



ATTACHMENT 2.04

Your Power, Your Say - Facebook Activity Report

Prepared by Endeavour Energy

January 2015

YOUR POWER, YOUR SAY FACBOOK ACTIVITY REPORT

NOVEMBER 2013 - OCTOBER 2014



your power, your say

DISCUSSION BREAKDOWN

The Your Power, Your Say Facebook page is a joint project between Ausgrid, Essential Energy and Endeavour Energy. Its goal is to provide electricity consumers in New South Wales with a channel for greater engagement on power distribution in an open, observable and collaborative environment. The page allows for both two-way collaboration between NSW consumers and their power companies, as well as the opportunity for distributors to educate consumers.

This report covers the period of November 2013 to October 2014. During this time, multiple conversation themes were discussed:

- **What is a Network** - The role of energy distributors in NSW.
- **Reliability** - Maintaining a reliable power supply, outages and whether consumers are willing to pay more for a more reliable network.
- **Street lighting** - What's involved in providing a street lighting service. New technologies and satisfaction levels from consumers.
- **Pricing** - What makes up the cost of energy. How prices are charged, customer preferences and commitment to contain price rises to CPI.

DISCUSSION BREAKDOWN

- **Tariffs** - How energy usage is measured and billed by retailers.
- **Meters** - The different types of power meters available and how each of them work.
- **Plan Submissions** - Links to the submissions by Ausgrid, Essential Energy and Endeavour Energy to the Australian Energy Regulator to operate and maintain their own networks.
- **Solar PV Systems** - How Solar PV systems work, how they affect the grid, and costs for all electricity users.
- **Peak Demand** - What causes peaks in demand in power generation.
- **Demand Management** - ways that networks and consumers can help manage demand on the network.
- **Customer Communications** - The ways networks communicate with customers now and in the future.
- **Safety** - How the networks currently inform businesses and consumers about safety issues.

A series of posts that were not attributable to any topic were categorised as **Miscellaneous**.

DISCUSSION BREAKDOWN

A variety of content styles were used to engage with consumers:

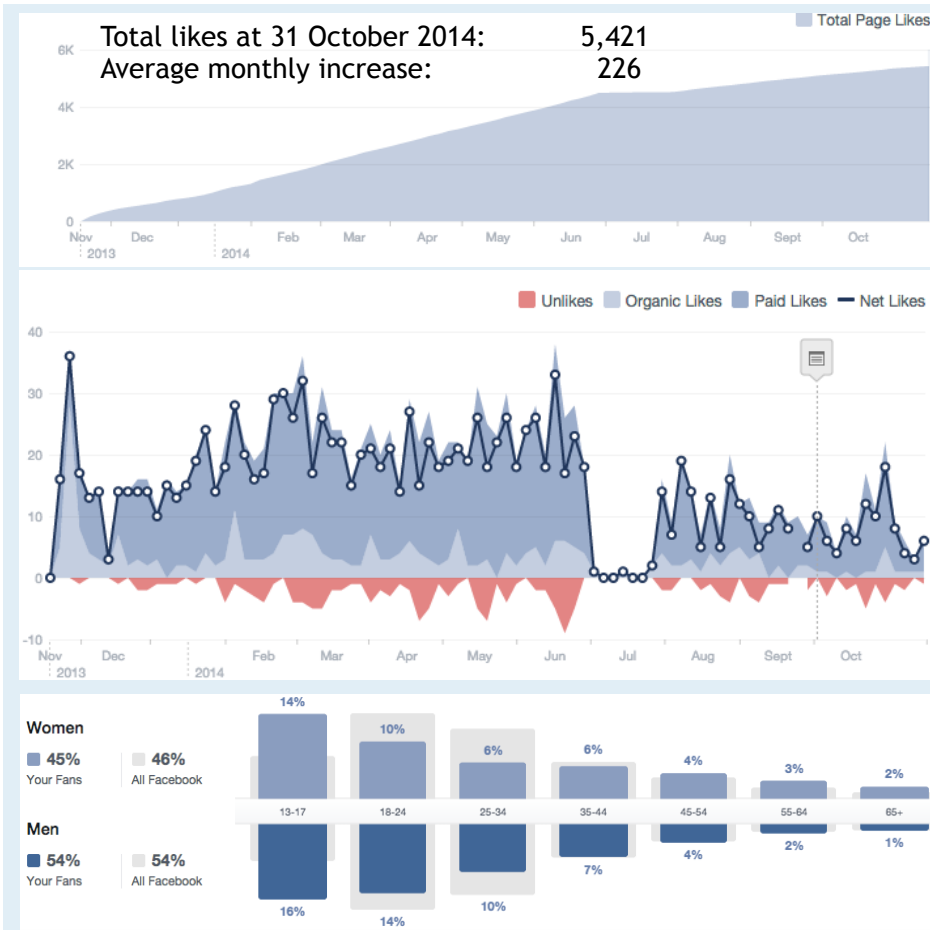
- Questions and the encouragement of discussions via posts
- Images
- Infographics
- Polls

This report includes data gathered from Facebook Insights, Facebook's built-in analytics software. Metrics analysed include:

- **Reach:** Number of Facebook users who saw content
- **Clicks:** The number of times Facebook content was clicked
- **Actions:** The sum of clicks plus any likes, comments and shares
- **Engagement rate:** Actions divided by total reach of the post

Some posts have been labelled as Top Posts based on an engagement or reach weighting.

YPYS FACEBOOK FANBASE OVERVIEW



City	Your Fans
Sydney, New South Wales	1,869
Newcastle, New South W...	338
Wollongong, New South ...	111
Port Macquarie, New Sout...	105
Wagga Wagga, New Sout...	79
Bathurst, New South Wales	66
Taree, New South Wales	65
Tamworth, New South Wa...	61
Coffs Harbour, New South...	60
Dubbo, New South Wales	53

LIFETIME REACH & ENGAGEMENT

YPYS FACEBOOK PAGE

POSTS: 60

CLICKS: 58,700

ENGAGEMENT: 61,928 actions

REACH: 1,597,820 Facebook users

LIKES / COMMENTS/ SHARES: 3,228

ENGAGEMENT RATE: 3.9%

LIFETIME REACH & ENGAGEMENT

NETWORKS' FACEBOOK PAGES

AUSGRID:

TOTAL POSTS:	12	REACH:	50,273 Facebook users
CLICKS:	488	LIKES/COMMENTS/SHARES:	135
ENGAGEMENT:	623 actions	ENGAGEMENT RATE:	1.2%

ESSENTIAL ENERGY:

TOTAL POSTS:	10	REACH:	6,253 Facebook users
CLICKS:	540	LIKES/COMMENTS/SHARES:	52
ENGAGEMENT:	592 actions	ENGAGEMENT RATE:	9.5%

SUMMARY

The most engaged-with topic discussed on the Your Power, Your Say Facebook page was street lighting, which had an engagement rate of 19%. This topic was discussed at the beginning of the Facebook campaign.

