



Pacific Northwest
NATIONAL LABORATORY

Proudly Operated by Battelle Since 1965

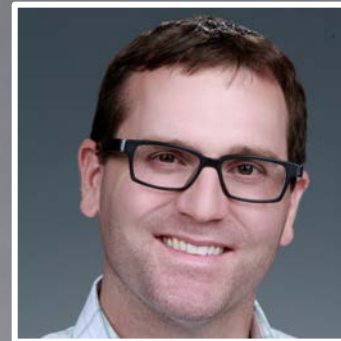
Data + Creativity

Social Media Relevance

(and eventual world domination)



KEVIN KAUTZKY
Comms Group Manager
@kevinkautzky



GREG KUNKEL
Program Manager
@gakunkel

Pacific Northwest National Laboratory | @energyPNNL
PR News' Digital PR & Marketing Conference | #social16

So who are these frickin' guys?

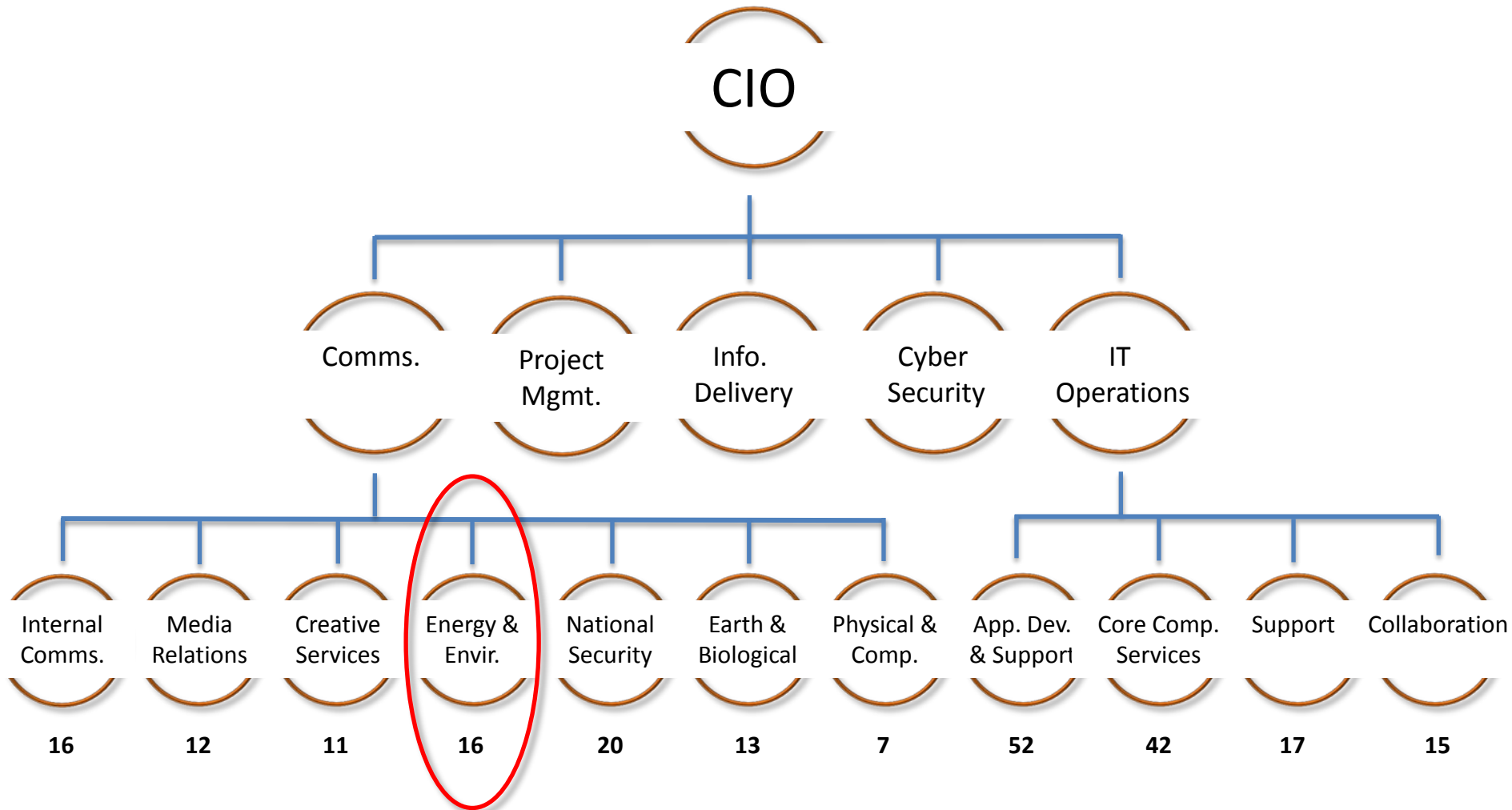


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The Communications and IT Nexus



We like data – and so do our S&Es

COMMSTAT

ENERGY & ENVIRONMENT - 2Q16 REPORT



MEDIA



Featured Coverage

1. Wired - The Obsessive Quest for the World's...
2. CleanTechnica - Faradion Leads Energy Storage Trio...
3. MIT Technical Review - The Sky May Hold the Secret...

