



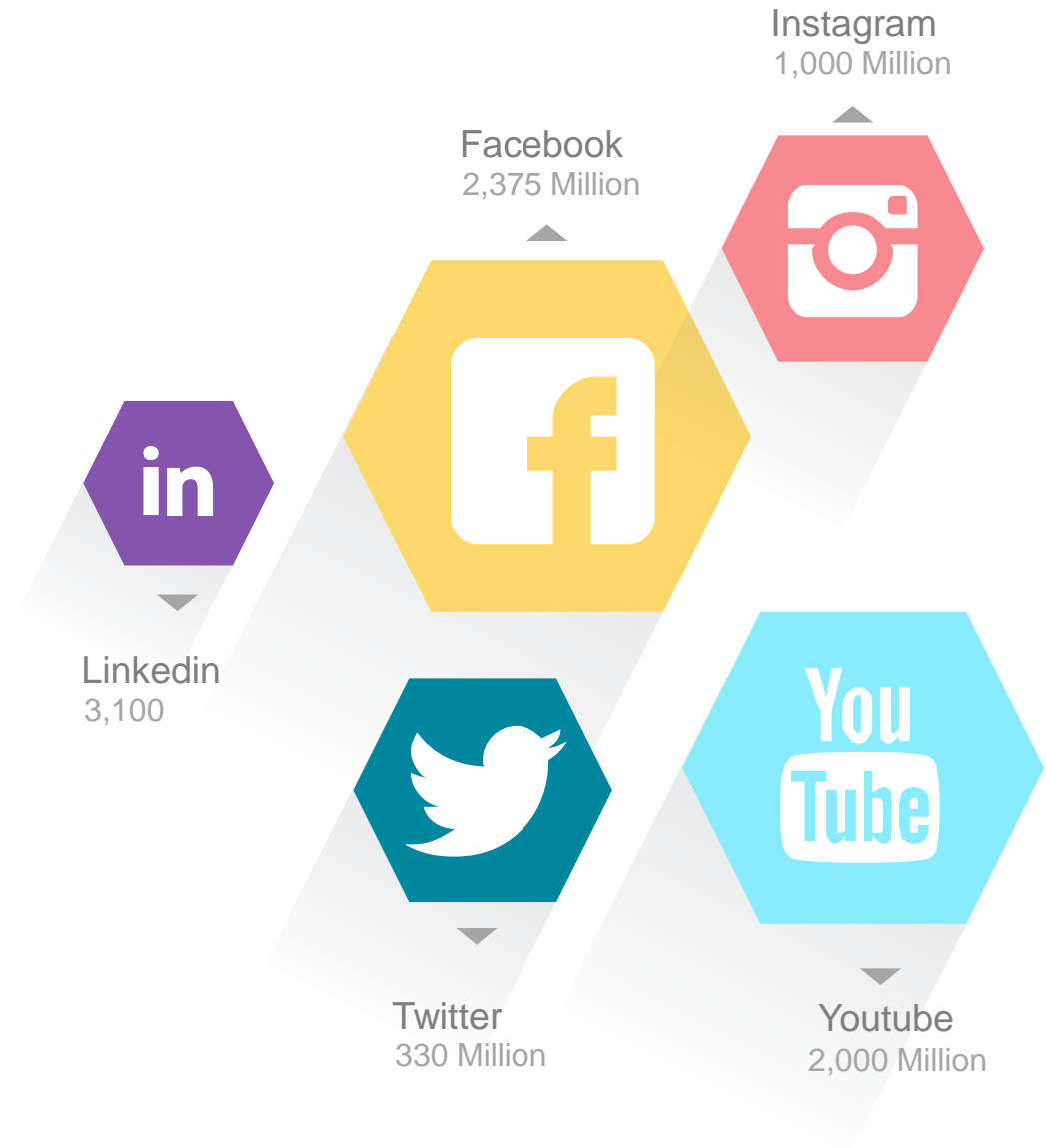
Utilizing Social Media and Digital Tools Effectively to Increase Damage Prevention Awareness

