

Use Twitter to Gain a Competitive Edge in Media Relations

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About SCE

One of the nation's largest electric utilities.

We power:

- 14 million+ people
- 180 cities
- 11 counties
- 50,000 square miles of service area
- 5,000 large businesses
- 280,000 small businesses

\$5 OUR ELECTRIC TABLE-RANGE \$5
IT FRIES, BOILS, GRILLS, BROILS AND BAKES.

WE WILL START THE SALE AT \$5.00 PER RANGE, WITH ALL ATTACHMENTS.

TO AVOID DELAYS WE HAVE PLACED A VERY LARGE ORDER WITH THE FACTORY.

FOR BROILING GROPS IT IS SPLENDID. IT GRILLS TO PERFECTION. YOU CAN COOK TWO GROPS IN TWO MINUTES. THE BROILER IS COVERED, AND THE GREASE DOES NOT SPATTER.

FOR MAKING SAVORY SOUP AND FOR COOKING CEREALS THE TABLE-RANGE IS A NECESSITY IN EVERY HOME!

IT BAKES DELICIOUS PANCAKES ON THE TABLE. THERE IS NO RUNNING BACK AND FORTH FROM THE KITCHEN!

YOU CAN PREPARE A DAINTY MEAL WITH THE TABLE-RANGE. THE COST? LESS THAN ONE CENT FOR THE ELECTRICITY USED!

THE TABLE-RANGE WILL FRY EGGS TO A TURN IN A MINUTE. YOU CAN BROIL BACON AT THE SAME TIME!

Southern California Edison Co.

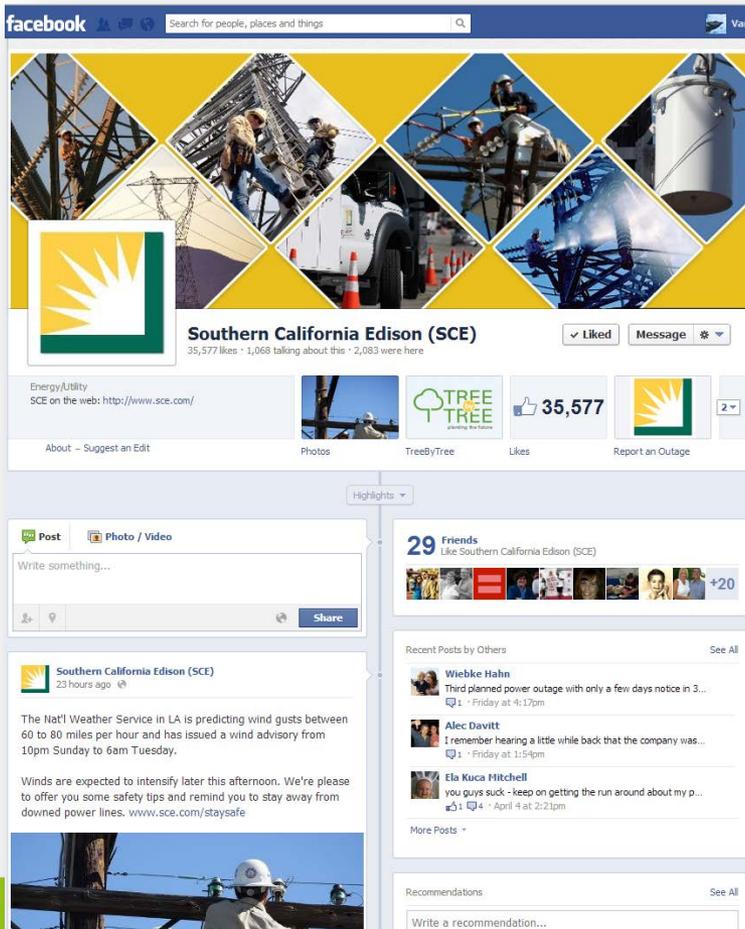
WOULD YOU LIKE A DEMONSTRATION IN YOUR OWN HOME? A CARD OR A CALL WILL BRING A REPRESENTATIVE AT ONCE.

