

Applying Social Insights to Communications Strategy

PR News Measurement Conference

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Who is Exelon?



Generation

One of the largest U.S. competitive power generators
32,000 MW of owned capacity
Largest U.S. nuclear fleet
Renewables - wind and solar

Competitive Energy Sales

Retail and wholesale sales through Constellation
Approximately 2.5 million residential, public sector and business customers

Transmission and Delivery

Three utilities delivering electricity and natural gas to more than 7.8 million customers:

- BGE in Maryland
- ComEd in Illinois
- PECO in Pennsylvania

Social Media at Exelon



SOCIAL MEDIA

Scale of 1-5



EMAIL MARKETING

Scale of 1-3



SEARCH & SOCIAL MEDIA ADS

Scale of 1-2

TOTAL



3

2

2

7



4

N/A

N/A

4



3

N/A

2

5



5

3

2

10



4

2

2

8



2

N/A

N/A

2



2

N/A

N/A

2

Case Study: Exelon-PHI Merger (in Process)

- **Currently, our proposed merger with Pepco Holdings, Inc. (PHI) is our best laboratory for social/digital engagement and metrics.**
- **Communications objectives:**
 - Inform and educate opinion leaders and the general public about the benefits offered by an Exelon-PHI combination; correct misinformation.
 - Create a neutral to positive public opinion environment for the Exelon-PHI merger.
- **Situation overview:**
 - Merger would create the largest mid-Atlantic utility group in the nation and offer significant benefits to customers and the community.
 - It has been approved by New Jersey, Maryland, Virginia, Delaware and federal regulatory agencies. The District of Columbia initially disapproved the merger; the company has since enhanced the package of benefits it is offering, settled with several key parties (including the Mayor of the District of Columbia and the Office of Peoples Counsel) and is moving forward for reconsideration by the DC Public Service Commission.

Communications Considerations

- **Several groups vocally oppose the merger, with varying degrees of activism.**
- **Social/digital space has been as important as any part of the communications mix.**
 - Opposition has used social/digital extensively for organizing grassroots efforts and communicating its messages
- **Need for agreement on what constitutes “traction” in the digital world – to avoid overreaction or distraction.**
 - What metrics are the most meaningful, both to understand results and to educate internal stakeholders?
 - How often should we report which metrics?
- **Development of unfiltered digital channels to get information out to the stakeholders who need it.**
 - PHITomorrow.com – includes videos, blog
 - Digital ads (news media, social, search, contextual)
 - Organic social media

Social Reach: (Unique Users)

- Total Reach: 3,319,030
- Organic Reach: 494,949
- Paid Reach: 2,824,081
- Avg. Paid Frequency: 5.11 pp.

Paid Promotion Engagement:

- Facebook Actions: 56,488
- Twitter Engagements: 12,349

Site Traffic:

- Total Site Traffic: 26,520
- Total Avg. Time on Site: 01:14

Advocacy Tools:

- Petition signatures: 28,573
- Letters generated: 725

CONTINUED SUPPORT FOR RENEWABLE ENERGY



⊕ 5 Things to Know about the Merge

PHITomorrow

The Pepco Holdings-Exelon Proposed Merger Will
INVEST IN LOCAL ECONOMIES & THE WORKFORCE

