

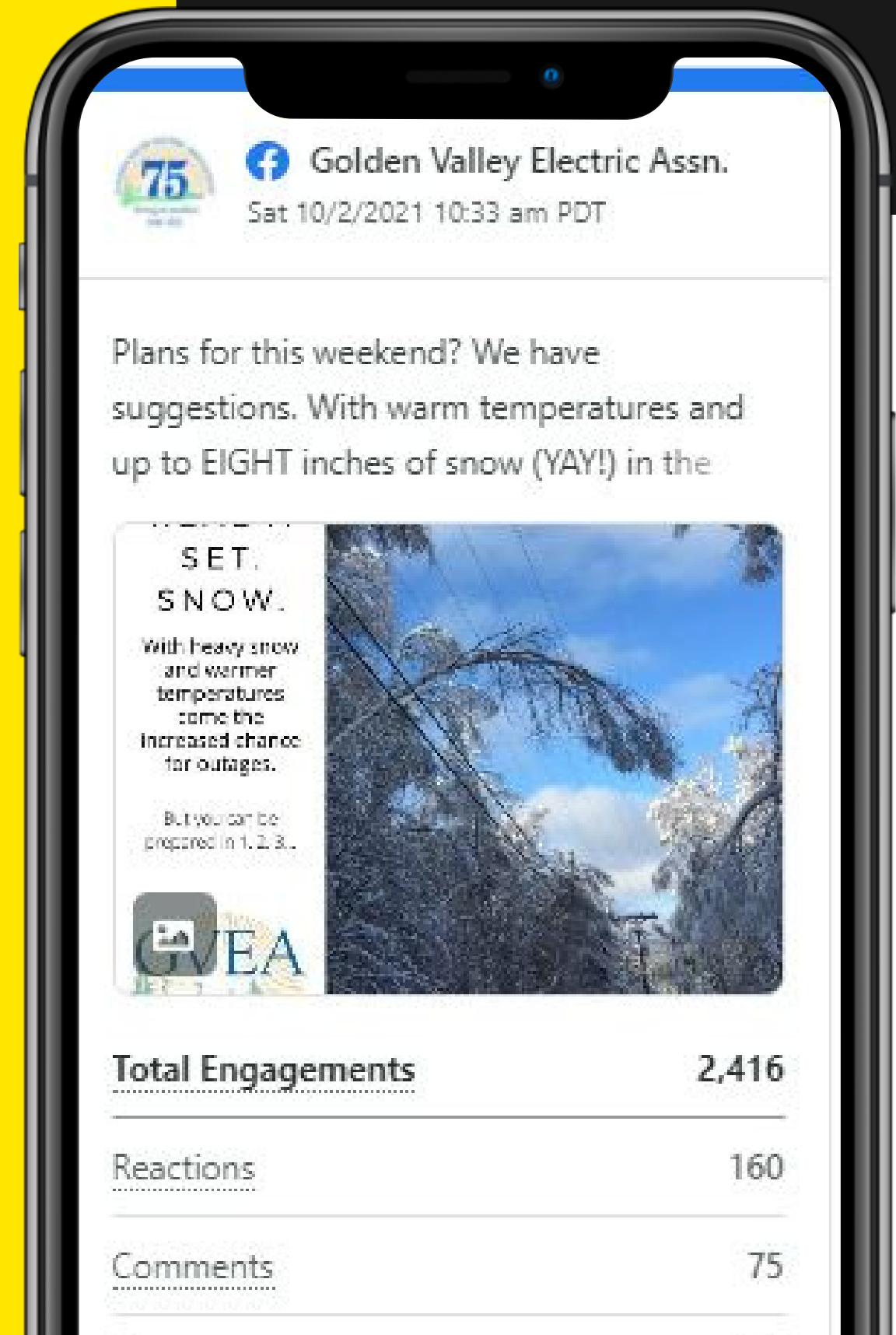
Social Media Engagement



Creating effective and engaging online content

MEADOW BAILEY, APR
GOLDEN VALLEY ELECTRIC ASSOCIATION

PUBLIC AND STAKEHOLDER ENGAGEMENT | 11/16/2021



Golden Valley Electric Assn.

