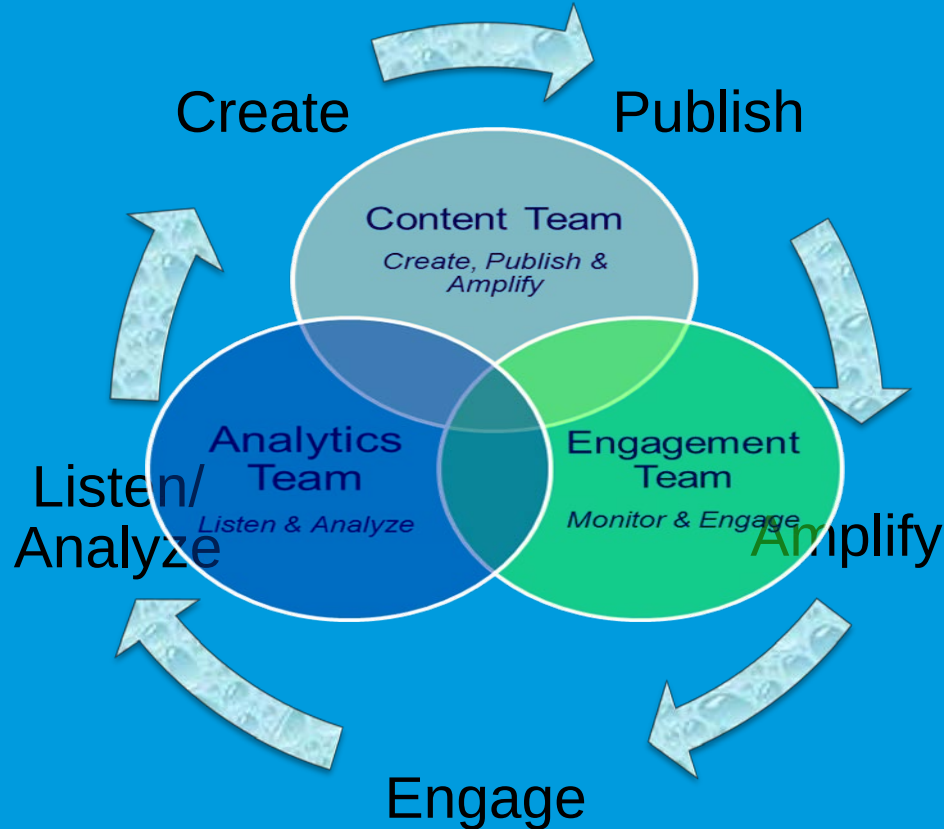
❖ A core plan with “hazard-specific” [annexes]

- 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



Create a Rapid Response Team

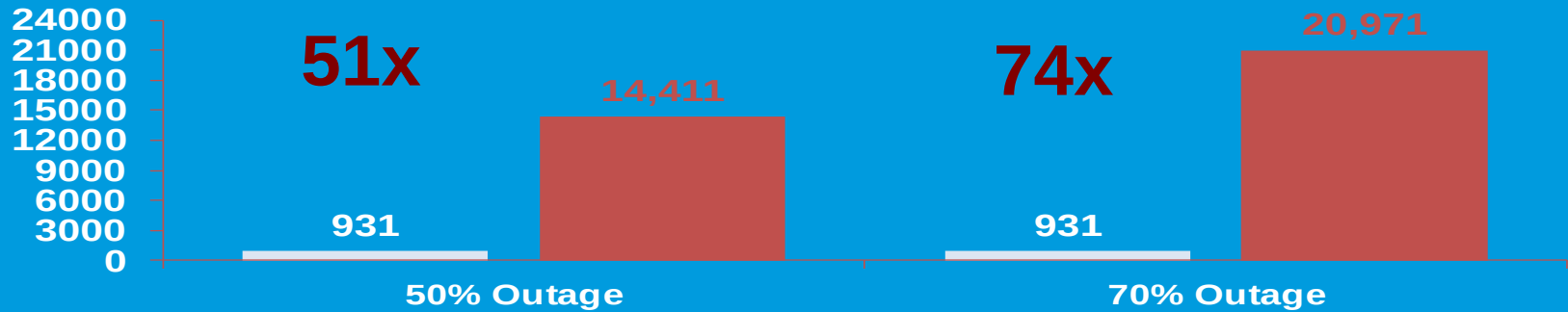


If you are a resource for information, are you ready to respond?

