

## **Attachment 2.01**

### **Customer Social Media Engagement Strategy**

January 2015



# **Customer Engagement**

## Social Media Engagement Strategy

**Ausgrid**  
**Endeavour Energy**  
**Essential Energy**

# AER2 customer engagement

## Social media engagement strategy

September 2013

### APPROACH

Ausgrid, Endeavour and Essential Energy will work together on a social media campaign to engage with common customer groups and stakeholders to support Australian Energy Regulator (AER) submissions.

Common customer segments are defined as those that share the same characteristics across the three DNSP's. For example:

- > Residential customers
- > Small to medium business customers
- > Streetlight customers
- > Large low voltage customers – e.g. Woolworths, Coles, Bunnings
- > High voltage customers - e.g. Manufacturing

While Large and High Voltage customers will not be excluded from engaging via an online campaign, it is not anticipated that they will choose to participate. It is more likely that these sorts of customers would prefer direct one on one engagement with their electricity distributor.

The social media campaign will supplement other customer and stakeholder engagement activities by creating a new channel to publicly engage with customers. This component of the strategy is designed to extend the reach of engagement via innovative channels of communication. This plan should be read in conjunction with each of the businesses' Community Engagement Plans which outline other customer and stakeholder engagement.

These activities will demonstrate to the AER the commitment from each of the Networks NSW businesses to ongoing and genuine engagement with their customers and stakeholders.

Where possible, the results of this engagement will also be able to be incorporated into each of the regulatory submissions.

The social media engagement strategy aims to achieve the following objectives:

- > Identify and engage with common stakeholder and customer groups, influencers and decision makers;
- > Raise awareness of the regulatory process associated with network investment;
- > Source opinions, thoughts and ideas from customers to support regulatory submissions and business as usual operations;
- > Facilitate ongoing engagement with the community; and
- > Build knowledge of network reforms and operations in NSW.

The strategy will be supported by a promotions plan (attached).

### Drivers

The delivery of this strategy is driven by new requirements under National Electricity Market Rules. These include:

- > For network businesses to describe in the regulatory proposal how a business has engaged with electricity consumers, and how a business has sought to address any relevant concerns identified as a result of engagement;
- > For network businesses to provide a summary document of the regulatory proposal for consumers.

The AER has released a draft guideline with the engagement principles it regards as best practice. While the guideline is non-binding, the AER is encouraging the adoption of new and innovative approaches to customer engagement and involvement in decision making. It is proposed to follow these guidelines where possible.

### Proposed campaign

Facebook has been identified as the most effective and efficient channel to engage with electricity customers and the wider community. It has a significant existing reach in the community, has the ability to help reach a broader audience via targeted and promoted messaging and has an easy and adaptive functionality that allows a campaign to be built in an engaging and professional way. It is:

# AER2 customer engagement

## Social media engagement strategy

September 2013

- > cost effective – minimal cost to serve, resource allocation is in house
- > targeted – market can be easily targeted and accessed through online channels
- > measureable – ongoing tracking is easy to achieve and channels provide ongoing statistics
- > relevant to the audiences – each of the proposed groups utilises online channels
- > easily to manage on an ongoing basis – rostered by business

Company Facebook pages are now commonplace and an accepted way for businesses to engage with the community.

### GOVERNANCE AND PROCESSES

The proposed process for managing content development, delivery and reporting is as follows:

- > The Facebook campaign and its content will be managed by a core working group made up of representatives of each of the network businesses and Networks NSW. Suggested representatives include:
  - Kylie Yates (Networks NSW)
  - Kate McCue (Endeavour Energy)
  - Lisa Mullens (Endeavour Energy)
  - Kimbalee Cheney (Essential Energy)
  - Catherine Gordon (Essential Energy)
  - David Mulally (Ausgrid)
  - Anthony O'Brien (Ausgrid)
- > Content will be delivered and approved by the three businesses via each representative. As project lead, Kylie Yates will coordinate the approval of final material from the Steering Group and Networks NSW.
- > A campaign lead for each topic will post content and manage the page with support from business representatives. The page will be monitored after hours via an automated alert system. Simple posts can be responded to straight away, others may require further content and approvals.
- > At the conclusion of the campaign, the lead reports on outcomes and provides statistics in a report template and distributes to the group for discussion during working group meetings.