HIGHLIGHTS

Most Popular Stories

1. New Flow Battery to Cut Energy Storage Costs
2. Safe, Secure Spent-Fuel Shipping
3. A Unique Solution to Balance the Power Grid



PNNL Press Releases



SOCIAL

Twitter | @energyPNNL

New & Noteworthy Followers

1. @bjhanneg (Bryan Hannegan)
2. @WASStateCommerce
3. @IEEEETandD (IEEE PES T&D)

Top 3 Tweets

1. Building Asset Score - 7,700 impressions
2. Energy Mat. Network - 7,671 impressions
3. Bioenergy R&D 100 - 4,600 impressions

Tweets: 3.71/day avg.

Followers: 1,698 (↑13%)

Fun Fact: Liz Sherwood-Randall retweeted us

DOE Blog Posts

1. Steve Ashby - Meeting America's Pressing Needs...
2. DOE News - DOE Announces \$220 Million in Grid...
3. Carlos Fernandez - PNNL Successes with Novel...

WEBSITE

energyenvironment.pnnl.gov*

71% up from 2Q15
46,447 Site Visits
74% New Visits

Top Pages

1. EED Home
2. Marine Sciences
3. Electricity Infrast.

Top Sources

1. **44.2%** Search (Google, etc.)
2. **40.9%** Direct (typed in URL)
3. **6.3%** Referral (other sites)

Fun Fact: EED is now the most visited research directorate website

*Data via Google Analytics

Newsletters

1,977 Subscribers (↑ 55.3%)
75% Open Rate (32.5% Ind. Avg.)
16.2% Click Rate (9.2% Ind. Avg.)

High Readability

2 min. 42 sec. = avg. time spent reading one highlight

SERVICES

Strategic Events

1. ARPA-E Innovation Summit
2. South by Southwest (SXSW)
3. WSU PEAC/ESIC Summit

939

Total images in EED Digital Media Repository

Visit the Comms Store Front for brochures, images, and additional resources.

EED Inventory^

321 Posters/Slides
215 Abstracts
190 Reports
109 Journal Articles
29 Brochures
^Data via ERICA





WHAT THEY SAY



"Our DOE [BTO] clients love the Spokesman Review Op-Ed; they're handing out copies all over the place."

- **Dennis Stiles**, on communications collaboration between PNNL, UW, WSU, and Clean Tech Alliance

"I was chatting with Dave Danielson, Asst Sec for EERE, and he commented (unprompted) on the great job we're doing getting the word out on what we do.... He appreciated it and he said that the Secretary had noted it, too. Well done!"

- **Steve Ashby**



"As a result of a webinar we participated in and the communications team promoted, a global health products company reached out to us to collaborate after learning about our ability to convert wet waste into fuels. This company has a zero landfill goal and the PNNL technology may provide them a means to achieve that goal."

- **John Holladay**

Turning into a Social Butterfly...



350,000+ Followers



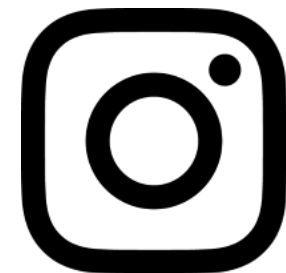
7,500+ Followers



18,000+ Followers



6,700+ Likes



Tools on Pauper's Budget

Trend Monitoring



KEYHOLE



Monitoring/Managing



What is your primary objective?



VS



A: Drive Awareness
B: Drive Revenue?



Your poll will show here

1



Install the app from
pollev.com/app

2


Make sure you are in
Slide Show mode

Still not working? Get help at pollev.com/app/help
or

[Open poll in your web browser](#)



Data for the right goal

 Followers/Likes/
Contacts/Subscribers

 Impressions/Views

 Engagement

 Number of Posts

 Mentions

 Clicks

 Downloads

 Leads

 Revenue

 Partnerships

Which performed better?