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

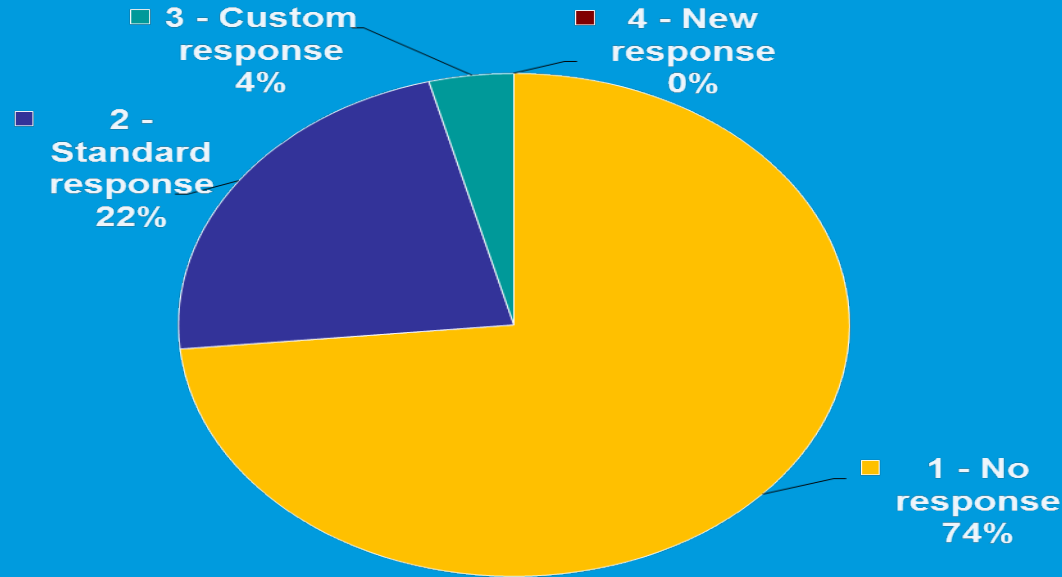
enough resources?
 $X \text{ Day 1 Volume} = X \text{ Man hours} = X$
 $\text{respondents}/X \text{ hour shift}$

Benchmark to Determine Potential Monthly Volume



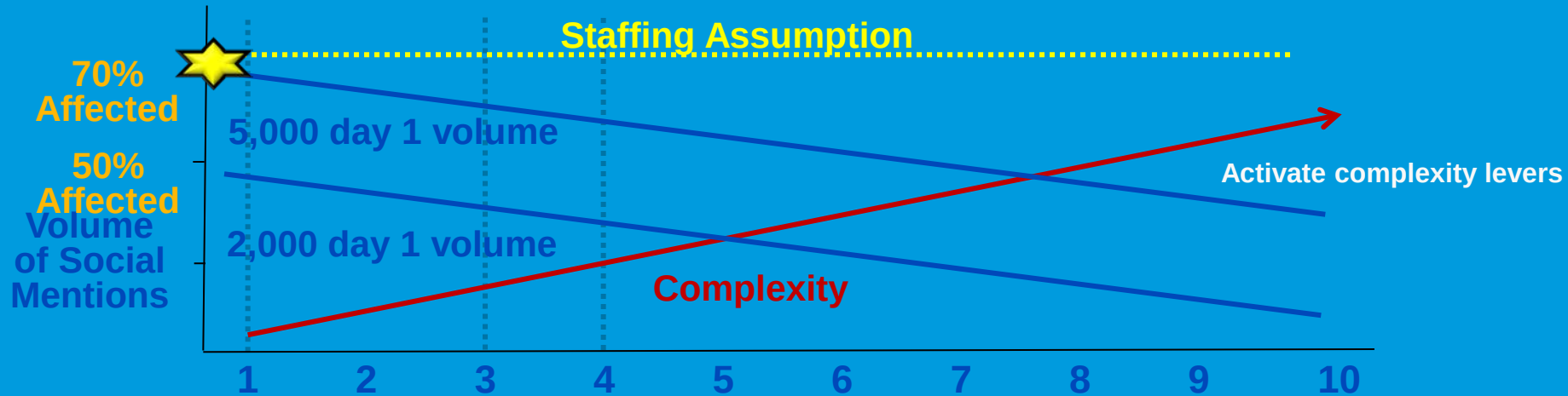
On average, utilities experienced 51x – 74x the volume of social activity in a major storm versus blue sky