COMMUNITY

ECONOMY

WORKFORCE



Maintaining
LOCAL PRESENCE



Millions in
ECONOMIC BENEFITS



Creation of
THOUSANDS OF JOBS

PHITomorrow

The Proposed Pepco Holdings-Exelon Merger Will
SUPPORT LOCAL COMMUNITIES

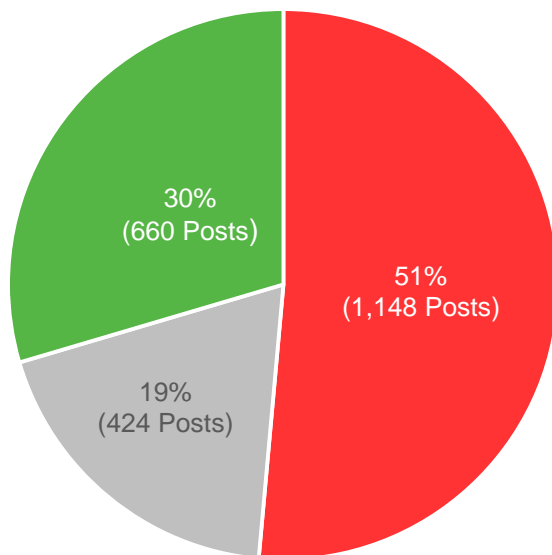


PHITomorrow

Measurement -- Weekly

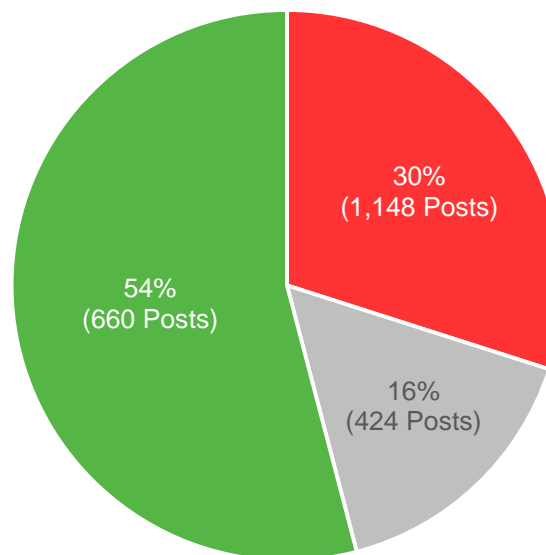