Tim Sullivan, National Grid

Brian Ribeiro, IDEAS Agency

Damage prevention awareness requires reaching the entire public

And, social media offers a HUGE audience



Overview

- Ensure that you are setup properly
- Develop engaging, relevant content
- Plan your call to actions
- Use hashtags / keywords
- Use photos and videos
- Leverage influencers and the media
- Utilize paid digital advertising
- Track performance

Ensure that you are setup properly

- Ensure that your company's social media accounts have your website URL and phone number
- A well rounded social media / digital strategy requires multiple accounts

**Tim Sullivan | nationalgrid**

7,132 Tweets

[Edit profile](#)**Tim Sullivan | nationalgrid**

@NatGridSafety

🇺🇸 @NationalGridUS New England Stakeholder Engagement-Pipeline Safety |
 🗣️ Grew up in #RhodeIsland | Raising my family in #Boston | Test your CO
 detector

📍 Massachusetts, USA nationalgridus.com/RI-Home/Natura...

📅 Joined November 2016

1,762 Following 965 Followers

📍 Massachusetts
 ↗️ Change Location

💧 Gas

🏠 For your Home

💧 Gas Emergencies

⚡ Power Outages

🏢 Our Company

📞 Contact Us



nationalgrid

Your Account

Billing &
Payments

Save Energy
& Money

Safety &
Reliability

💳 Pay Your Bill

👤 Sign In / Register

Home ▶ Safety ▶ Natural Gas Safety ▶ Report a Gas Emergency



Report a Gas Emergency

If you smell gas anywhere, including in your home, go outside and call **1-800-233-5325** or **911** immediately.

Do not assume that someone else has already reported the emergency. Help us keep your community safe! We consider any of the below a gas emergency:

- You smell gas or suspect a gas leak.
- There is an abnormally high or low flame or no gas in all your gas appliances.
- Gas to an appliance or heating unit cannot be shut off.
- There is a continuous flow of water leaking from your gas heating unit or water heater.
- Gas pipes are making unusual noises like roaring, hissing or whistling.
- You notice dead vegetation that does not have a cause to be there.
- You see a white cloud, mist, fog or bubbles in standing water.

There is an odor other than natural gas that is irritating to your eyes.

Report a Gas Emergency:

1-800-233-5325 or **911**

Assistance is available 24 hours a day, every day.

What's that Smell?

Did you know natural gas is naturally tasteless, colorless, and odorless? We add mercaptan, a sulfur-smelling chemical, to our natural gas to help you recognize a leak immediately.

Plan your call to actions

- Think about what you want people to do once they have seen your content
- Landing pages on your website will help centralize all of your damage prevention messaging and provide a place to link to



Tim Sullivan | nationalgrid
@NatGridSafety

#DYK Over 8,000(!) emergency responders have registered for @nationalgridus' FREE online utility safety training.

Please share this link w/ #FirstResponder friends & family members:

firstresponder.ngridsafety.com



- Home
- Natural gas safety basics
- Natural gas safety training certification
- Electrical safety basics
- Electrical safety training certification
- Resources
- Group training exercises

Training resources

First responder utility safety

Learn to work safely in emergency situations involving electric and natural gas utilities.



Natural gas safety



Learn about the properties and characteristics of natural gas and how to respond safely and effectively to gas leaks and fires.

- Natural gas safety basics
- Natural gas leaks
- Natural gas fires
- Training tools
- Order free safety materials

Electrical safety



Understanding the potential dangers of electrical facilities and learning how to recognize and respond to them makes everyone safer.

- Electrical safety basics
- Overhead line safety
- Downed power lines
- Car-pole accidents
- Substation fires
- Training tools
- Order free safety materials

nationalgrid
HERE WITH YOU. HERE FOR YOU.

New! Solar modules and group training exercises

Register and complete your online training today >

Natural gas and electrical safety training certifications

Join thousands of other first responders who are satisfying additional training hours and earning personalized Certificates of Completion in natural gas safety and electrical safety. Developed with the assistance of local chiefs and training professionals, these free programs include a series of modules you can complete at your own pace.

For the best performance we recommend that you use a modern desktop browser such as the most recent versions of Chrome, Firefox, or Safari.

Sign in | Register
Request Support

IMPORTANT TERMS AND CONDITIONS - PLEASE READ PRIOR TO USE.



Know what's below.
811 before you dig.

Instantly report utility damages with our free First Responder App

Smell Gas. Act Fast.