It is proposed that the working group coordinate an assessment of the Facebook campaign from July 2014 as well as the broader engagement plans of each business. This assessment should reference AER Guidelines for Consultation and benchmark where possible the campaign with similar projects. This assessment should propose how ongoing customer engagement can be embedded in the businesses and be aligned with the Customer Value Strategic Plan. It should be noted that the Customer Value Strategic Plan includes social media as a channel.

### FACEBOOK CONTENT PLAN

Content on the Facebook page will include a small amount of static content and will be dominated by dynamic content that will change each week in the initial period. The public will be able to post comments and questions throughout the campaign.

The three network businesses have already completed formal qualitative and quantitative research of customer views on the topics covered in the regulatory submissions and in particular their willingness to pay for services.

This research will help drive the dynamic content over suggested topic areas. Content will also be driven by the key messaging or themes of the regulatory proposal, such as keeping network prices as close as possible to CPI.

Suggested topics include:

# AER2 customer engagement

## Social media engagement strategy

September 2013

- Network reliability – what impacts the performance of electricity networks and what is the impact on customers during outages. What are customer's expectations
- Proposed network investment including construction and maintenance
- Pricing and tariff structures – What is the network component of your electricity bill and what does it pay for. How do different tariffs work and impact your bill
- Connection and metering services – how should they be paid for
- Street lighting – new technology, costs and maintenance
- Tree trimming – why do networks trim trees. What does it cost.
- Demand side solutions – What is DM and how do different solutions work. Customer involvement
- Connection of embedded generation and energy storage – Solar PV
- Communication regarding system upgrades or alterations
- Information on power supply and outages
- Public safety
- Energy efficiency – do customers want advice
- Customers feedback on their highest priority for the electricity businesses

The biggest challenge for this campaign is participation. Electricity services, in particular from network providers, are relatively low involvement for residential customers. Topics and content will be tailored to drive real engagement. They will be supported by online marketing such as Facebook's promoted posts, existing channels in the businesses as well as publicity in traditional media.

A higher number of posts will be used to help build momentum and maximise the amount of feedback that can be incorporated into the businesses' substantive regulatory submissions.

The Content Plan must also be sufficiently flexible and responsive to public issues that may emerge during the submission process.

A first introductory post is proposed to launch the page and can be re-used and changed over time to remind people of the purpose of the campaign.

One of the key objectives of the launch content will be to help consumers understand what an electricity network business is, what it does, how it differs from retailers and who owns them in NSW. This reflects customer research that identified confusion amongst customers on these topics.

It is suggested that each topic runs initially for about a week and is managed by one member of the collaboration. This member may then provide a final report on the topic at the end of a month.

The content plan should be flexible enough to respond to the needs of the regulatory teams in each business so that topics can be scheduled so that feedback can be gathered on relevant topics and included in submissions as required.

### Static content

Static content refers to the items on the page that will remain the same over time. This includes a small introductory message about the page in an About Us section. It is proposed to say:

#### **About us:**

Here you can tell Ausgrid, Endeavour Energy and Essential Energy how you'd like us to manage the power supply in NSW.

We supply power, manage the poles and wires and read meters across NSW. We're different from the company that sends you your power bill.

This place is for everyone so offensive, inappropriate posts will be removed. It can take us longer to respond after hours.

Your Power, Your Say: Connect yourself to the conversation.

# AER2 customer engagement

September 2013

## Social media engagement strategy

### Dynamic content

The dynamic content is outlined in the following table:

Area of consultation: Topic	Approach: Inform, consult, involve, educate, respond	Customer engagement market: Customer or stakeholder	Channel/type: Page utilisation	Pull tactic: Sponsored post, DM, business driven	Content: Proposed copy approach	Campaign responsibility: Responsible for posts, responses
1: What is a network business?	Educate, begin to raise awareness of the page and the campaign	All groups	Video Image- infographic	Facebook ads	<b>KEY THEMES:</b> What is a DNSP? What does a DNSP do? Who owns the NSW DNSPs? What's the difference between the more familiar retailer and the less familiar DNSP?	Ausgrid
2: Reliability:	Inform Consult Educate	All groups	Image – infographic Picture with fact Poll	Sponsored post – targeted to groups	<b>KEY THEMES:</b> What impacts network reliability Reliability standards How to measure reliability Maintenance Willingness to pay Undergrounding Deferring costs	Ausgrid
3: Vegetation management:	Inform Consult Educate	Residential customers SMEs	Picture with fact Video Poll	Sponsored post – targeted to groups	<b>KEY THEMES:</b> Impacts of trees on reliability Pruning standards Safety Clearances Removal of vegetation Bushfire risk	Ausgrid
4: Streetlights:	Inform Consult Involve Educate	Residential customers SMEs Councils	Post- image Link (if relevant) Poll	Sponsored post – targeted to groups	<b>KEY THEMES:</b> How do streetlights work Reliability and repairs Reporting Standards and costs New technology	TBC