 **Energy at PNNL**
@energyPNNL

The ground-breaking way @PNNLab removed 40k tons of #CO2 gas from the atmosphere.
@gbd_mag ow.ly/WLFX1



1,298 Impressions
24 Engagements

 **Energy at PNNL**
@energyPNNL

NOW OPEN: Register for the
#2015AEMCSummit, 9/15-16. #EnergyTech
@ENERGY @CompeteNow ow.ly/Rae3D



9,663 Impressions
62 Engagements

What you think shouldn't be popular often times is

Birthdays
Babies
Vacations



Tradeshows & Events
Awards
Company Culture



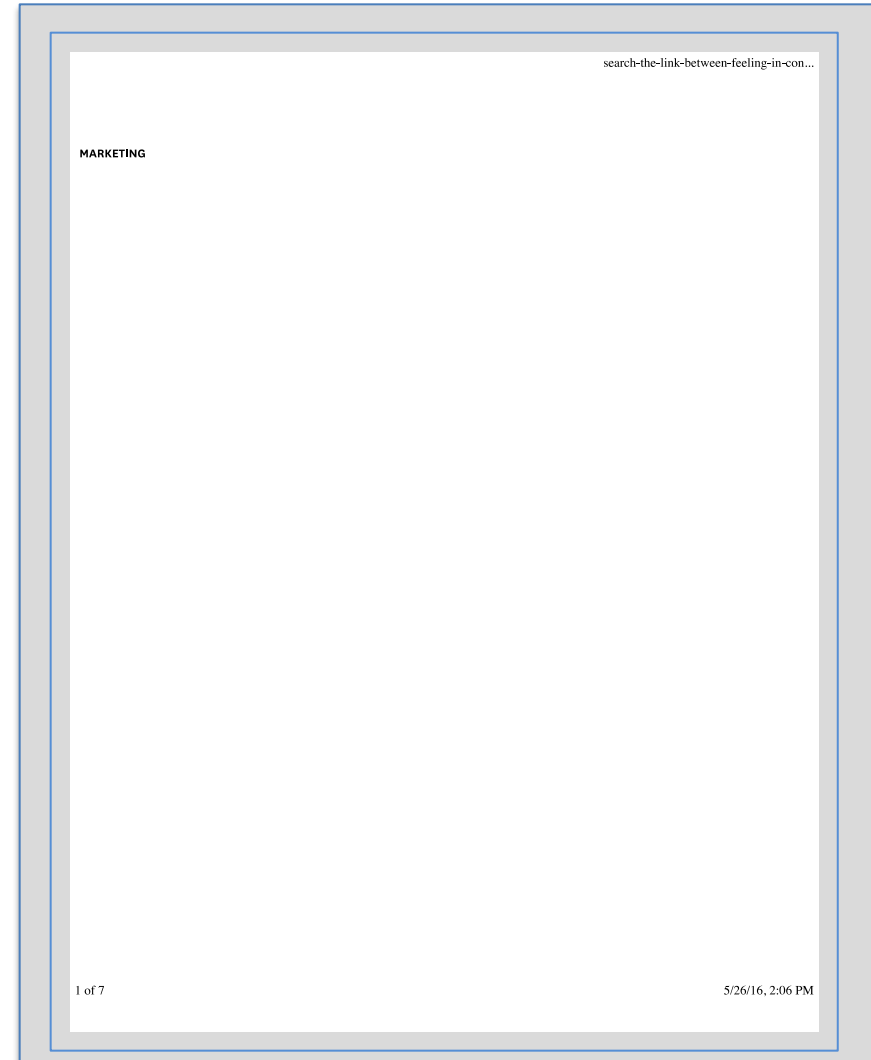
230% More Impressions
500% More Engagements

But there is some Science behind it

What Makes Stories go Viral

- **Valence** – Positive to Negative Emotion
- **Arousal** – Excitement to Relaxation
- **Dominance** – Control to Submission

Viral isn't necessarily luck, but a matter of creating a powerful emotional experience



Meh vs Yay

 **Energy at PNNL**
@energyPNNL

FREE webinar on new tech for **#FishPassage**
on Thurs 9/10 @JustWhooshh @iamjohnoliver
REGISTER: ow.ly/R0xE



694 Impressions
4 Engagements

 **PNNL Energy&Environ @PNNL_EED** · Aug 25

Fish are awesome. So is **#hydropower**.
Hear the results of our **#SalmonCannon**
study goo.gl/PkCoeU @pbanews



10,056 Impressions
195 Engagements







Give the mundane a makeover



460% More Impressions
750% More Engagements



Trends are like clockwork

-  Super Bowl
 -  Elf on the shelf
 -  1st day of school
 -  Olympics
 -  Black Friday
 -  Earth Day
- 150% More Impressions
426% More Engagements



What “works”



Pacific Northwest
NATIONAL LABORATORY

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Humorous/light tone

Facts/figures

Tagging

Hashtags



Favorite part of job?