Since the Your Power Your Say Facebook page launched, Facebook began holding back branded-page content from users' news feeds; as a result, the level of engagement declined over the course of the campaign.

The most engaged-with content type was video, with an average engagement rate of 9.7%. Note that only two videos were posted, and were published during the first reporting period. The second most engaged-with content type was infographics, with an average engagement rate of 8.0%.

Both of these content types are high-engagement by nature, because they require users to interact with Facebook page to experience all of the content that is presented to them; the videos need to be clicked to play, while the infographics require a click for their text to display clearly.

The lifetime reach of the Your Power, Your Say campaign was just under 1.6 million, or 21% of the New South Wales population.

YOUR POWER, YOUR SAY FACBOOK ACTIVITY REPORT

30 APRIL - 31 OCTOBER 2014



your power, your say

DISCUSSION BREAKDOWN

The Your Power, Your Say Facebook page is a joint project between Ausgrid, Essential Energy and Endeavour Energy. Its goal is to provide electricity consumers in New South Wales with a channel for greater engagement on power distribution in an open, observable and collaborative environment. The page allows for both two-way collaboration between NSW consumers and their power companies, as well as the opportunity for distributors to educate consumers.

This report covers the period of 30 April to 31 October 2014. During this time, four conversation themes were discussed:

- **Peak Demand:** What causes peaks in demand in power generation.
- **Demand Management:** Ways that networks and consumers can help manage demand on the network.
- **Customer Communications:** The ways networks communicate with customers now and in the future.
- **Safety:** How the networks currently inform businesses and consumers about safety issues.

A series of posts that were not attributable to any topic were categorised as **Miscellaneous**.

DISCUSSION BREAKDOWN

A variety of content styles were used to engage with consumers:

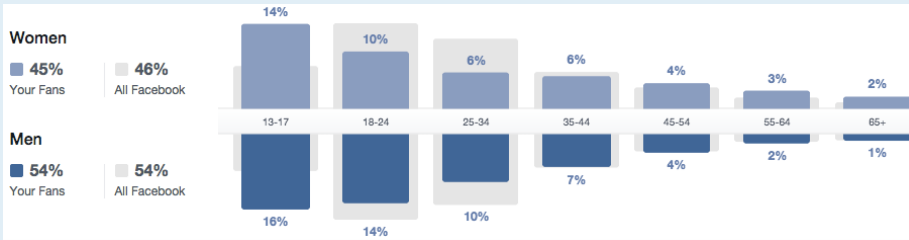
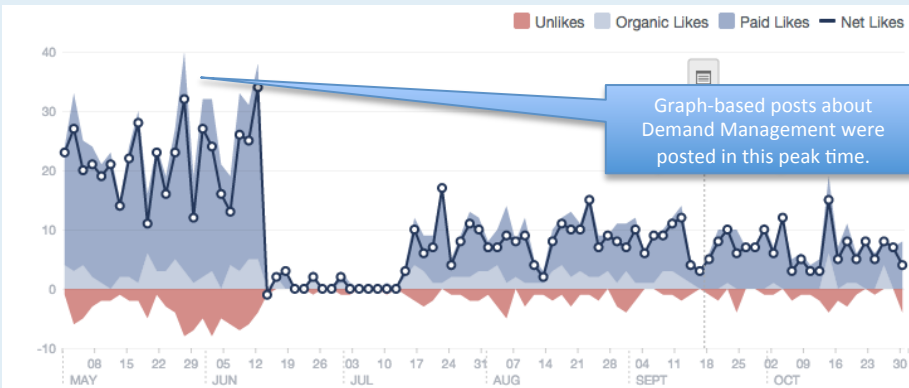
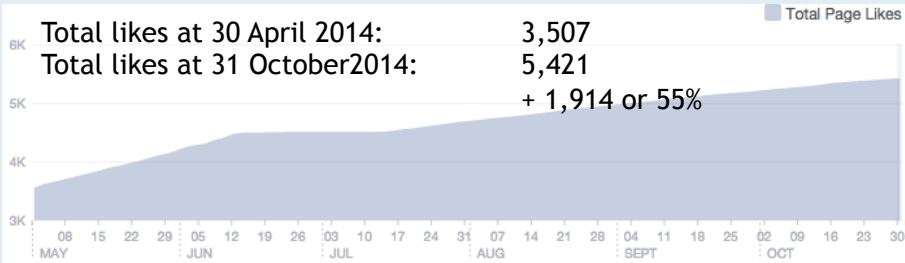
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YPYS FACEBOOK FANBASE OVERVIEW

































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Port Macquarie, New Sout...	105
Wagga Wagga, New Sout...	79
Bathurst, New South Wales	66
Taree, New South Wales	65
Tamworth, New South Wa...	61
Coffs Harbour, New South...	60
Dubbo, New South Wales	53

DISCUSSION 1: PEAK DEMAND

YPYS FACEBOOK PAGE

TOTAL POSTS: 6 REACH: 181,668 Facebook users
 CLICKS: 8,927 LIKES / COMMENTS/ SHARES: 422
 ENGAGEMENT: 9,349 actions ENGAGEMENT RATE: 5.1%