Total Social Media Posts

n = 2,232 Social Media Posts



Reach of Social Media Posts

n = 6,084,454 Potential Impressions

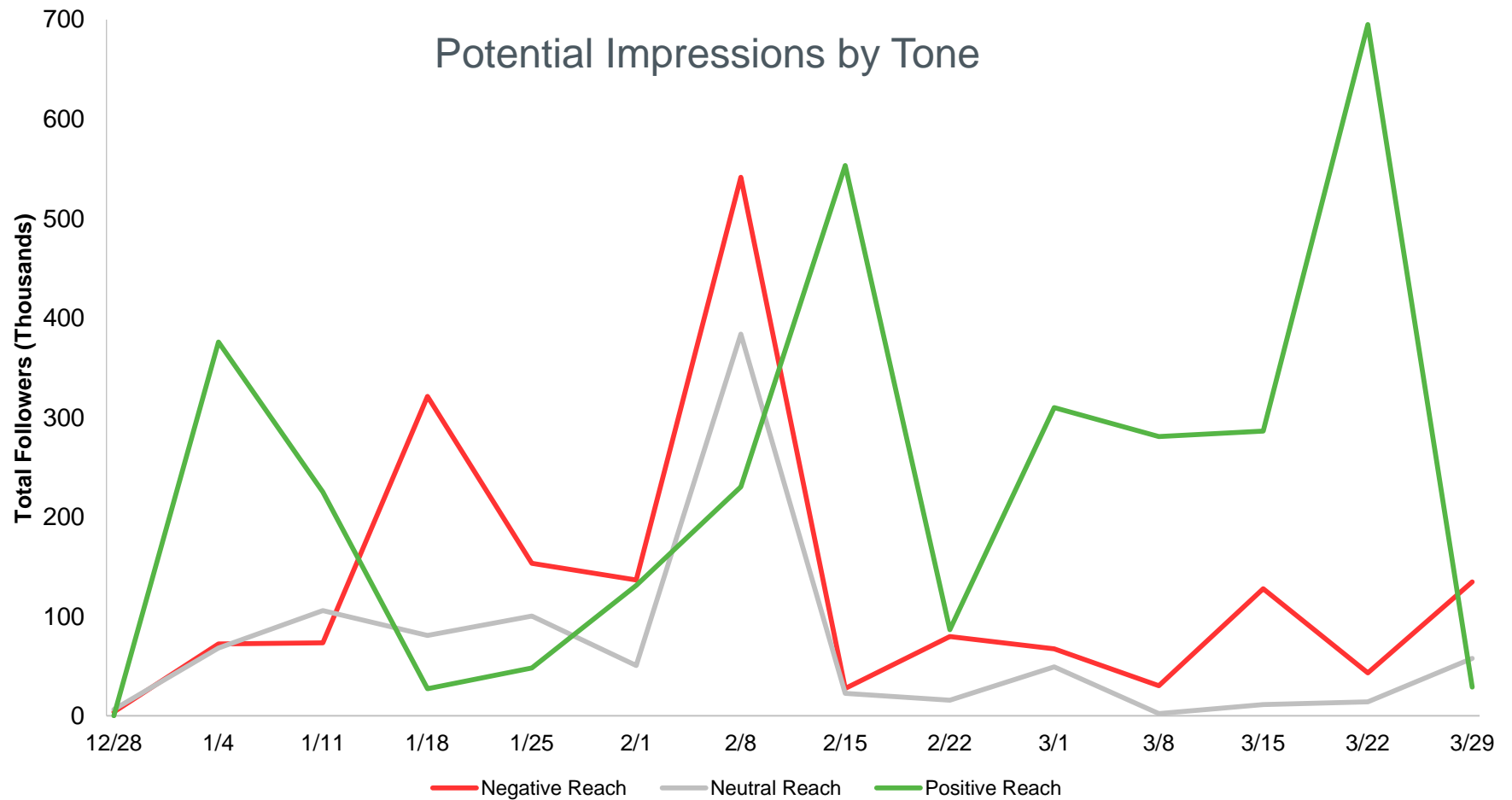


■ Negative ■ Neutral ■ Positive

- Potential impressions are determined by the number of followers on Twitter and number of profile “Likes” on Facebook.