Write for changing Home of Town

1450
2-12-12
1-4-12



Our Social Channels & Audiences



PRIMARY



www.facebook.com/sce



www.twitter.com/sce



www.youtube.com/sce



www.flickr.com/photos/socal Edison



www.instagram.com/sce

SECONDARY



@SCE_Business

@SCE_EV

@SCE_Talent

@SCE_College

@SCE_VanessaM

@SCE_MashiN

@SCE_LaurenB

@SCE_DavidS

@SCE_CarolineA



SOUTHERN CALIFORNIA
EDISON

An EDISON INTERNATIONAL® Company

Identify and engage with influential media professionals on Twitter



Making Friends



Molly Gray
@MollyReports

Multimedia journalist. @KPCC digital intern. Graduate student at @USCAnnenberg. Journalism grad of @OhioState and @TheLantern. Los Angeles, CA - <http://www.mollyreports.com>

6,394
TWEETS

645
FOLLOWING

675
FOLLOWERS



Follow



Making Friends


Molly Gray
 @MollyReports
 ▼
Follow

Edison ignored safety risks at San Onofre, Sen. Boxer says latimes.com/news/local/la-

...

↩ Reply
↻ Retweet
★ Favorite
📌 Buffer
⋮ More

Edison ignored safety risks at San Onofre, Sen. Boxer says

Southern California Edison was aware of problems with replacement steam generators at its San Onofre nuclear power plant but chose not to make fixes, U.S. Sen. Barbara Boxer charged Wednesday.



 Los Angeles Times @latimes · Unfollow

9:46 AM - Feb 7, 2013

Flag media

Reply to @MollyReports


SCE_SONGS @SCE_SONGS Feb 7
 @MollyReports WashPost: Edison said "it is simply not accurate" to suggest (@SCE) was aware of design problems. songscommunity.com/docs/020713_ne...
 Details



Making Friends



Molly Gray
@MollyReports

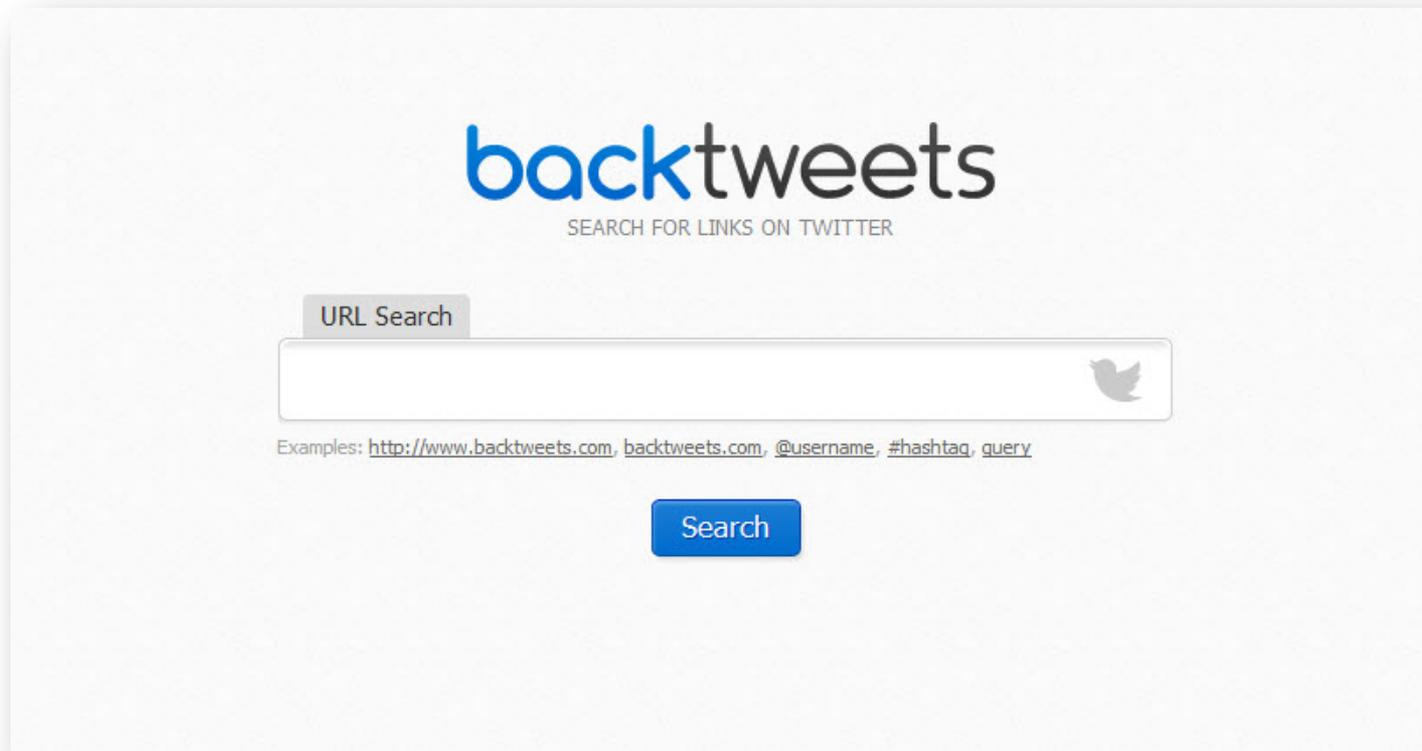
I respect @SCE_SONGS. After tweeting an article about them yesterday, they replied to my tweet with their response. Good social media use!