Sat 10/2/2021 10:33 am PDT

Plans for this weekend? We have suggestions. With warm temperatures and up to EIGHT inches of snow (YAY!) in the



Total Engagements 2,416

Reactions 160

Comments 75

Things to discuss

Key takeaways:

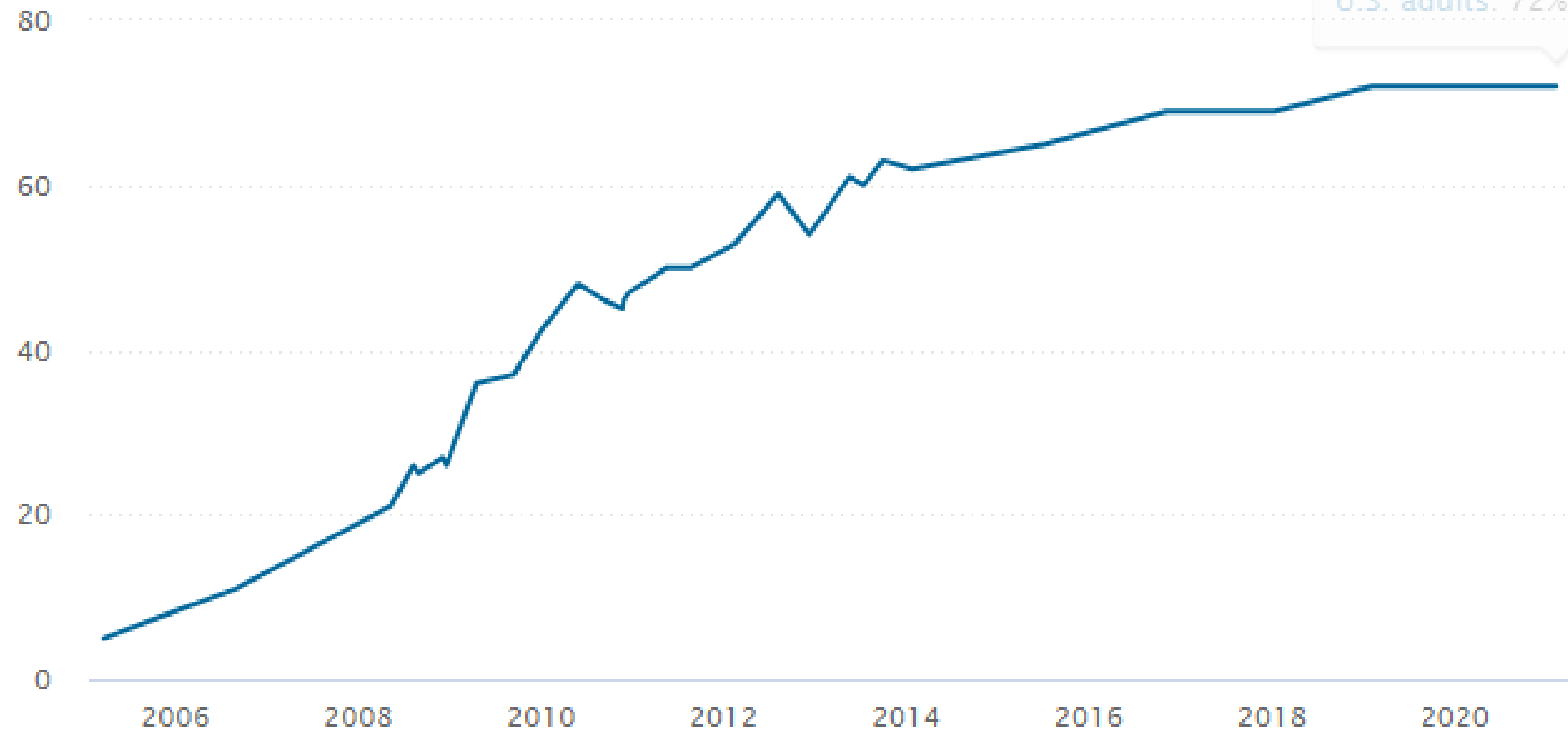
- Why are we on social media?
- Set yourself up for success
- First step: listen
- Second step: plan
- Third step: create
- Fourth step: evaluate
- Example



Why are we on social media?