		Reach: Organic/Paid		Post Clicks		Likes, Comments & Shares	
Published	Post	Type	Targeting	Reach	Engagement		
15/05/2014 06:10	 Timeline Photos			32.7K 	1.3K 88 	4.2% engagement rate	
12/05/2014 09:55	 This graph shows the impact air conditioners can have on electricity use.			40.2K 	1.3K 65 	Over 40,000 people reached.	
07/05/2014 17:47	 The number of homes with air conditioners has increased rapidly over the past 10 to 15 years.			32.6K 	2.1K 36 	6.4% - most clicked post.	
05/05/2014 09:41	 This image shows the rapid transformation of Parklea in Sydney's west from 1997 to 2004.			12.2K 	897 43 	7.7% - highest engagement rate	
02/05/2014 11:05	 Different factors can influence how much electricity we use at any one time and help lower or increase peak demand.			37.7K 	1.1K 58 	3.2% high reach came at the expense of engagement	
30/04/2014 15:55	 This graph shows how electricity use changes for a typical home on a winter day.			26.2K 	1.4K 50 	5.6% engagement rate	

DISCUSSION 1: PEAK DEMAND

NETWORKS' FACEBOOK PAGES

AUSGRID:

TOTAL POSTS:	5	REACH:	3,852 Facebook users
CLICKS:	123	LIKES/COMMENTS/SHARES:	9
ENGAGEMENT:	132 actions	ENGAGEMENT RATE:	3.4%

ESSENTIAL ENERGY:

TOTAL POSTS:	2	REACH:	383 Facebook users
CLICKS:	13	LIKES/COMMENTS/SHARES:	0
ENGAGEMENT:	13 actions	ENGAGEMENT RATE:	3.4%

DISCUSSION 1: PEAK DEMAND

Your Power, Your Say
30 April · 🌐 Like Page

This graph shows how electricity use changes for a typical home on a winter day.

The amount of electricity we use changes throughout the day and time of year

Joel Courtney I'm not so certain that this is the typical household winter load. The base is rather high compared with the peak.

Can you cite the number of tou meters being used in aggregate across nsw, breakdown by distribution network and impact of type 6 meters (and customer demographics of customers with type6 meters) to highlight the maths behind it (data release even better please).

Or was it just taken from the AEMO NSW node and massaged?

Like · Reply · 5 May at 08:30

Your Power, Your Say Hi Joel, the data is based on an aggregate taken from the mid north coast of NSW. It's not to scale and is designed to show the peaks that occur inside a home.

Like · C
[?] · 5 May at 19:22

Joel Courtney I would recommend that you state on your graph that you have deliberately distorted the graph and that it should not be thought of as accurate.

Misleading with information visualisation is a horrible approach to take, particularly given that you are the face of three companies with engineering at their core.

Like · 5 May at 19:25

IMAGE: This graph shows how electricity use changes for a typical home on a winter day.

This post received 25 likes and a relatively high amount of five shares. Two members of the public made comments. User Joel Courtney questioned the scale and source of the charted data.

1,412 clicks were recorded on this post; 94% were photo views as people clicked on the image to enlarge it.

The additional comment came from a user tagging their friend, which is an informal way of sharing content on Facebook.

DISCUSSION 1: PEAK DEMAND

Your Power, Your Say 2 May · 🌐 Like Page

Different factors can influence how much electricity we use at any one time and help lower or increase peak demand.

Sydney electricity demand (MW)

Electricity demand in parts of Sydney typically falls by about 60 Megawatts during the race that stops a nation – the Melbourne Cup.

Joseph Khamphimoon the whole of Sydney region or just Ausgrid's Sydney network area?
Like · Reply · 2 May at 13:11

Your Power, Your Say Hi Joseph Khamphimoon This graph represents Ausgrid's Sydney network. However, its very likely that you would see similar changes in other network areas.
Like ·

Scott Miller But we shouldn't upgrade the network to be able to handle the peak demand increase
Like · 3 May at 00:38

IMAGE: Different factors can influence how much electricity we use at any one time and help lower or increase peak demand.

This graphic-based post also received a high amount of clicks: 1,148, with 89% of these being “photo clicks”, where users have clicked on the graph to see it in larger detail.

The post received 49 likes, with two comments from the public (left): a question about the source of the data (if it was just from Ausgrid or all networks) and a statement that the network should be upgraded to handle peak demand increase.

DISCUSSION 1: PEAK DEMAND

 **Your Power, Your Say**
5 May · 🌐 Like Page

This image shows the rapid transformation of Parklea in Sydney's west from 1997 to 2004.



Parklea 1997 Parklea 2004


Demand for electricity can also go up as we build more homes or businesses.


IMAGE: This image shows the rapid transformation of Parklea in Sydney's west from 1997 to 2004.


This image-based post was used to demonstrate the rapid development of Sydney and the impact this can have on electricity demand.

Clicks were lower on this image compared to the previous graph-type images, most likely due to the image being clear enough without requiring clicking to understand its full meaning.

There were two comments from the public, both unrelated to peak demand. One user (Jack Bancroft) was disgusted at the rapid human expansion, while another user commented that they could see their house in the image.

 **Your Power, Your Say** As development like this occurs the demand for electricity also increases which means network businesses need to build new and upgrade existing electrical infrastructure.
Like · Reply ·

 **Jack Bancroft** And it's a filthy, disgraceful process. Incredible human expansion placing the natural order out of balance, we need to stop.
Like · 5 May at 22:47

 **Your Power, Your Say** This type of network development is often described as being needed for growth or extra capacity. It can also change the time when network or regional peaks in electricity use occurs.