# AER2 customer engagement

September 2013

## Social media engagement strategy

Area of consultation: Topic	Approach: Inform, consult, involve, educate, respond	Customer engagement market: Customer or stakeholder	Channel/type: Page utilisation	Pull tactic: Sponsored post, DM, business driven	Content: Proposed copy approach	Campaign responsibility: Responsible for posts, responses
					Maintenance	
5: Pricing	Inform Consult Educate Respond	All groups	Video Image- infographic	TBC	<b>KEY THEMES:</b> Drivers of recent price rises What makes up your bill CPI Price cap Objectives and strategy of network businesses	TBC
6 Metering	Inform Consult Educate	All groups	Poll Post	Sponsored post – targeted to groups	<b>KEY THEMES:</b> Metering options Costs and maintenance Willingness to pay  More content to come from NNSW	TBC
7 Customer communications:	Consult Involve	residential SMEs	Poll Post	Sponsored post – targeted to groups	<b>KEY THEMES:</b> Planned and unplanned outages Channels for communications Online v offline Timing of communications On-going communications Understanding customer preferences	TBC
8 Demand management:	Inform Consult	Mums and Dads SMEs	Poll Post	Sponsored post – targeted to groups	<b>KEY THEMES:</b> Impacts of peak demand Demand management options New tariffs and technology	TBCI

# AER2 customer engagement

September 2013

## Social media engagement strategy

Area of consultation: Topic	Approach: Inform, consult, involve, educate, respond	Customer engagement market: Customer or stakeholder	Channel/type: Page utilisation	Pull tactic: Sponsored post, DM, business driven	Content: Proposed copy approach	Campaign responsibility: Responsible for posts, responses
9 Public safety:	Involve Educate	Mums and Dads			<b>KEY THEMES:</b> Access to reporting channels Top issues Minimising risk	TBC
10 Energy Efficiency	Involve Educate	Mums and Dads	Poll Post	Sponsored post – targeted to groups	<b>KEY THEMES:</b> Primarily education Where to access information What appliances use the most Education around peak/off peak for pools etc	TBC
11 Embed generation Solar PV:	Inform Consult Educate	Mums and Dads SMEs	Poll Post	Sponsored post – targeted to groups	<b>KEY THEMES:</b> Embedded generation Solar PV Tariff options Impacts on network	TBC



# AER 2 customer engagement

September 2013

## Social media engagement strategy

### Timeline

	10 Oct	14 Oct	21 Oct	28 Oct	4 Nov	11 Nov	18 Nov	25 Nov	2 Dec	9 Dec	15 Dec
1:Introduction and launch											
2:Reliability											
3:Vegetation Management											
4 Streetlights											
5. TBC											
6. TBC											
7. TBC											
8. TBC											
9.TBC											
10.TBC											
11. TBC											
12. TBC											

This timeline and content plan covers the remaining part of the 2013 calendar year. It is proposed to develop a new plan for the first six months on 2014 to provide opportunities to inform and consult on the likely content of the transitional and substantive plans.

# AER 2 customer engagement

September 2013

## Social media engagement strategy

### CREATIVE CONCEPT

#### Campaign: Your Power, Your Say

The collaborative approach to customer and stakeholder engagement will be known as 'Your Power, Your Say'. This gives the customer a sense of ownership and tangibility.

The proposed creative device to support the campaign in all executions needs to be customer and audience friendly, utilise the colours of the three businesses equally and incorporate the tag line. The following devices are proposed as options.



**Your power,  
your say.**



**Your power,  
your say.**



**your power, your say**



# AER 2 customer engagement

September 2013

## Social media engagement strategy

The creative concept seeks to promote a friendly, human approach to the engagement and lends itself to the online excursions. The following section demonstrates the application to the Facebook page:

**your power, your say**

### Your Power, Your Say

Be the first person to like this.

Update Page Info Like

Energy/Utility  
Your Power, Your Say is a collaboration of Ausgrid, Endeavour Energy and Essential Energy, and aims to engage electricity consumers and people who interact the electricity network in a new and insightful way.