% of U.S. adults who say they use at least one social media site

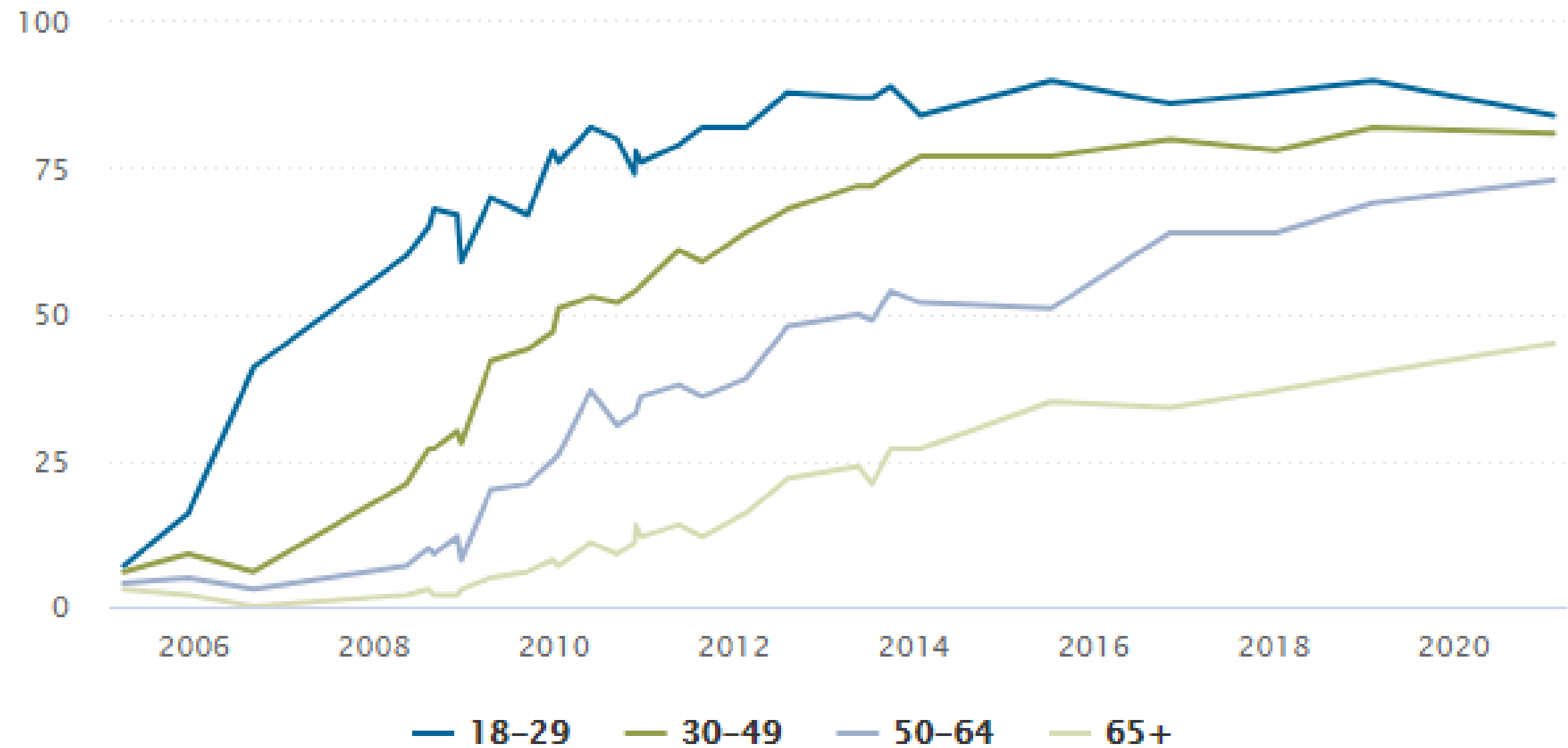


PEW RESEARCH CENTER | 02/08/2021 - 72% OF ADULTS

Why are we on social media?



% of U.S. adults who say they use at least one social media site, by age



Set yourself up for success

Good communication is
always good communication.

Advocacy
Honesty
Expertise
Accountability
Loyalty
Fairness