DISCUSSION 1: PEAK DEMAND



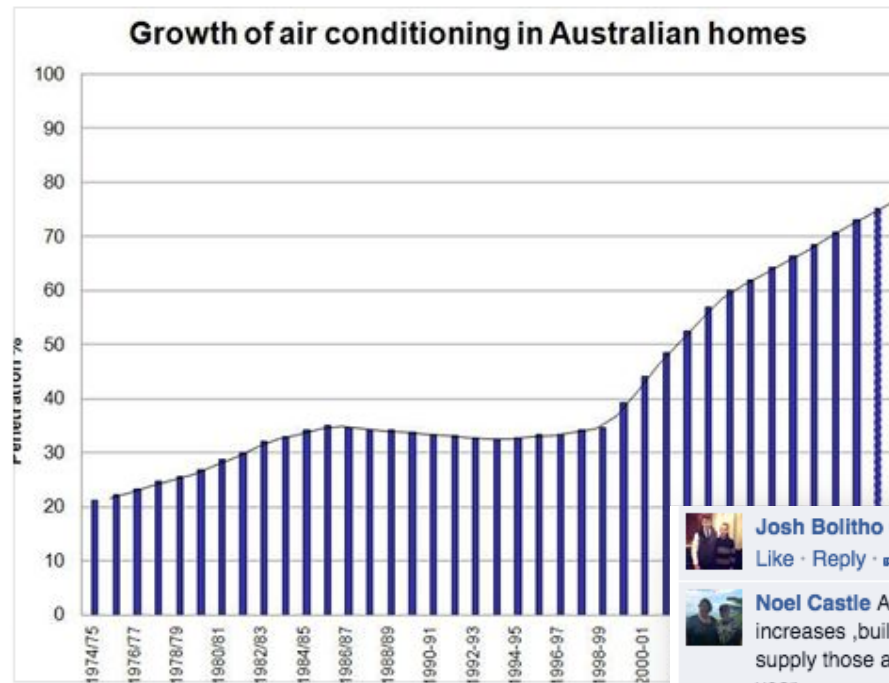
Your Power, Your Say

7 May · 🌐

👍 Like Page



The number of homes with air conditioners has increased rapidly over the past 10 to 15 years.



Josh Bolitho Caz Taylor

Like · Reply · 🔄 1 · 8 May at 01:07



Noel Castle A major cause of power bill increases ,building power infrastructure just to supply those a/c,s for a short time during the year.

Like · Reply · 7 May at 21:09

IMAGE: The number of homes with air conditioners has increased rapidly over the past 10 to 15 years.

Similar to the other graph based content in this topic. This chart recorded a high number of clicks, with 2,071.

There were two public comments. One user tagged a friend to share this content on to them, while another (Noel Castle) said that a major reason for increases in power bills comes from having to build infrastructure to handle air conditioners.

DISCUSSION 1: PEAK DEMAND



IMAGE: This graph shows the impact air conditioners can have on electricity use.

This graph had a reach of 40,224, the highest of all content in the Peak Demand topic. The number of comments was also the highest, with 11 public comments recorded.

Opposition to the sell-off of the networks emerged here. A user (Wade Danger Bradley) asked what the purpose of the page was, and when he was informed he responded firmly in his belief against privatisation. He was then joined by a second user (Dan Smith) in supporting keeping the networks as government owned.

A second conversation occurred among the Facebook users discussing the pros and cons of selling the storage of domestically generated solar energy to be released back into the grid to reduce the impact of the evening peak.

DISCUSSION 1: PEAK DEMAND

Your Power, Your Say added a new photo. Like Page
15 May · 🌐

Electricity networks are built and maintained to safely and reliably meet peaks in electricity use

Andrew Gorsic I believe those sorts of plans exists with the retailers
Like · Reply · 10 August at 19:24

Don Bone Of course in a fair system there would an option to have rooftop systems and residential or suburban storage that is fully integrated into the network with the upfront cost of the infrastructure carried by power companies in lieu of the savings they make in not having to install large central generation capacity while the residents would continue to pay for their consumption.
Like · Reply · 30 May at 20:52

Don Bone Another option is to encourage the installation of domestic rooftop solar and energy storage solutions which are rapidly becoming economically viable and provide a distributed way to manage peak loads. But of course, this will eat into the power utilities profits so they will fight tooth and nail to stop that happening, even though, in the medium to long term, it is the most cost effective solution.
Like · Reply · 22 May at 21:20

Aaron Bulbert Yes the only problem with that is the company will increase the price to cover their costs. So this leaves people unable to afford solar panels and a storage solution exposed to higher network costs and unable to hedge their electricity costs against anything. I agree it's cost effective for people that are able to afford rooftop solar, but those that can't afford it end up on the growing list of hardship electricity plans. That's not the Australian way that I know.
Like · 🗨️ 1 · 30 May at 20:25

IMAGE: Electricity networks are built and maintained to safely and reliably meet peaks in electricity use.

This post reached 32,736 people, with 4% of those clicking on the post to view the photo more clearly or to find out more information.

There were six comments from the public on this post. Observed themes included anti-privatisation sentiment.

One user suggested domestic solar storage solutions to help manage demand, which was met with a reply that the power companies would raise prices to combat loss of income from solar installations, hurting those who cannot afford to install a solar system.

Key Take Outs

This topic had the second highest engagement rate, with much of the engagement coming from people clicking onto the graph-based posts to view details.

Solar and privatisation was not directly raised by Your Power Your Say in this topic, but they were frequently raised by respondents.

DISCUSSION 2: DEMAND MANAGEMENT

NETWORK FACEBOOK PAGES

AUSGRID:

TOTAL POSTS:	2	REACH:	1,032 Facebook users
CLICKS:	50	LIKES/COMMENTS/SHARES:	2
ENGAGEMENT:	52 actions	ENGAGEMENT RATE:	5.0%

ESSENTIAL ENERGY:

TOTAL POSTS:	2	REACH:	315 Facebook users
CLICKS:	23	LIKES/COMMENTS/SHARES:	0
ENGAGEMENT:	23 actions	ENGAGEMENT RATE:	7.3%

DISCUSSION 2: DEMAND MANAGEMENT

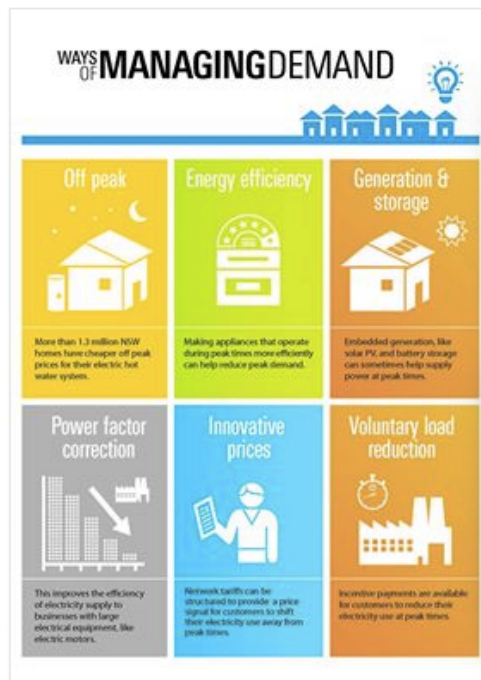


Your Power, Your Say

29 May · 🌐

👍 Like Page

There are different ways of managing peak demand effectively on the electricity network.



Mark Jackaman Just generate the electricity and shut up.