About Photos

Status Photo / Video Offer, Event +

What have you been up to?

**Your Power, Your Say**  
about an hour ago

Your Power, Your Say is a collaboration of Ausgrid, Endeavour Energy and Essential Energy, the three electricity distribution network service providers in New South Wales. Your Power, Your Say aims to engage electricity consumers and people who interact the electricity network in a new and insightful way.

The poles and wires that surround us and power our lives on a daily basis are managed by us... See More

Like · Comment · Share

**Your Power, Your Say** changed their cover photo.  
about an hour ago

Like · Comment · Share

Activity Recent

Your Power, Your Say joined Facebook.

**Your Power, Your Say**  
10 minutes ago

Your Power, Your Say: Connect yourself to the conversation:

**Would you be willing to pay for an in home display if it allowed you to see real time information about your energy consumption?**  
Please vote in this poll!

Like · Comment · Create a Poll · Share

# AER 2 customer engagement

September 2013

## Social media engagement strategy

### HOW CONTENT WILL BE STRUCTURED

A subject can use a number of posts to initiate conversations, educate and provide relevant background as well as highlight the key themes that the businesses will have in their submissions, such keeping costs to CPI or below.

Post	Aim	Suggested form	Analysis	Content
First	Introduce and educate	Infographic; Picture with fact; short video	Qualitative data	Statistics; Background
Second	Specific questions and answers	Post; Share link; Picture	Qualitative data	A question, comment or image designed to generate discussion
Third	Gather feedback	Poll	Quantitative and Qualitative data	Question to capture a range of set responses.

The following table outlines what a topic may look like, using the example of Reliability. The detailed content for this will be developed with members of the core working group.

Post	Aim	Suggested form	Analysis	Content
First	Introduce and educate	Infographic with facts and figures about blackouts in NSW	Qualitative data	Statistics; Background
Second	Specific questions and answers	Picture of blackout with fact	Qualitative data	Image and fact designed to generate discussion
Third	Industry, network projects, technology and alike to prompt discussion	Poll asking is existing reliability if acceptable and williness to pay more for better service	Quantitative and qualitative data	Question to capture a range of set responses.

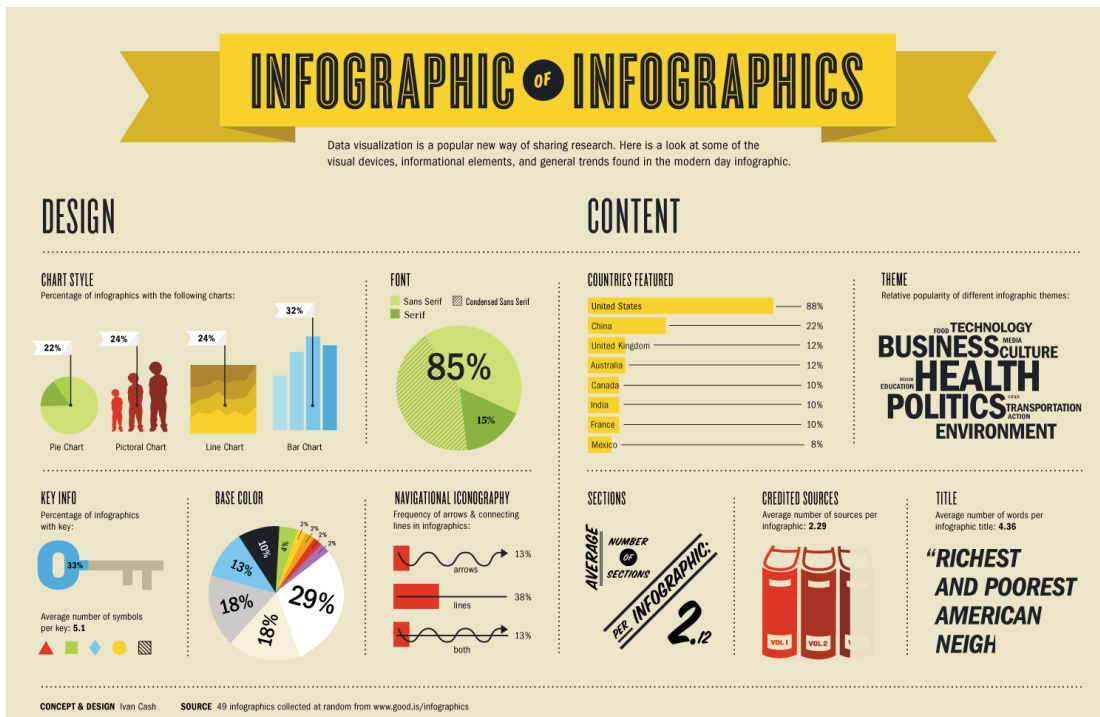
### Types of content

#### Infographic

An infographic is a graphical representation of information or data that is used to present complex information quickly and easily. This is a sample infographic that communicates a large amount of statistical information.