PRSA CODE OF ETHICS



Set yourself up for success

Set expectations

"A social media policy simply outlines how an organization and its employees should conduct themselves via the web. It helps protect your company's online reputation and encourages employees to also get involved in sharing about the company in their online networks."

EVERYONE SOCIAL





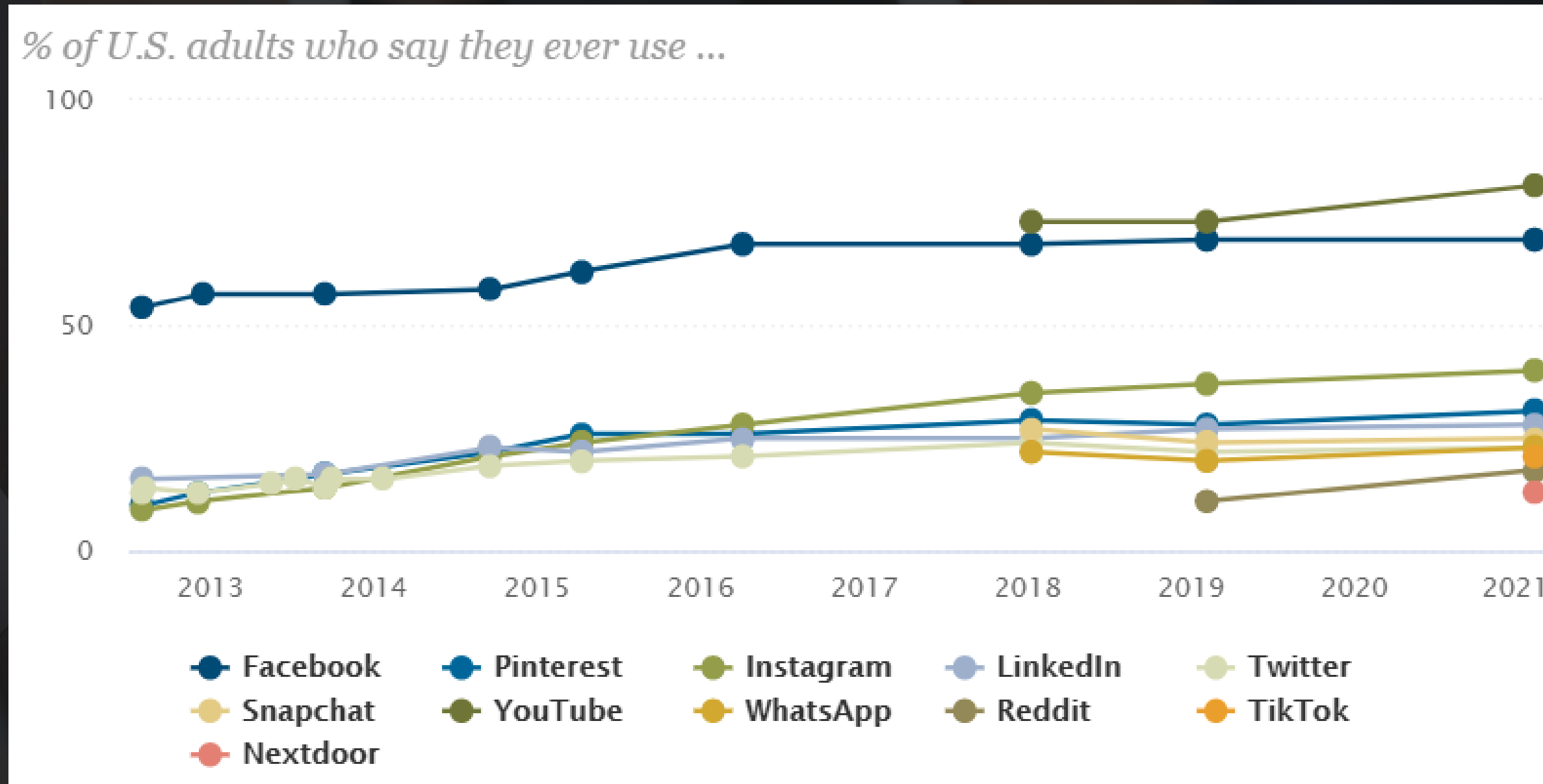
The first step...