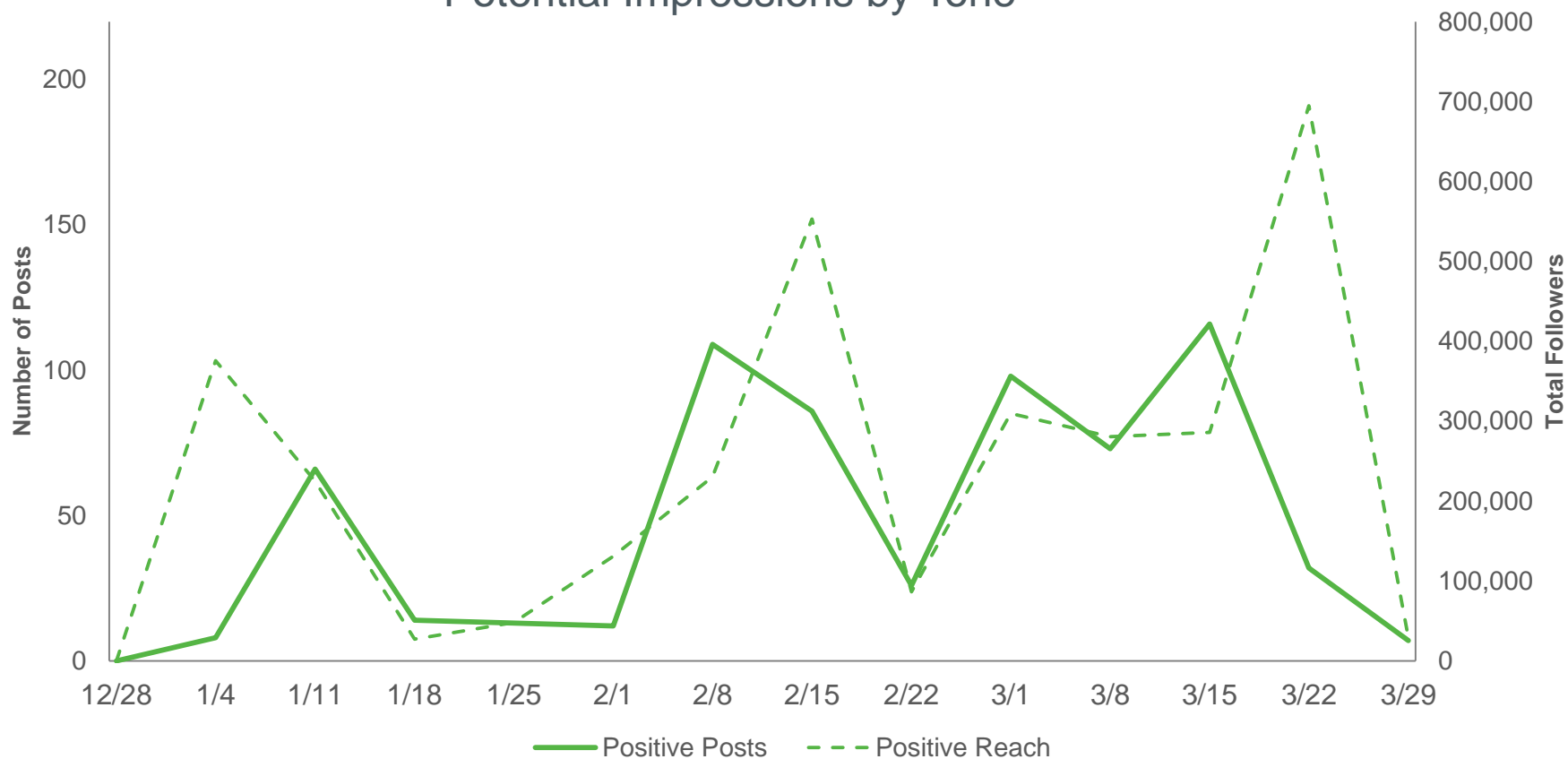
Measuring volume tells you almost nothing –
measuring potential impressions tells you almost everything.