Reply Retweet Favorite More

12:34 PM - Feb 8, 2013



Who's Saying What? Backtweets.com



Who's Saying What? Backtweets.com

L.A. NOW

SOUTHERN CALIFORNIA -- THIS JUST IN

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San Onofre layoffs raise questions about nuclear plant's future

August 21, 2012 | 9:29 am

Comments 2 1 Tweet 61 Recommend 41



More than six months after a leaking steam generator tube prompted a complete shutdown of the San Onofre nuclear power plant, Southern California Edison officials announced plans to lay off nearly one-third of its workforce, leading many to wonder if the troubled plant would ever fully reopen.

The company announced Monday a [planned reduction](#) of about 730 employees that will bring down staffing at the plant in northern San Diego County to 1,500. Details of the cuts will be worked out later this year, officials said.

Rochelle Becker, executive director of the watchdog group Alliance for Nuclear Responsibility, said she believes the layoffs show Edison is being disingenuous about its plans for the plant.

"You can't lay off 700 people when you're trying to restart a plant — you hire more people when you

HOW IT WORKS

- The Los Angeles Times writes an article about San Onofre.
- It was retweeted more than 70 times.
- WHO RETWEETED IT?

Who's Saying What?

See who Retweeted the same article...

- 

L.A. Times News 24/7
San Onofre layoffs raise questions about nuclear plant's future <http://t.co/OvjGBaph>
08/21/2012 Reply Retweet Favorite
- 

Andrew Sims
Save the boobies!!! "@PiyaSRoy: NOOO! RT@LANow San Onofre layoffs raise questions about nuclear plant's future <http://t.co/VW6gFqX5>"
08/21/2012 Reply Retweet Favorite
- 

Global Green USA
Clean energy, please RT@lanow: San Onofre layoffs raise questions about nuclear plant's future <http://t.co/mbnDofNh>
08/21/2012 Reply Retweet Favorite
- 

Piya Sinha-Roy
@terri_schwartz@sims@roquecheddar NOOO! RT@LANow San Onofre layoffs raise questions about nuclear plant's future <http://t.co/Y9I7Hm1C>
08/21/2012 Reply Retweet Favorite
- 

Watchdog Progressive
San Onofre layoffs raise questions about nuclear plant's future <http://t.co/EJ1GVBi7>
08/21/2012 Reply Retweet Favorite



Integrate Twitter with traditional media relations tactics



Checklist for news & announcements

Communication Tool

- White paper
- Infographic
- Social connection list
{Cision, Muck Rack etc}
- New photo or gallery
- Existing photo or gallery
- New video
- Existing video

Channel

- Twitter post
- relevant hashtag
- account names for each associated
agency/vendor/company}
- Facebook : Our own page
- Link to pages for each associated
agency/vendor/company
- Pinterest {link to our own pages and
favorable stories}
- YouTube
- Storify {telling the story of the campaign}
- Portal, Inside Edison
- Connections
- Blog (ours, other agencies)
- Employee email
- Flickr/Instagram



Why Be Social? Case Study

On Saturday, September 15 around 4 p.m., about 2,000 customers in the cities of Covina and West Covina experienced a prolonged outage. By 8 a.m. the next morning, with temperatures soaring above 90 degrees, there were still 1,300 customers who remained without power.