Listen

- Monitor: Meltwater, Google Alerts, Sprout Social, Hootsuite
- Observe
- Comments/complaints

Planning - where is your audience?

YouTube
Facebook
Instagram
Pinterest
LinkedIn





The third step...

Create

- **Quality content**
- **Images**
- **No jargon**



"Social media has changed the way businesses and customers interact with each other, and it's important that social media is seen as an avenue for real-time communication and feedback."

SPROUT SOCIAL

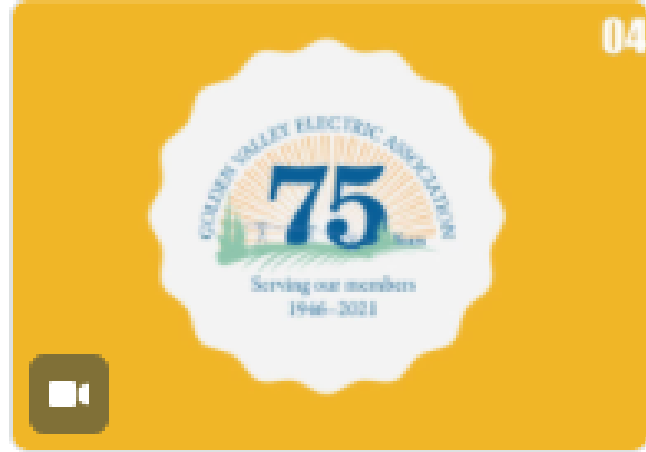
On this day in 1977, GVEA published it's first issue of Ruralite magazine and has been using it to communicate with members eve...



Engagement Rate (per Impressi...	39.4%
Impressions	109
Engagements	43



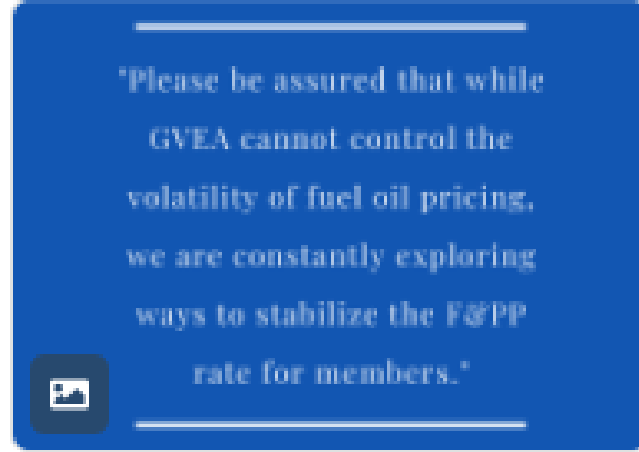
GVEA Annual Meeting 2021



Engagement Rate (per Impressi...	23.9%
Impressions	1,736
Engagements	415



On March 1, 2021, GVEA's Fuel and Purchase Power (F&PP) charge on your electric bill will increase from \$0.08172 to \$0.09655 – this i...