Like · Reply · 🗨️ 1 · 30 May at 07:21

Wade Danger Bradley Innovative prices refers to smart metering. Something I DO NOT support.

Does networks NSW have any say or opinion on nuclear power?

Like · Reply · 29 May at 20:03

Jennifer Parker Please explain more on smart metering.

Like · Reply · 29 May at 23:59

Your Power, Your Say Hi Jennifer, the electricity networks in NSW and other countries have done trials with smart meter technology. In general, they offer more services but they are more expensive. Networks in Victoria have done a roll out of the technology and you can get more information there: www.smartmeters.vic.gov.au

IMAGE: This graph shows the impact air conditioners can have on electricity use.

The infographic received 200 clicks in total; 198 of those were to click on the graphic to make it larger.

The post attracted some debate around the issue of Smart Meters. Facebook user Wade Danger Bradley explained smart metering as: *“So if you don't like making your dinner at 11pm in order to avoid a \$1000 electricity bill I'd say you should condemn this concept. It is not ‘innovative pricing’ it's charging you more.”*

User Jennifer Parker thanked Wade for this explanation, and then decided she was against smart meters. She also expressed unhappiness that she had installed solar power yet her bills still increased.

DISCUSSION 2: DEMAND MANAGEMENT

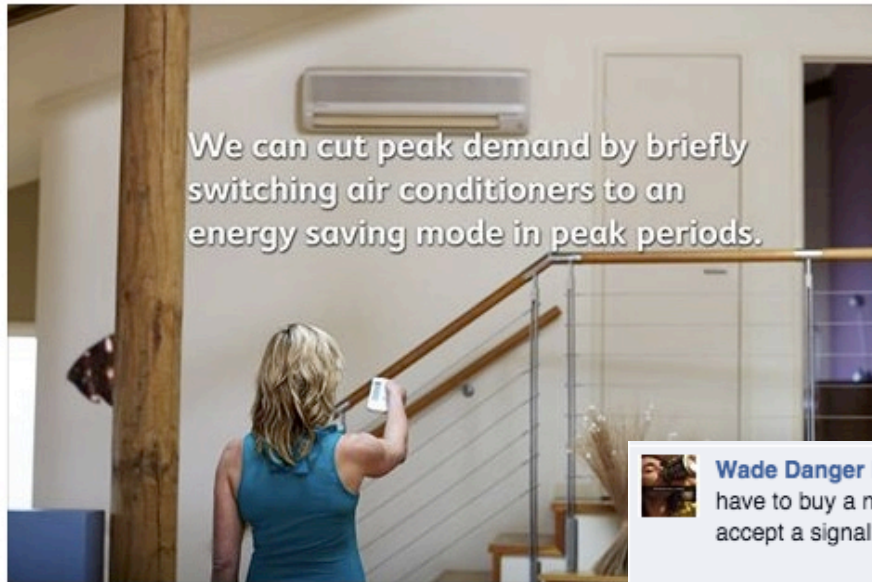


Your Power, Your Say

11 June · 🌐

👍 Like Page

Rewards can be given to households who allow networks to switch their air conditioners to lower the energy use for parts of a peak period without impacting on comfort.



Wade Danger Bradley Would the customer not have to buy a new air conditioner that can accept a signal?

My 10 year old A/C surely was not built with frequency injection relays???

Like · Reply · 🔄 1 · 11 June at 14:52

IMAGE: We can cut peak demand by briefly switching air conditioners to an energy saving mode in peak periods.

This post reached 229 people. Despite the low reach, the engagement rate was high at 16.6%, with engagement primarily coming through clicks on the image.

There was just one comment from the public: Facebook user Wade Danger Bradley asked if customers needed a newer type of air conditioner for the power networks to be able to remotely put the air conditioner in an energy saving mode.

DISCUSSION 2: DEMAND MANAGEMENT



Your Power, Your Say 18 June · 🌐 Like Page

Pool pumps can use a lot of electricity at peak times and encouraging pool owners to run them during cheaper off peak times can help reduce peak demand.

Pool pumps can contribute to peak demand

David Threlfo I have solar back into my house, i run my pool pump to make best use of that and reduce my bill. Bad advice you give without all considerations.
Like · Reply · 👍 1 · 18 June at 16:41

Your Power, Your Say Hi David Thanks for your comments. Its smart to make the most of your PV output like you suggest. However, for customers with pools and no PV it can often be better to run their pool pump outside peak times, particularly if they have access to Time of Use rates.
Like · 👍 1 · Commented on by Anthony O'Brien [?] · 19 June at 12:05

Ashley Reeves Exactly. I want a time of use meter, but cant get one without paying a fortune. There is no incentive for me to operate my pool pump during off peak times
Like · Reply · 19 June at 20:34

Cameron McGinty Regardless of what sort of metering you are on, unless you have PV there is no sense overloading the States power grid by running pool equipment in the middle of the day, especially hot days when it is under maximum load. Incentives or not, we should all switch off whatever we can between 1400-2000 at night
Like · Reply · 20 June at 03:29

IMAGE: Pool pumps can contribute to peak demand.

This post reached 26,768 people for a return of 137 likes.

There were 11 comments from the public on this post. One person expressed that she wished to have a time-of-day meter installed, but it was too expensive, and so she had no reason to operate their pool pump in off-peak times.

The conversation turned to solar PV systems and there was debate over the best way to use them to get the most savings and minimise strain on the network.

DISCUSSION 2: DEMAND MANAGEMENT

Demand management is an effective way to reduce peak demand. Would you be willing to participate in a project in your area to avoid building extra network capacity by reducing peak demand?

25 answers

Yes, I want to make my electricity use as efficient as possible	5 votes	20.0%
No, I want to decide when I use appliances like my air conditioner	6 votes	24.0%
Yes, I am interested in incentives	10 votes	40.0%
No, I don't think I would be better off	1 vote	4.0%
Yes, it's important to defer building expensive electrical infrastructure	3 votes	12.0%

Poll Results

The poll asked respondents if they were willing to participate in a project to avoid building extra network capacity by reducing peak demand. 25 People responded; 40% of them expressed that they were interested in participating in such a program if they received incentives.

Key Take Outs

The Demand Management topic was one of the least engaged, which was primarily due to the large reach numbers, which reduced the impact of any engagement. The low engagement can also be explained by much of the content of this topic was pictures that included large and clear text and therefore did not need to be clicked to be expanded or enlarged. Despite this low engagement, some passionate opinions were expressed about the impact of solar PV systems on demand management and more broadly about privatisation.