"I like being involved in something that is important and that really matters and I like being able to make a difference for the betterment of society."

JEFF DAGLE

Chief Electrical Engineer

At the end of the day it's about ROI



35% of webinar registrants



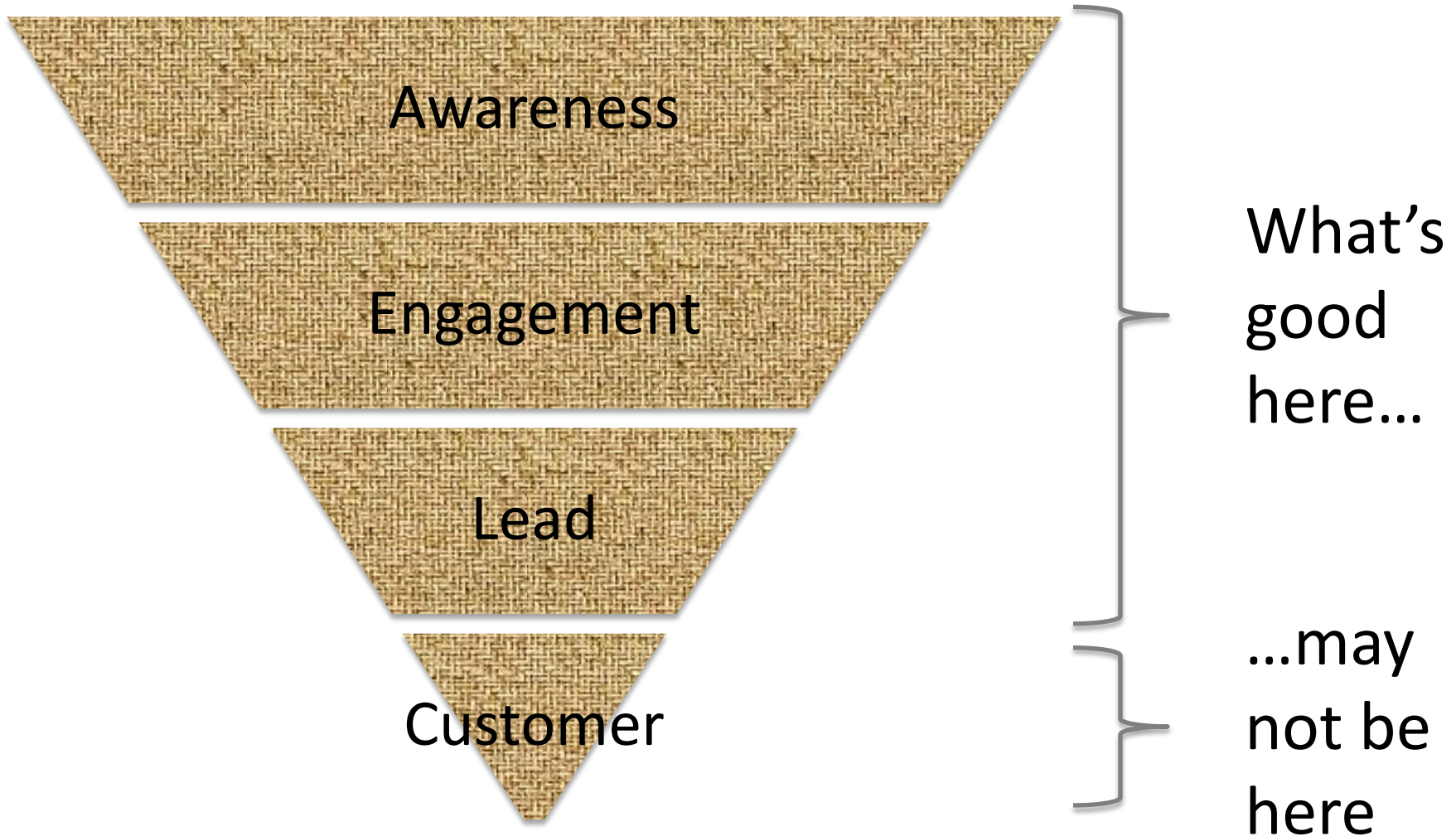
We have a new #SEM leader! Can you top 93% correct answers in 4 minutes, 57 seconds? #BiggestSearchGeek #PPC #SEO ow.ly/nRo8300uN5b

10:33 AM - 23 May 2016



Low impressions
Low engagement
Lots 'o leads

Keep pulling the thread



Other People's ~~Money~~ Data

THE NEW REDDIT JOURNAL OF SCIENCE

comments other discussions (4) filter by field 11,167,560 subscribers

Physics

★ Super Heavy Element AMA

Science AMA Series: I'm Dawn Shaughnessy, from the Heavy Element Group at Lawrence Livermore National Laboratory, I synthesized superheavy elements, and I helped put 6 elements on the periodic table so far. AMA!