Engagement Rate (per Impressi...	23.2%
Impressions	3,468
Engagements	803



Crews are currently working to restore power to 36 members in the Badger Road area. This outage started at 11:50am and was caused...



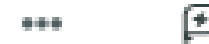
Engagement Rate (per Impressi...	20.7%
Impressions	7,177
Engagements	1,484



We're really excited about the new Electric Vehicle DC Fast Chargers currently being installed outside of the GVEA offices in...



Engagement Rate (per Impressi...	19.5%
Impressions	257
Engagements	50



The fourth step...

Evaluate

PRSA Award of Excellence: Social Media

A Human Connection: GCI Trailblazer Stories



Example

GCI and T&C immediately began to identify Trailblazers within the company, representing different departments and seniority levels to show all facets of working at GCI.



gciak "My mom is a single parent and raised my brother and I by herself in China. Women are treated differently than men there and I saw similarities here in the United States, too. That discrimination really shaped my worldview.

Like other Asian Americans, I was outraged and deeply saddened by the increase in anti-Asian hate crimes over the past year. And while I love Alaska, it's not to say I haven't experienced racism and discrimination here, because I have. I've had people yell at me, 'Go back to your country.' But this is my country. This is my home.

The statistics are irrefutable – there were 3,800 documented Asian hate crimes in the U.S. in the last year alone. That's why when I say, 'Stop Asian hate,' I want people to know I'm not blaming anyone. I just want others to acknowledge the problem.

I love the work I do at GCI and I'm grateful to work for a company that encourages employees to use their platforms to amplify important messages like [#StopAsianHate](#). Ultimately my goal in life is—and always has been—to help others and make my mom proud."

12w



gciak Caiming Li is a Software Engineer in Anchorage. Li started at GCI four years ago as an intern. Originally from China, Li has called Alaska home for the last 10 years. A self-proclaimed daredevil with a need for speed, you can find Li out flying, snowboarding, hiking or roadtripping on his motorcycle (depending on the season, of course).

12w 2 likes Reply

Example

PRSA Award of Excellence: Social Media

A Human Connection: GCI Trailblazer Stories

Breakdown of major telecom brands' positive sentiment by comment:

- T-Mobile - 24%
- Spectrum - 10%
- CenturyLink - 0%
- GCI - 58%**


   103



[Redacted] • 3rd+ 1mo***
Academic Advisor at University of Alaska Anchorage
Congratulations Jin! I love to see UAA alumni doing great things!

Like | Reply




[Redacted]
Love reading these stories! 
Love · Reply · Message · 18w  2

   136



[Redacted]
Kelly is amazing! His knowledge and customer service is top notch! **GCI** I hope you know what an asset he is to your company! He needs a raise!

Love · Reply · Message · 4w   3



[Redacted]
Andrea was the best boss I've ever had! I loved working and thriving under her guidance.

Love · Reply · Message · 1d   2

   83




Jamie [Redacted]
Tanisha Rice is amazing to work for. Always has a bright side even when things are down.

Like · Reply · 7w



Angel [Redacted]
GCI is incredibly lucky to have Kevin! He's known for his "how can I help attitude". Kudos to GCI for spotlighting him!

Like · Reply · 8w  1



Deborah [Redacted]
What ab excellent article! **Lucia**, you are one of the strong leaders at GCI. Your ability to solve problems and get things done is admirable. **Congratulations** on being Trailblazer and sharing your talent.

Like · Reply · 25w   9






Keith [Redacted]
You inspire greatness in others just by being the strong women that pushes forward. You are the inspiration for so many. Thank you for being your best self.