Use hashtags / keywords

- Write your content to include keywords people would use to search for it
- Hashtags (e.g. #safety) offer an opportunity to make your content more easily found



Tim Sullivan | nationalgrid @NatGridSafety · Aug 23

Since most **#NaturalGas** pipelines are buried underground, yellow line markers are used to indicate the location of **@nationalgridus'** infrastructure. Whether you see them along roads, train tracks or highways, make sure you call the **911** number during emergencies **#DigSafe #Call811**



DigSafelyNewYork and 8 others

5 19



Tim Sullivan | nationalgrid
@NatGridSafety

#DYK that **@starwars** DARTH Vader shops at **@Lowes**? He'd never plant a tree w/o calling **@DigSafe1** by dialing 811. **#NationalGrid #DigSafe**





- natgridsafety** • Follow
West Roxbury, Massachusetts
- Two weeks until race day. Time to tune up the Grid ride 🏎️
- 2w
- john_sull** What day is it??
- 2w Reply
- c.costello007** How can I get a car for it or sponsor a car
- 2w 1 like Reply
View replies (1)
- c.costello007** How can I get a car for it or sponsor a car
- 2w Reply



Dig Safe New England @DigSafe1 · Aug 9

Sunday is **#811Day!** See our **#Call811** message across **#Massachusetts** highways to remind the public to **#CallBeforeYouDig**. Thanks **@NatGridSafety** and **@MassDOT** for this incredible awareness effort. If you can safely snap a photo, post here for a Dig Safe hat and koozie.

@CGAConnect

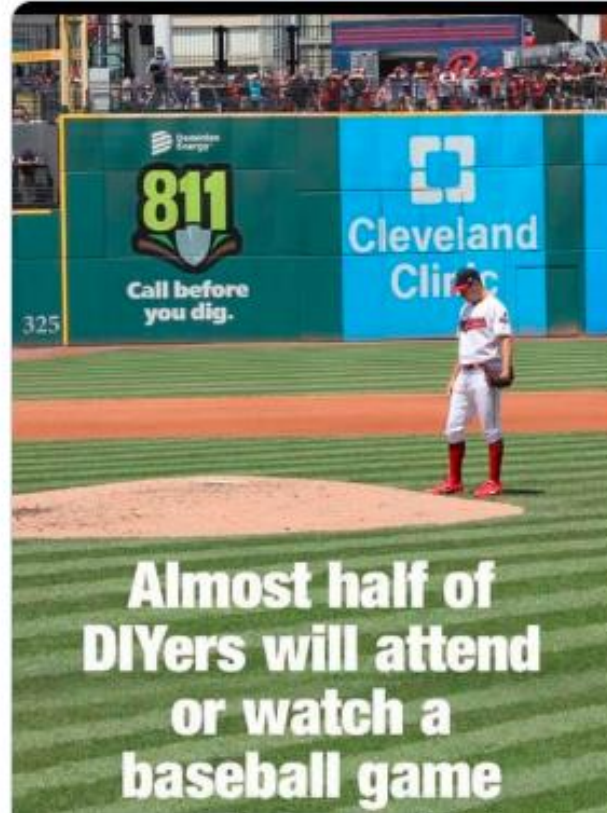


4 8



Alabama 811
@Alabama811

If you caught any of the **#MLB** All Star Weekend on TV, you definitely saw us! DIYers: always 811 before you dig! **#mlbballstar** **#811beforeyoudig** **#knowwhatsbelow**



Almost half of DIYers will attend or watch a baseball game

***According to CGA's 2019 research, 44% of those who plan to dig this year are also baseball spectators.**



Use photos and videos

- Media not only provides a richer experience, it helps catch attention
- In fact, posts with photos and video can get up to 10 times more interactions

With snow expected throughout much of our [@nationalgridus](#) territory, here are some important winter 🌨️ safety tips:

- ✅ Use a 🧹 to keep meters & vents clear of ❄️
- ❌ Never use a shovel or any tool that could damage natural gas equipment
- ✅ Test or install your CO detector



Tim Sullivan | nationalgrid
@NatGridSafety

Follow

When It Comes to 811, There's No Kidding Around. Whether you're planning to build out a new patio, spruce up the yard with plants, make sure you've had all underground utilities marked out this spring