4,015 (89% upvoted)

Submitted on 08 Jan 2016

username
password
remember me reset password login

BIRDS FOR SCALE

High visibility
High Engagement
Untapped opportunity

THE NEW REDDIT JOURNAL OF SCIENCE

comments other discussions (2) filter by field 11,167,577 subscribers

Chemistry

★ Explosives AMA

Science AMA Series: We're explosives scientists at Los Alamos National Laboratory in New Mexico, Ask Us Anything!

3,033 (85% upvoted)

Submitted on 21 Mar 2016

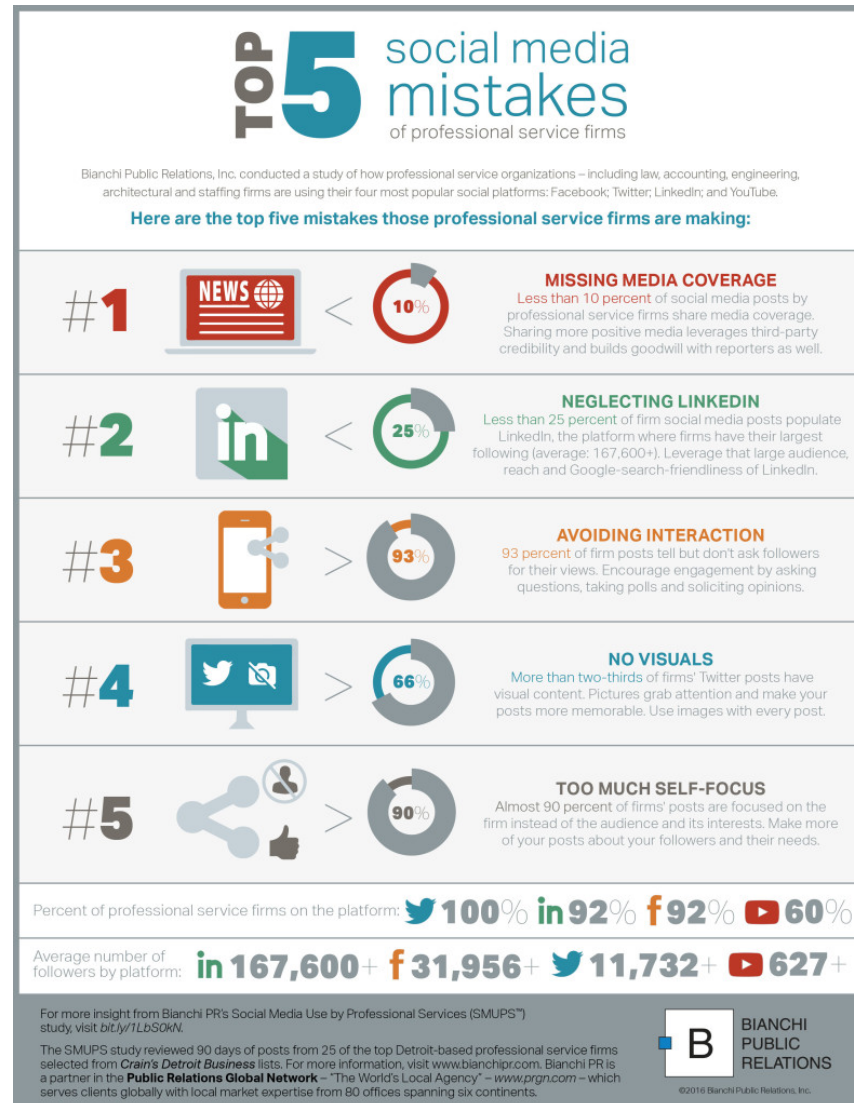
username
password
remember me reset password login

what makes great writing tick?
r/canonade

Embrace What We are Doing Wrong

PRNews For Smart Communicators

Ian James Wright – May 2016



MAJOR KEY ALERT – (yep, s/o to DJ Khaled)

- Gather the data, paint the picture, tell the story
- Embrace the Communications & IT nexus
- Find victories that resonate with leadership
- Find tools you will actually use
- Understand & work through pain points
- Remember we are all human
- Embrace fundamentals and failures
- Bake measurement into everything
- Let's keep talking!