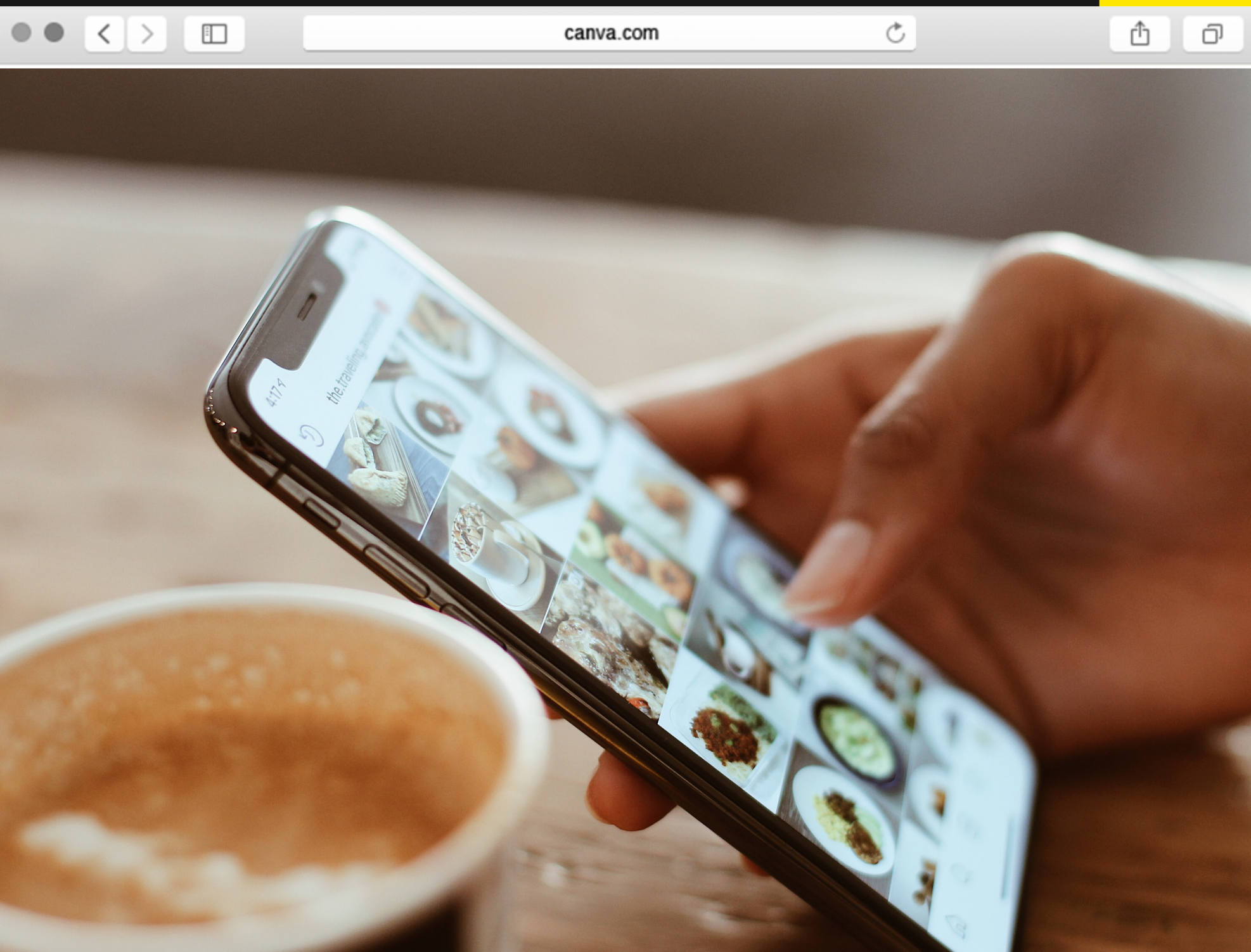
Like · Reply · 33w   6



Kate [Redacted]
That smile!! Lights up the whole store! 😊

Like · Reply · 3w  1

   54



→ **Meadow Bailey**
Director of External Affairs & Public Relations
Golden Valley Electric Association

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