Example:

## Social media engagement strategy



### Video

Video is a powerful way to explain background information. Where possible existing footage can be used.

### Images

A picture with a simple fact may be one way to engage conversation on Facebook. For example, a picture of a tree bringing down a powerline with the total number of such events across NSW in a year may be one way to background the discussion on tree trimming.

### Links

Links to relevant stories or existing web pages can be shared on the page to generate discussion.

### Call to action

The call to action used will ensure the customer is encouraged to remain in the page, and only leave the page when directed to an external link. Enquiries, questions and complaints will be handled within the page rather than directing them to customer management systems of the individual businesses. This is further explained in section four: monitoring content.

## MONITORING CONTENT AND RESPONDING

As Facebook is an open forum, there is a need to monitor content as it is published or responded to. The following framework is proposed for the monitoring of content, should each business agree to the approach:

- > Content publishing, monitoring and response for each campaign would be managed by the campaign lead for that month.
- > Administration rights will be provided to the appropriate representatives within each business unit.
- > The use of Pages Manager to be alerted to posts and allow out of hours response.
- > Where a question or comment is made that directly relates or mentions a specific business, that business will respond

## Social media engagement strategy

- > Responses to posts by the campaign lead need to align with the corporate and digital communications protocols of the business.

Mitigation measures include:

- > An automatic banned word filter to catch and block any posts with specific words. This list can be updated as necessary by administrators of the page.
- > Persistent offenders can be blocked as a last resort.
- > Posts can be hidden or removed. An explanation of why a post was removed can be added.
- > Monitoring of the site, including on weekends, with clear guidelines to ensure that any transgressions of the page's terms of use are dealt with quickly and efficiently.
- > Publishing terms of use (guidelines) that state that the page is a space for everyone. While all views are welcome, offensive, off-topic or commercial posts will be removed.
- > Ausgrid and Essential Energy currently operate Facebook pages, and have processes in place to monitor these pages and respond to posts where necessary.

## MEASURING OUTCOMES

The core objective of this strategy is to develop new channels to engage with customers on issues that impact them and the development of the network plan and AER2 submission. The Your Power Your Say page should be assessed by:

- The campaigns are executed on time and provide on-going content
- Customers and those targeted are engaging with the content and providing relevant and useable data
- The insights provided through the channel are applicable to the submissions of the businesses or can be used in the future as a reference point
- Stakeholders and regulators agree and endorse the approach

Positive media and customer feedback

Until the page is live and customers are targeted it is difficult to estimate the number of visitors and the engagement levels.

The engagement level will be reported in quarterly briefings utilising the following formula:

***People talking about this/total number of likers x 100 = % engagement rate. An initial engagement rate of between 5 and 10 percent would be a good gauge of success.***

## APPENDIX: DRAFT Customer Consultation Charter

Electricity is an essential service, powering the daily needs of homes and businesses across New South Wales.

In planning delivering our services, our commitment is to inform, consult and involve customers wherever possible in the electricity distribution matters that are important to customers and network service providers in New South Wales.

**“Inform”** means to provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

**“Consult”** means to obtain public feedback on analysis, alternatives and/or decisions.

**“Involve”** means to work directly with the public throughout the process to ensure that that public concerns and aspirations are consistently understood and considered.

Through this process we will ask customers their thoughts, ideas and opinions on issues that are associated with the investment in the electricity network, or can shape how we deliver our services and interact with customers.

Whilst we can't respond or act on every piece of information, our commitment is to have open, transparent dialogue with our customers on the issues that matter to them. We will respond to comments and suggestions where we can, and tell you where we can't with the reasons why.

## Social media engagement strategy

We want to understand how we can serve our customers better, and build a common understanding of key electricity issues and the things we can change.

Your Power, Your Say provides an opportunity for customers and stakeholders to join the conversation, and have input into the policy, planning and delivery of electricity services in NSW.