DISCUSSION 3: CUSTOMER COMMUNICATIONS

NETWORK FACEBOOK PAGES

AUSGRID:

TOTAL POSTS:	2	REACH:	934 Facebook users
CLICKS:	29	LIKES/COMMENTS/SHARES:	5
ENGAGEMENT:	34 actions	ENGAGEMENT RATE:	3.6%

ESSENTIAL ENERGY:

TOTAL POSTS:	0	REACH:	0 Facebook users
CLICKS:	0	LIKES/COMMENTS/SHARES:	0
ENGAGEMENT:	0 actions	ENGAGEMENT RATE:	0%

DISCUSSION 3: CUSTOMER COMMUNICATIONS

Your Power, Your Say
17 July · 🌐

Electricity is an essential service— it's important to have easy ways to get information about it.

WHY CUSTOMERS CONTACT US

Dangerous situations To report dangerous situations and supply faults in the home.	Outages To get information about planned and unplanned outages.	Reporting To report broken streetlights, faulty or electrical equipment and trees growing near powerlines.
Checking underground cables To confirm the location of underground cables, or deal Before You Dig.	Work in my street To find out about maintenance work in a street.	No hot water To report problems with electric hot water systems.

INFOGRAPHIC: Why Customers Contact Us.

This infographic was served to 433 people and received one like.

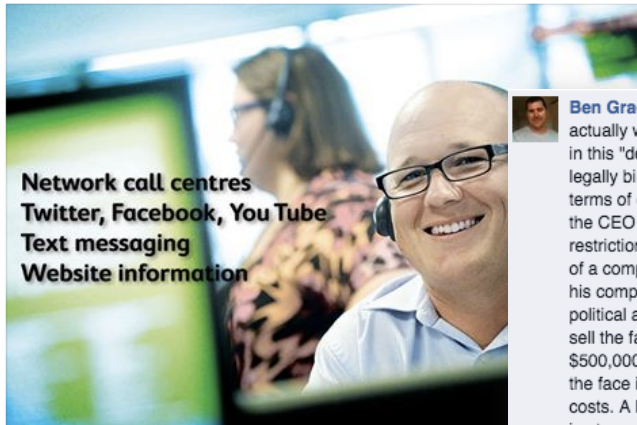
No members of the public commented on this infographic, but it received the highest engagement rate of the topic, due to 43 post clicks.


DISCUSSION 3: CUSTOMER COMMUNICATIONS

 **Your Power, Your Say**
23 July · 🌐

 Like Page

There are several ways to ask questions and get information. Please tell us what you think about these ways to get information.



 **Ben Grady** You could also ask the people that actually work on the network, but unfortunately in this "democratic country" we live in they have legally binding gag orders on them, within their terms of employment. Funnily enough though the CEO of Networks NSW doesn't have such restrictions, one can only assume that the CEO of a company that writes in The Australian that his company should be sold must have a political agenda. But then again I reckon I could sell the fact "pigs can fly" if I was paid over \$500,000 a year. What a moral sapping kick in the face it is to be blamed for rising energy costs. A lot of the lowly workers he mention work in storm,s, stand by for call outs and daily work in a hi risk industry. Pity he doesn't mention the fact countless state governments over the past 30 years spent all the profits on election promises and not one cent on the network.
[Like](#) · [Reply](#) · 20 August at 19:18


 **Kerrie-Ann Adams** Well said Ben Grady
I only wish that they get rid of the CEO as he is the greatest waste of money this network should not be sold off as it was built out of the tax payers money not the government just like Telstra was and the railway but now look at them if it not about coal then they in Canberra don't want to know
[Like](#) · [👍 2](#) · 25 August at 00:00 · Edited

IMAGE: There are several ways to ask and get information. Please tell us what you think about these ways to get information.

This image asked for users to respond with what they thought was the best way for the networks to communicate information.

User Ben Grady suggested a seventh method: asking the people who work on the networks. However, he believed that these people are unable to discuss the network issues with the public due to "gag orders". Ben went on to express his opposition to the privatisation of the networks.

A second user offered her support of Ben's comments and expressed unhappiness with the performance of the CEO. She did not state which CEO she was referring too.

DISCUSSION 3: CUSTOMER COMMUNICATIONS

How would you prefer to get information or ask questions about your electricity network services?

12 answers (19 votes)



Poll Results

The poll for the customer communications topic asked respondents how they would prefer to get information about electricity network services. The poll received 19 votes, with the network websites and social media or apps both receiving eight votes each. Three people voted for text messaging as their preferred way of being contacted.































Key Take Outs

The Customer Communications topic recorded the highest reach on a single post with with the poll being served to 82,462 people. Despite this large audience only 19 people responded to the poll. This indicates a problem that many experiencing in Facebook that applications (such as a poll) are losing their appeal with users as users assume they will have to give up their details and to participate. Digital methods of communication all scored highly as customers preferred communications method, with traditional methods like telephone and writing letters not recording any votes.

DISCUSSION 4: SAFETY

YPYS FACEBOOK PAGE

TOTAL POSTS: 6 REACH: 61,134 Facebook users
 CLICKS: 400 LIKES/COMMENTS/SHARES: 381
 ENGAGEMENT: 781 actions ENGAGEMENT RATE: 1.2%

		Reach: Organic/Paid		Post Clicks		Likes, Comments & Shares	
Published	Post	Type	Targeting	Reach		Engagement	
15/10/2014 12:49	 Public Safety			39.2K		108 122	
29/09/2014 16:10	 Educating the construction industry on working safely near powerlines			2		8 0	
29/09/2014 16:10	 Raising awareness of the need to check the location of underground powerlines before digging			1		3 0	
29/09/2014 16:10	 Advice for households on electrical safety at home			151		42 0	
10/09/2014 07:06	 If you receive a shock in your home, or see powerlines down, please immediately call your local network.			21.1K		151 239	
20/08/2014 12:00	 Electricity is an essential service, but it can also be dangerous. We work to keep the power supply as safe as possible, but each year safety			732		84 20	

Almost 40,000 people reached

4 actions per user

3 actions per user

Best engagement rate - 28.8%

1.8% engagement rate

9.5% Click through rate

DISCUSSION 4: SAFETY

NETWORK FACEBOOK PAGES

AUSGRID:

TOTAL POSTS:	1	REACH:	378 Facebook users
CLICKS:	16	LIKES/COMMENTS/SHARES:	1
ENGAGEMENT:	17 actions	ENGAGEMENT RATE:	4.5%

ESSENTIAL ENERGY:

TOTAL POSTS:	1	REACH:	149 Facebook users
CLICKS:	10	LIKES/COMMENTS/SHARES:	6
ENGAGEMENT:	16 actions	ENGAGEMENT RATE:	10.1%

DISCUSSION 4: SAFETY

Your Power, Your Say
20 August · 🌐

Like Page

Electricity is an essential service, but it can also be dangerous. We work to keep the power supply as safe as possible, but each year safety incidents can still happen.