SCE teams opened a distribution center in Palm View Park to give away free ice and water for residents who had been affected by the outages.



Why Be Social? Case Study

- Pictures from Local Public Affairs posted as status and into album
- Outpouring of thanks and support from community (combined 387 likes, 31 comments, 39 shares)
- Any negative comments quickly addressed by community members

SORT ▾



Southern California Edison (SCE)

Our SCE team is helping residents of Covina and West Covina affected by a prolonged power outage with free ice and water. If you're one of those customers, come see us at Palm View Park in West Covina at 1340 E. Puente Ave. We opened at 11 a.m. and will go until we run out of supplies.



Like · Comment · Share **281** **25** **37** · 2 hours ago ·



Southern California Edison (SCE)

On Sunday, Sept. 16, an SCE team brought water and ice to Covina and West Covina residents affected by a prolonged power outage. These photos reflect the great sense of a community coming together that day. We thank you all for your help and terrific attitude on a sweltering day. — West Covina Water & Ice Distribution (5 photos)



Like · Comment · Share **106** **7** **2** · 18 hours ago ·



Why Be Social? Case Study

- [KPCC](#)
- [KNX](#) (story + restoration update)
- [KFI](#)
- [KNBC](#)
- [KABC](#) (good conservation and safety messages included in video)
- [LA Times](#) (outage, mentions Twitter feed)
- [LA Times](#) (restoration)
- [San Gabriel Valley Tribune](#)

KNBC found out about the story from Twitter, and used SCE picture posted on Twitter and Facebook



HOME NEWS VIDEO WEATHER INVESTIGATIONS ENTERTAINMENT THE SCENE ON AIR
LOCAL U.S. & WORLD DECISION 2012 SPORTS HEALTH TECH WEIRD WEATHER BLOGS: PROP ZERO

The Nation's Fastest Internet \$49.99 ONLY \$29.99/mo for 12 mos when bundled
Charter Internet® Plus

HOME > NEWS > LOCAL

Power is Back On For Thousands of Customers in West Covina, SoCal Edison Says

Earlier in the day, a water and ice distribution center was set up at a neighborhood park to help residents beat the heat.

By Samantha Tata | Sunday, Sep 16, 2012 | Updated 3:15 PM PDT

View Comments (0) | Email | Print | +1 0 | Tweet 8 | Recommend 1 | Send



Southern California Edison (@SCE)

Sept. 15, 2012: Southern California Edison has set up a free water and ice center in Palm View Park after a substation fire cut power to thousands of customers in West Covina. Temperatures in the area were expected to climb into the mid-90s.

Power was restored Sunday afternoon to some 1,300 customers in West Covina after a substation fire cut electricity during a weekend heatwave, according to Southern California Edison.

The power was back on by 2 p.m. Sunday, about two hours before officials had projected.

Earlier in the day, the utility company gave out free water and ice at a neighborhood park to help those affected by the outage combat soaring temperatures, according to a news release.

Why Be Social? Case Study

Most popular



A screenshot of a tweet from SCE @SCE, dated 16 Sep. The tweet text reads: "#Covina #WestCovina customers affected by outage can get free ice and water today 11 a.m. Palm View Park, 1340 E. Puente Ave., W Covina". Below the text are interaction options: Collapse, Reply, Delete, and Favorite. A retweet count of 40 is shown with a row of profile picture icons. At the bottom, it says "8:53 AM - 16 Sep 12 - Details".

- 15 tweets
- 74 retweets
- CPUC followed
- Broke story on Twitter, immediate calls from KNBC, KFI
- Sent note to KPCC's Andrea Wang to tell her power had been restored. Her response: "Yes, saw the news on twitter! Thanks so much for your help; story updated accordingly."



Measure the ROI of your media relations efforts on Twitter

The truth is, we don't know exactly, yet.

What we do know is this:

- News editors and reporters follow us on social and report from there, sometimes without even calling us.
- We're increasing our efficiency if one tweet takes care of 10 phone calls.
- We do know that a combination of traditional and social media works best.



Thank you

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