Determine What's Actionable



- ❖ 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

Build a Staffing Model



❖ 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

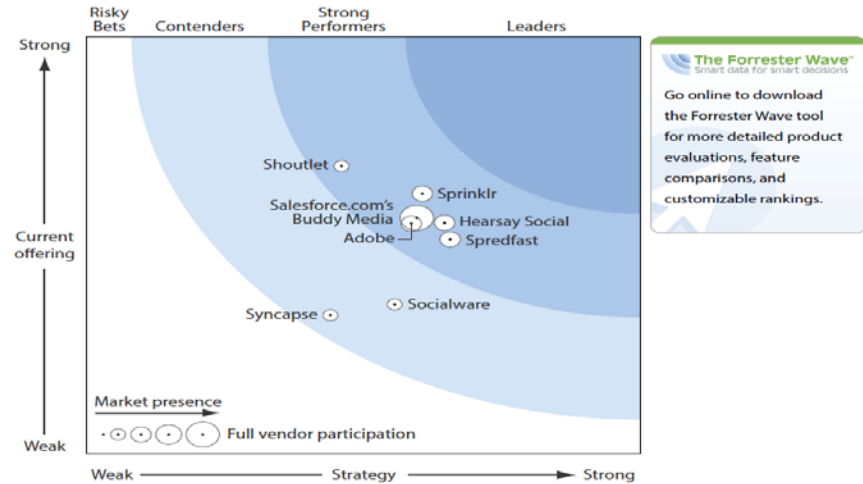
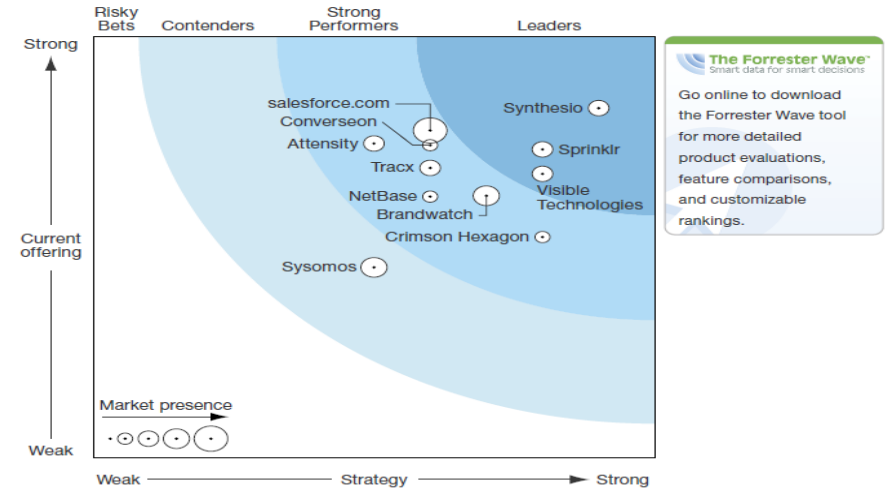


Figure 2 Forrester Wave™: Enterprise Listening Platforms, Q1 '14





Decisions Based on Data



Oklahoma residents take to social media to report earthquake



Tyler Davis
@TylerLDavis

Follow

Wow big earthquake @kfor

2:13 PM - 27 Jul 2015 · Nichols Hills, OK, United States

Retweet 1



Debbie Brodeur-Long
@debbie_long_1

Follow

@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

Retweet 2



Misty Mulkey
@Sambora_Wanted

Follow

@kfor: Felt it in Bricktown!

