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
Report a Gas Emergency

If you smell gas anywhere, including in your home, go outside and call 1-800-233-6325 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 no other thing that natural gas can do that is unrelated to your gas appliance.

Related Links

Natural Gas Safety
Gas Emergencies
Carbon Monoxide
Pipes on Your Property
Appliance Safety
Flooded Equipment
Gas Maintenance
Pipeline Safety Efforts

nati..
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
#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

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
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 📞 number during emergencies #DigSafe #Call811

#DYK that @starwars Darth Vader shops at @Lowes? He'd never plant a tree 🌳 w/o calling @DigSafe1 by dialing 811. #NationalGrid #DigSafe
If you caught any of the #MLB All Star Weekend on TV, you definitely saw us! DIYers: always 811 before you dig! #mlbstar #811beforeyoudig #knowwhatsbelow
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

Make sure to use a 🧹 to gently brush snow & ice off your National Grid gas meter.

Do not use a shovel or any tool that could damage meter

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.

Step 1: Plan your job and pre-mark your dig area

When It Comes to 811, There’s No Kidding Around
We’re proud to announce our video “When It Comes to 811, There’s No Kiddi... youtube.com

10:45 AM - 25 Mar 2019
1 Retweet  7 Likes
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

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

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

[Image of a person installing a CO alarm]

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.

[Map showing coastal flood warning]
Utilize paid digital advertising

• Boosting / sponsoring a post allows you to reach even further through paid advertising

• Utilize geographic and demographic targets
"A robust transmission system will be the backbone of the clean energy transition." - @RudyWynterNG leading a #ClimateWeekNYC discussion on our future of renewable energy.
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
**Top Tweet** earned 41.2K 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 #FirstResponders pic.twitter.com/N77vdqWtb

**Top mention** earned 127 engagements
Jennifer Bray @jenBray401 Aug 2
Great night @PawSox with @nationalgridus RI President @tmsobs Terry Sobolewski presenting Hometown Hero Award to @NatGridSafety Tim Sullivan pic.twitter.com/YNWoPOQyg1

Aug 2019 SUMMARY

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Engagements
Showing 25 days with daily frequency

Engagement rate 1.3%

Link clicks 45

On average, you earned 2 link clicks per day

Retweets 72

On average, you earned 3 Retweets per
Now It’s Your Turn

Grow your social media base and grow damage prevention awareness.