455	1,100	140
trucks at home	vehicles hit power poles	power pole burns
28	32	68
overhead powerline strikes	underground cable strikes	cases of copper theft

The infographic is a 2x3 grid of colored boxes. The top row has yellow, green, and orange boxes. The bottom row has grey, blue, and orange boxes. Each box contains a number, a title, an icon, and a short paragraph of text.

INFOGRAPHIC: Facts about Public Safety 2012/13

There was just one comment on this post: a Facebook user suggested that high risk areas should have power lines placed underground.

The engagement rate on this post was high, at 14.2%. Engagement came through clicks as people clicked on the image to view a larger version of it.

 **Shaunna Australia** High risk areas should put the lines underground.
Like · Reply · 6 September at 16:08

DISCUSSION 4: SAFETY

Your Power, Your Say
10 September · 🌐

Like Page

If you receive a shock in your home, or see powerlines down, please immediately call your local network.

Ausgrid	13	13	88
Endeavour Energy	13	10	03
Essential Energy	13	20	80

Nathan Sherwood Yep the only shock in my house is when you power bill comes in!
Like · Reply · 🔄 5 · 10 September at 16:13

Mark Thurbon All of us get shocks when we see what we are being charged for not using
Like · Reply · 🔄 4 · 10 September at 14:43

Glenn Barry Talk to your retailers. We just keep the power flowing
Like · Reply · 🔄 3 · 10 September at 22:41

Dave Fabien You kind people need to take a closer look at your bill and see who your retailer is because these 3 companies only maintain the infrastructure, poles, wires, substations etc...
Like · Reply · 🔄 1 · 11 September at 08:26 · Edited

Snowy Snow why don't u give us cheaper power
Like · Reply · 10 September at 19:45

Robert Smith If you get a shock ! Stuff the supplier ... Get to a Dr or hospital !
Like · Reply · 🔄 1 · 10 September at 22:09

IMAGE: If you receive a shock in your home, or see powerlines down, please immediately call your local network.

The post was served to 21,096 people and was liked 214 times.

Six comments were made by the public, with many calling for cheaper power prices. The post ended up being self-moderated, with two members of the public correcting those calling for cheaper bills, saying that it is the retailers who send them bills and not the networks.

Facebook user Robert Smith suggested that people should seek medical help before calling a network if they receive a shock.

DISCUSSION 4: SAFETY



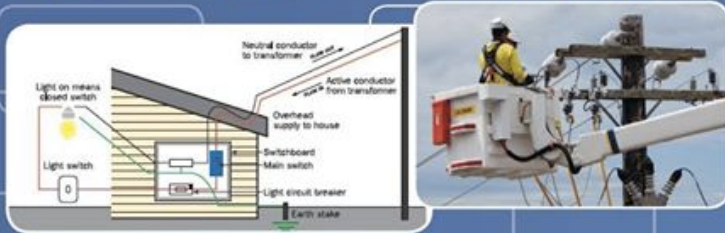
Your Power, Your Say

29 September · 🌐

👍 Like Page

Advice for households on electrical safety at home

HOW ELECTRICITY FLOWS AND THE EFFECT IF YOU ACCIDENTALLY BECOME PART OF THE CIRCUIT



- > **Voltage** – the electrical force or 'pressure' that pushes an electric current (electrons) between two points – along a powerline. For example, if a tap is 'off', pressure builds up.
- > **Current** – measured in amps, this is the rate of flow of electric charge. Just like a tap, when a switch is turned on, electricity flows.
- > **Switch** – just like turning on a tap, a switch stops and starts the flow of current.
- > **Circuit** – just as water must flow somewhere, there must be a complete circuit for electricity to work. It flows through appliances and lights and back to the neutral or 'earth' to complete the circuit.
- > **Conductor** – like a water pipe, a conductor is anything that allows flow of electrons – metal, water, wood, ... you.

INFOGRAPHIC: Advice for households on electrical safety at home.

This infographic was served to 151 people. It received no likes or comments, but 23 people did click through to see the infographic in more detail.

DISCUSSION 4: SAFETY



Your Power, Your Say

29 September · 🌐

👍 Like Page

Raising awareness of the need to check the location of underground powerlines before digging



IMAGE: Raising awareness of the need to check the location of underground powerlines before digging.

This image was only served to one person ,who viewed the image three times. It is likely there was a targeting or technical error that stopped the post being served to a typical number of people.

DISCUSSION 4: SAFETY



IMAGE: Educating the construction industry on working safely near power lines.

This image was only served to two people, who viewed the image eight times. It is likely there was a targeting or technical error that stopped the post being served to a typical number of people.

DISCUSSION 4: SAFETY

Do you think these campaigns are effective?

22 answers

Yes, the campaigns are effective and a good use of money.	15 votes	68.2%
Yes, but more should be done even if it's paid for by customers.	0 votes	0%
No, these campaigns are unnecessary.	4 votes	18.2%
It appears ok. I don't have a strong opinion.	3 votes	13.6%

Poll Results

The safety topic included a poll asking users how effective they considered network safety campaigns are. 19 people replied, with the majority (15 votes) believing the campaigns to be effective and a good use of money.

Key Take Outs

There were some unusual results in this topic, with posts recording extremely low reach (two posts recorded reach of two people or below). This would suggest a glitch in Facebook at the time they were posted, or a targeting error when deciding who the post should be served to.

This was the least commented on topic. This may be due to a perception that the networks are already doing a good job on safety (as evidenced by the poll results) and the public felt they had no strong opinion to give.