2:15 PM - 27 Jul 2015

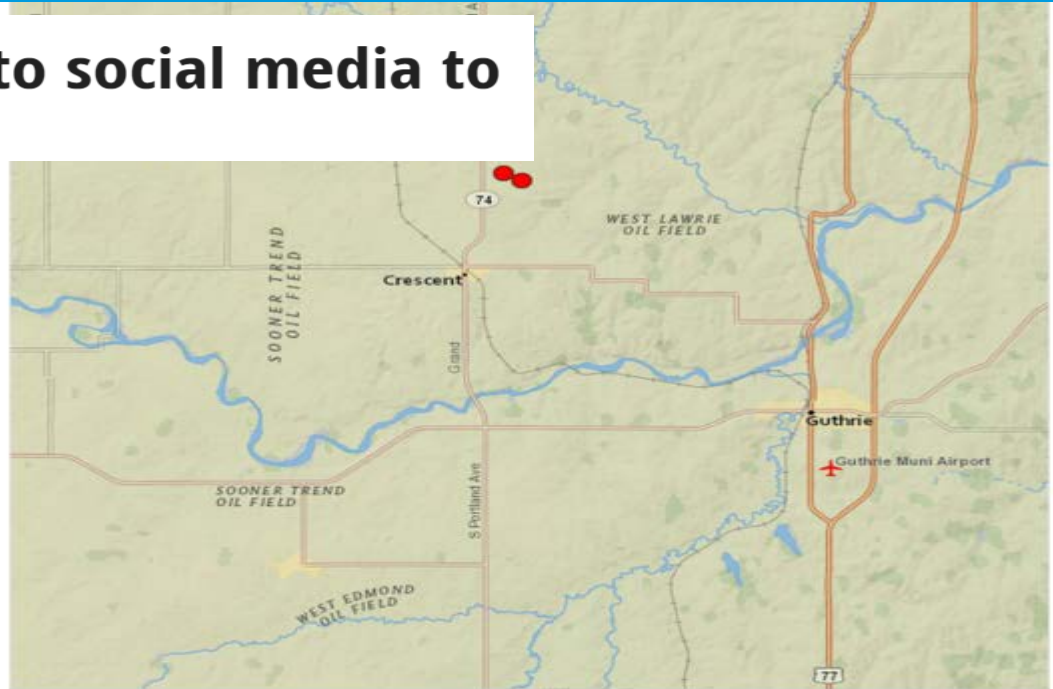
Retweet 1



KFOR
@kfor

27 Jul

Whoa! Okay, that was a big one. Who felt that one?
#OklahomaEarthquake



USGS
@USGS

Follow

Another quake is recorded near Crescent - M4.5
on.doi.gov/1ICcmCQ on.doi.gov/1ICClYs

2:38 PM - 27 Jul 2015

Retweet 57

Star 30

If your electric utility was seeing this
in social media, how would your
team respond?

1. FPL Community Management Inbox

Add Column

New Inbound Messages 11

New TJ_Dunn Not Assigned 5

Saw bomb squad outside of your building @insideFPL... that's some scary stuff

Mention Action, @insideFPL Mention

New LucyL_75 Not Assigned 5

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

Mention Action, @insideFPL Mention

New Twinklestars Assigned 5

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

Mention Action, @insideFPL Mention

New Skyblu26 Not Assigned 5

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



High Priority 70

LarsonB

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

Retweet Not Set Not Assigned 0

Networking

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

Retweet Not Set Not Assigned 0

Lscioeni

Non Carolina power comp... on fire. @insideFPL has fire trucks too #hidingundermybed

Retweet Not Set Not Assigned 1

Holy_mama

Does President Obama know we are #Underattack @insideFPL ?

Retweet Not Set Not Assigned 0

PiscesFixation

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

FPL Full Volume

Butterboy

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

No Action, @insideFPL Mention Closed Not Assigned 4

GreenvilleNews

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

Retweet Not Set Not Assigned 1

FoxSatlanta

Southeast utilities like Georgia Power and Florida Power & Light are reporting bomb threats at their facilities