Measurement - Quarterly



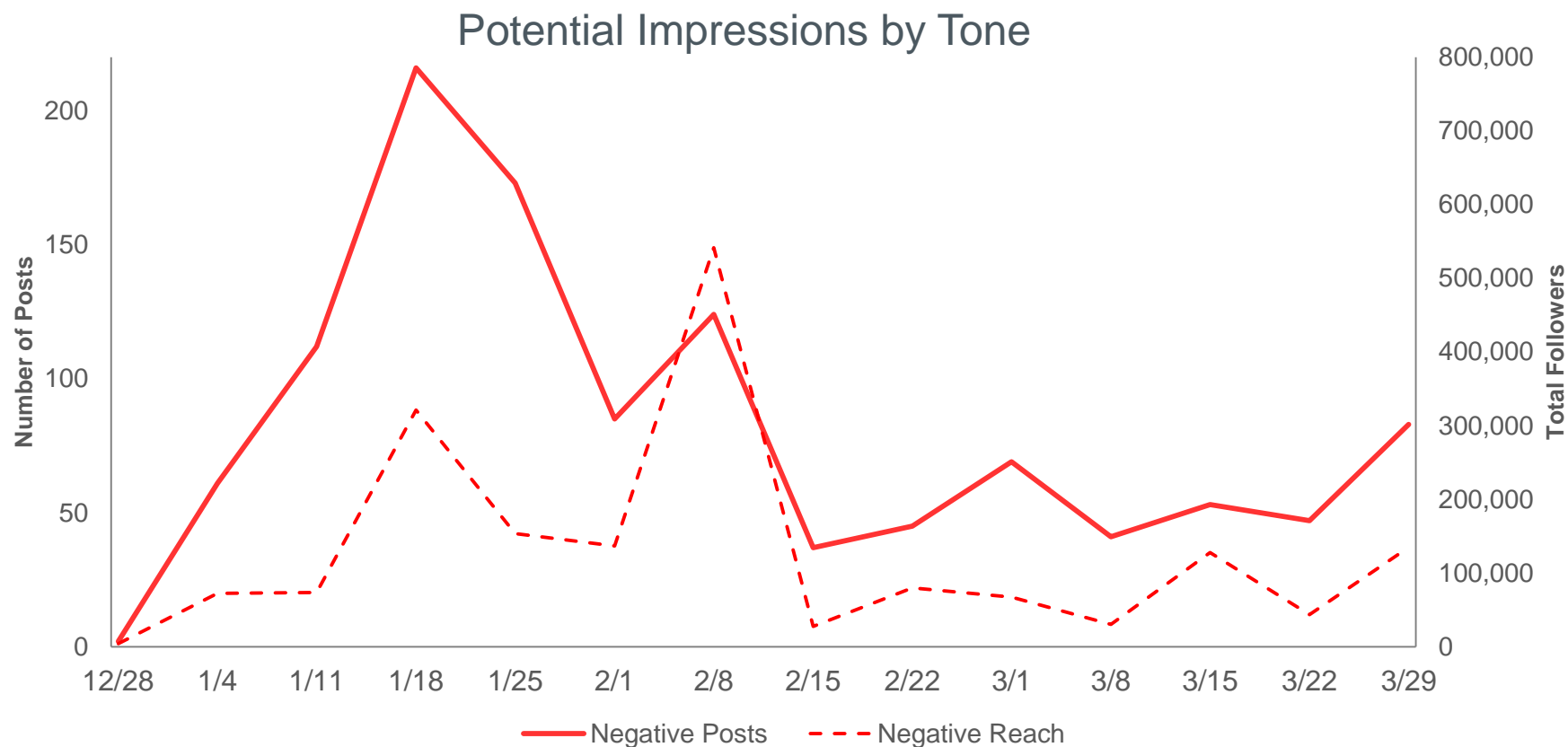
Measurement – Quarterly

Potential Impressions by Tone



Importance of identifying key influencers: a few influential parties gained more visibility in one week than any other week in the quarter.