When It Comes to 811, There's No Kidding Around

We're proud to announce that our video "When It Comes to 811, There's No Kiddi...
[youtube.com](#)

10:45 AM - 25 Mar 2019

1 Retweet 7 Likes



1



7

Leverage influencers and the media

- Influencers are social media users in the community who have a large following
- Interact with their content to get on their radar
- If they share your content, more members of the public will be able to see it
- Media outlets now look at key local influencers for content so your messaging could get on the local news



Diane X. Burman
@Dburman99

Replying to @NatGridSafety @wbz and @ericfisher

Thanks for including me in the testing my carbon monoxide detector photo #COAlarmChallenge. I encourage others who may wish to participate. JanuaryCO awareness month.



Boston Fire Dept. ✓
@BostonFire

Boston Fire Marshal Dempsey is joining MA #COAlarmChallenge asking everyone to post a selfie of themselves installing/testing their CO Alarms. @NatGridSafety



Tim Sullivan | nationalgrid
@NatGridSafety

Please share: DO NOT call 911 for power outages!

Save These Numbers: #RI & #MA @NationalGridPR
⚡ power outages: 800-465-1212

Call 911 for downed power lines!

Report GAS outage/emergencies in #MA: 800-548-8000 & #RI: 800-640-1595 or call 911

Eric Fisher ✓ @ericfisher · Jan 3, 2018

A very rough day at the coast tomorrow. Wave action, 1-3' surge, significant flooding, freezing spray, ice chunks shoved around, gusting 50-75mph, power outage risk. The works.



2:27 PM · Jan 3, 2018 · Twitter for iPhone

View Tweet activity

27 Retweets · 22 Likes



Utilize paid digital advertising

- Boosting / sponsoring a post allows you to reach even further through paid advertising
- Utilize geographic and demographic targets



National Grid US @nationalgridus · Sep 25

"A robust transmission system will be the backbone of the clean energy transition." -@RudyWynterNG leading a #ClimateWeekNYC discussion on our future of renewable energy.



nationalgrid

Demographics

Gender

Any gender Female Male

Age

All ages
 Age range

Locations, languages, technology

All Search

Bulk upload

Locations

United States Boston MA-Manchester NH, US Providence RI-New Bedford MA, US

Languages

English

Target people who first used Twitter on a new device or carrier

Audience summary



Defining your own audience is optional. Twitter continuously optimizes your campaign for high performance so providing fewer targeting parameters may improve your results.

[Copy ad group](#)



Track performance

- Each platform provides detailed metrics, such as how many times your content was seen (impressions) and the number of interactions (clicks)
- Tie back your social media / digital advertising platform metrics with your website metrics using UTM codes

TWEET HIGHLIGHTS

Top Tweet earned 41.3K impressions

We've had firefighters & police officers from all over #Massachusetts at the 1st Annual @HerosCupHockey Golf 🏌️ Tournament

Proud to have @nationalgridus sponsor the Hero's Cup & promote our FREE online utility safety training #FirstResponder pic.twitter.com/Nf77vdqWtb



👍 3 ❤️ 17

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 127 engagements



Great night @PawSox with @nationalgridus #RI President @tmsobs Terry Sobolewski presenting Hometown Hero Award to @NatGridSafety Tim Sullivan! pic.twitter.com/YMOV000vgf



👍 1 ❤️ 14

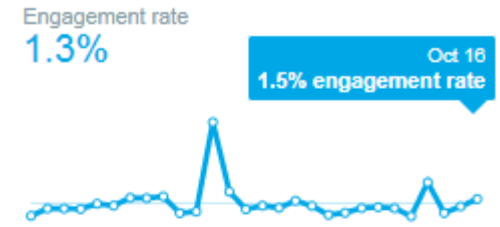
[View Tweet](#)

AUG 2019 SUMMARY

Tweets	289	Tweet Impressions	400K
Profile visits	1,065	Mentions	130
New followers	Currently unavailable		

Engagements

Showing 28 days with daily frequency



Link clicks



On average, you earned **2 link clicks** per day

Retweets



On average, you earned **3 Retweets** per

Your Tweets earned **400.0K impressions** over this **31 day** period