THIS IS A TEST



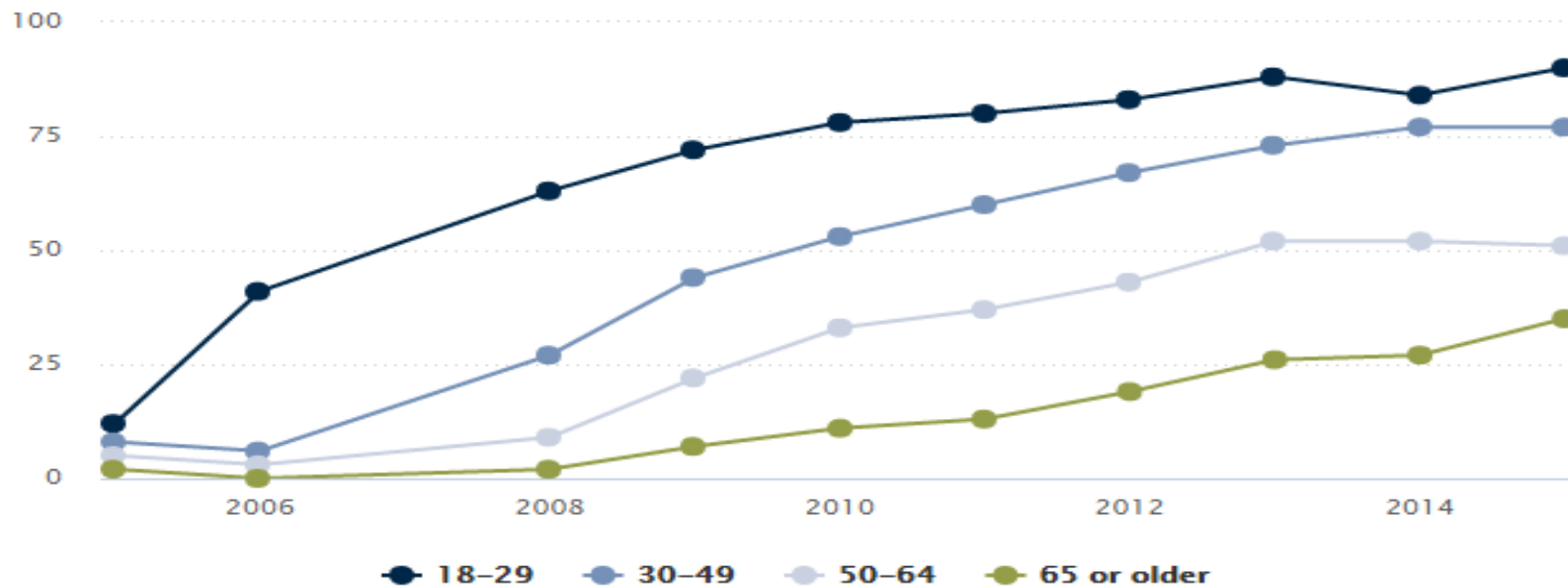
Social Media... a Lifeline





Social Media Use By Age

Among all American adults, % who use social networking sites, by age



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.



facebook

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



LinkedIn

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



Pinterest

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



Google+

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



tumblr.

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



Instagram

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



Follow

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



RETWEETS

51

FAVORITES

7



5:58 PM - 9 May 2015



NUCLEAR ENERGY INSTITUTE

nuclear. clean air energy.

Lessons From Indian Point



Gustavus Gricius
@GustavusHimself



+ Follow



RETWEETS
46

FAVORITES
16



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.



SWITCH



SEARCH

WELCOME, CONTROLLERS



!!! INJECT DECK

**PSEG****Site Area Emergency Declared**

Site area emergency declared by Salem Nuclear Generating Station.

EXERCISE TIMES DAILY

**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](#)

SDN TV

IS AN EXERCISE MESSAGE. THIS IS A WARNING.

Police Search for Missing

JANEDREWS

What a beautiful day!

POSTED VIA BLEATER

8 DAYS 22 HOURS AGO



ANIMAL439

@SarahJane I love ferrets! Be sure to save those beautiful creatures! #salemquake

POSTED VIA BLEATER

2 WEEKS 3 DAYS AGO



MARGRET SMITH

@Today365 - how do you know aliens are immune to radiation?

POSTED VIA BLEATER

2 WEEKS 3 DAYS AGO



MIKAJONES

Just picked up @NatashaHamilton and heading East to AC. Family should

FOR EXERCISE PURPOSES ONLY

FOR EXERCISE PURPOSES ONLY



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.”