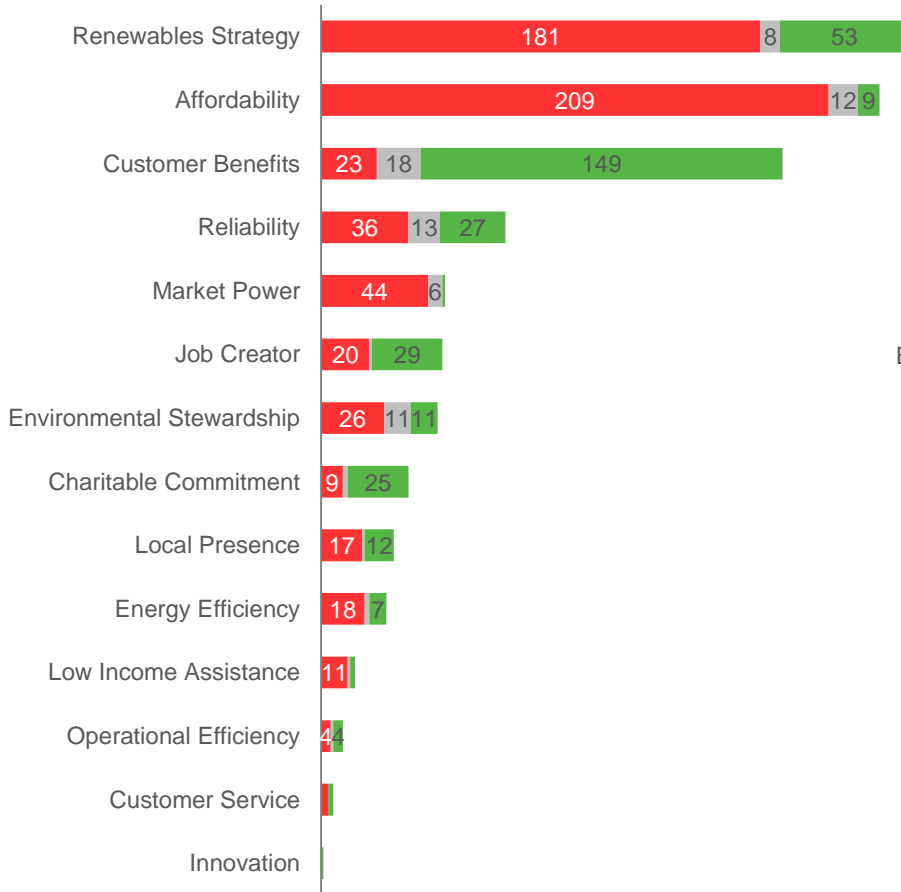
Measurement - Quarterly



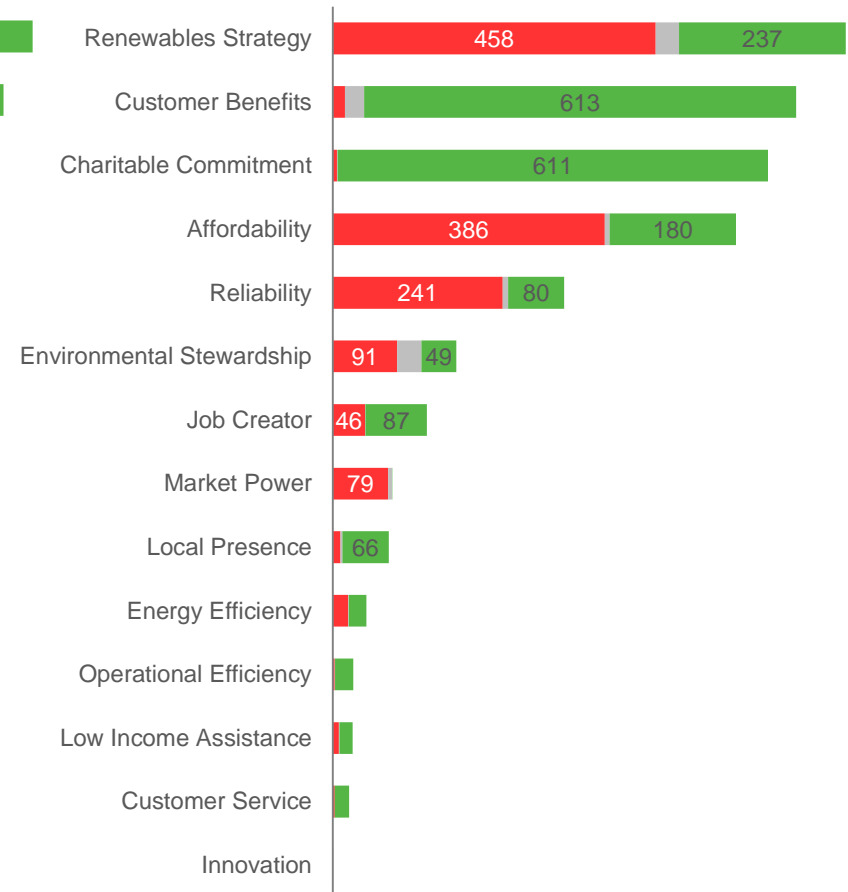
Potential impressions are a much richer data point than volume; spikes in social can be driven by a few parties with high volume, with relatively few impressions.

Measurement – Quarterly

Total Social Media Posts



Reach of Social Media Outlets (Thousands)



What works in digital may be different than what works offline. Our charitable commitment was one of our top-performing messages on social, although it did not rise to the top in primary research.

Other Important Metrics

- **Prominence of key messages by tone**
- **Momentum of traditional media in social space**
- **Momentum of key voices**
- **Top authors covering**
- **Prominence of key messages**