DISCUSSION 5: MISCELLANEOUS

NETWORK FACEBOOK PAGES

AUSGRID:

TOTAL POSTS:	1	REACH:	413 Facebook users
CLICKS:	14	LIKES/COMMENTS/SHARES:	0
ENGAGEMENT:	14 actions	ENGAGEMENT RATE:	3.4%

ESSENTIAL ENERGY:

TOTAL POSTS:	0	REACH:	0 Facebook users
CLICKS:	0	LIKES/COMMENTS/SHARES:	0
ENGAGEMENT:	0 actions	ENGAGEMENT RATE:	0%

DISCUSSION 5: MISCELLANEOUS

Your Power, Your Say
3 June · 🌐

👍 Like Page

Thank you for all your feedback on our plans and operations

Thank you

Ryan Woo Are those 2 going to kiss?
Like · Reply · 🔄 1 · 3 June at 23:57

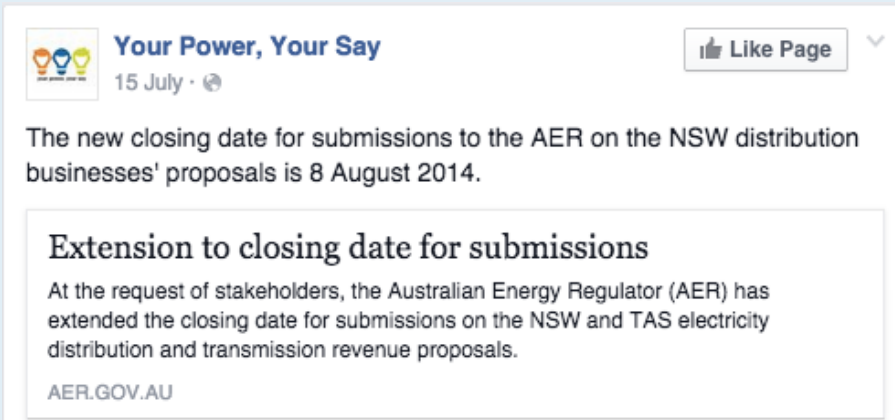
Toni Ambrose How about warning people on acreage when your helicopters are going to be check on lines - fly very low & dangerous to animals
Like · Reply · 3 June at 20:01

IMAGE: Thank you all for your feedback on our plans and operations.

This post was to thank all who had contributed to the page and also announce that the five-year plans for all three networks had been submitted to the Australian Energy Regulator.

A total of 30,352 people saw this message. There were two comments from the general public, both unrelated to the image. One user wondered if the two people featured in the image would kiss, while another expressed that she wished she received more warning when networks inspect powerlines via helicopter in rural areas.

DISCUSSION 5: MISCELLANEOUS



Your Power, Your Say 15 July · 🌐 Like Page

The new closing date for submissions to the AER on the NSW distribution businesses' proposals is 8 August 2014.

Extension to closing date for submissions

At the request of stakeholders, the Australian Energy Regulator (AER) has extended the closing date for submissions on the NSW and TAS electricity distribution and transmission revenue proposals.

AER.GOV.AU

LINK: The new closing date for submissions to the AER on the NSW distribution businesses' proposals is 8 August 2014.

This post announcing the extension of the closing date for submissions was seen by 445 people, and received one like and 0 comments.

Key Take Outs:

The two miscellaneous posts received no valuable public engagement or insights. However, they do differ from a topical based post as they were making announcements and therefore not inviting members of the public to reply with their thoughts and opinions.

FINDINGS

PAGE GROWTH

The YPYS page experienced a 55% growth in followers this period. At the beginning of the analysis period it had 3,507 users, while it had 5,421 followers on 31 October. Growth was greatest at the beginning of the period, during discussion of the Peak Demand topic. It was slowest from mid-June to mid-July, between the Demand Management and Customer Communications topics. This demonstrates how consistent content posting is required to build the page's audience.

CONTENT AND ENGAGEMENT

Infographic posts received the highest amount of engagement, with 4.9%, followed by images with 3.3%. The polls had an engagement rate of just 0.1%.

Engagement rates featured in this report have decreased since the second report covering December 2013 to April 2014: the engagement rate of infographics dropped to 4.9% from 10.4%, and that of images to 3.3% from 11.7%. This is, however, a typical result: all Facebook pages tend to experience a drop in engagement as their audience size increases.

As in the previous two reports, engagement came primarily through clicks on a post. This is likely because infographics and charts contain small text which require a user to click on to read at full size. Some images also contained engaging content and prompted comments, and users must click on the post to see the full range of comments or comment themselves.

FINDINGS

The polls had a very small engagement rate of just 0.1%. This may be attributed to:

- 1) The question not being engaging enough;
- 2) Visitors being unwilling to leave the page to go to a Facebook application to participate in the poll; and
- 3) The assumption that using a Facebook application requires handing over of personal information, which they may be unwilling to do.

TOPIC ENGAGEMENT

The most engaged topic was Peak Demand. The topic received 8,927 clicks in total, which is an indicator that the topic selection was captivating to the audience. The volume of clicks and engagement was boosted to by the four graph-based posts in this topic that required users to click on them to expand to see clearer.

POLL APPLICATIONS

The poll application chosen was easy to use, and had minimal barriers to entry for Facebook users to use and submit their opinion. Despite this, polls were the least engaged of all the content types, with a total of 29 votes recorded - equal to 0.5% of the pages follower base.

FINDINGS

ENGAGEMENT ON YPYS VS NETWORK PAGES

Total Engagement Rates on the YPYS and Ausgrid pages (sharing YPYS content) differed, with 2.7% on YPYS and 5.8% on the Ausgrid page. The higher engagement rate on the Ausgrid page is likely related to the posts being purely organic in nature and therefore being served to people who have chosen to receive messages about a power network in their newsfeed. In contrast, the YPYS posts are largely promoted, boosting them beyond the reach of the YPYS followers to people that do not necessarily wish to know about power network news and therefore less likely to engage.

Essential Energy's page had a higher engagement rate when sharing YPYS content, with 6.6%, but this was down from 13.5% in the last reporting period. The Essential Energy page has fewer followers than the Ausgrid page (2,502 compared to 7,894 for Ausgrid), and traditionally pages with a lower follower base have higher engagement levels.