Your Power, Your Say: Connect yourself to the conversation.

## APPENDIX: Promotions Plan

This plan proposes to use the following advertising channels to support the campaign from Day1. As Facebook is a relatively new channel for all three businesses, the response or success of this page is uncertain. Its effectiveness will be evaluated after one month to determine whether advertising should be adjusted (i.e. increased, decreased or more targeted).

### Facebook advertising

Facebook offers targeted advertising. Facebook allows advertisers to target a specific group of people based on location, gender, age, likes & interests, relationship status, workplace and education. Facebook users who do not currently follow the page will see the advertisement if they fit the demographic profile we set.

Facebook users visit Facebook not only to consume information, but also to create it. This results in a higher retention rate that improves ad visibility and offers heightened audience engagement. Advertising on Facebook creates a better chance of getting noticed or having a positive effect when seen multiple times given the frequency rate of users logging onto Facebook.

Facebook allows advertisers to purchase ad space on a click-based or impression-based fee structure. This lets you to tailor your ad campaign based on budget and other preferences. For example, the budget may be set to \$5,000, targeted to both males and females over the age of 18, who live anywhere in New South Wales. This gives a potential audience of over 3,330,000 users. Based on a cost per click, (which can be anywhere between \$0.50 to upwards of \$5.00 depending on the demand for advertising to that target audience) the campaign will run for either as long as the \$5,000 lasts or to a specified end date.

### Using existing social media channels

To take advantage of the existing social media audience currently following Ausgrid and Essential Energy on Twitter or Facebook, posts on both business' social media channels could be made to coincide with the content plan for Your Power, Your Say.

Ausgrid's LinkedIn's account could also be leveraged to promote the campaign.

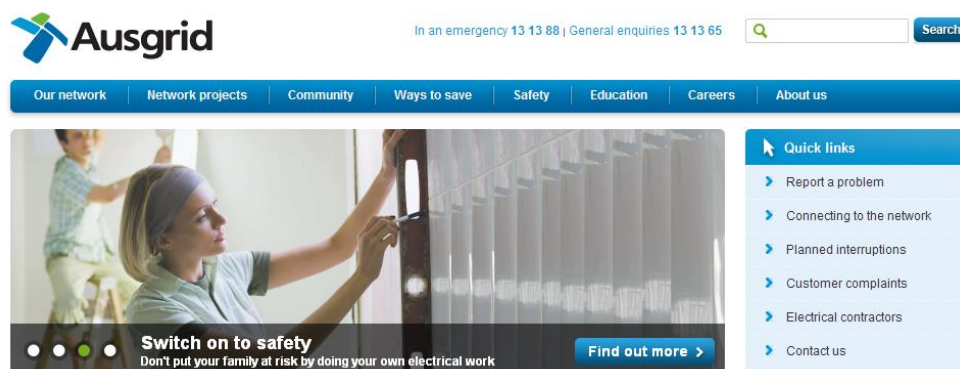
### Website banner advertising

This would simply involve the "Your Power, Your Say" Facebook presence being promoted on the individual business' web site via banner or tile advertising. This would allow people to link directly to "Your Power, Your Site" from this point.

# AER 2 customer engagement

September 2013

## Social media engagement strategy



### Traditional media

Media releases could be scheduled to coincide with the key elements of the content plan. This would allow the use of established channels to promote the ability for customers to have their say through the “Your Power, Your Say” Facebook page.

In addition to this, briefings or newsletters could be prepared and distributed to local stakeholder groups such as Customer Councils, Rural Advisory Groups, local councils etc. This would serve the purpose of keeping these groups informed and potentially using them as an advocate to promote the channel to consumer groups they are in touch with.

### IVR messaging

The “On-Hold” messaging used by each business’ IVR, could be updated with a message to promote the “Your Power, Your Say” Facebook page to those customers who are contacting us by phone. This may ensure that customers who aren’t avid users of social media channels have exposure to the opportunity they have to contribute.



# AER 2 customer engagement

September 2013

## Social media engagement strategy

### 1. APPENDIX: DRAFT Monthly Reporting Template

Customer Engagement Campaign Report			
Topic			
Campaign lead			
Campaign start date			
Campaign finish date			
Target market/s			
Link to regulatory submission			
Page likes at start of campaign		Page likes at end of campaign	
Content publication and stats			
Type	Content	Supporting promotion	Poll results or comment themes
Major issues			
Key learnings			
Required actions			