



Media & Perception:

Using Digital & Social Media to Engage Your Audience

Brian Hall, Gibbs & Soell Public Relations

9 | 15 | 09



The **overall communications strategy** should drive the **integration** of digital and social media into your programs – not the other way around.



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Digital & Social Media | Why it Matters

- **Condition marketplace**
- **Generate awareness**
- **Rally your supporters**
- **Listen/research/understand potential issues**
- **Address the skeptics**

THURSDAY, SEPTEMBER 10, 2009

RECOVERY.GOV

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Home > Agency Sites and Information > Agency Summary - Department of Energy

AGENCY SUMMARY - DEPARTMENT OF ENERGY

Department of Energy

Agency Recovery Site
View Recovery Site

Agency Recovery Plan
View Agency Recovery Plan

Financial Status

Available	10.02B
Paid Out	477.03M

Weekly Progress

08-7	08-14	08-21	08-28
0	2.28	4.48	6.68

Source: Agency Financial and Activity Report as of 2009-09-02

Recent News

Wednesday, July 29, 2009
DOE Announces Awards for up to \$11 Million for New Solar Energy Grid Integration Systems

Wednesday, July 29, 2009
Department of Energy Announces Billions in Lending Authority for Renewable Energy Projects and to Modernize the Grid

Tuesday, July 28, 2009
800 to 1000 New Jobs Coming to Piketon

More News >

Financial and Activity Report

Report Date: 2009-08-28

View History

Accountability and Transparency

Link to Inspectors General pages- Findings, Financial Status Reports, Funding Notification Reports, Recovery Plans, Testimony, and Government Accountability Office Findings.

Fraud, Waste and Abuse

Report misuse of Recovery funds to Inspectors General Hotlines and find Whistleblower Information.

State, Local, Tribal and Territorial Information

Link to State Recovery Sites and Tribal News to learn about recovery progress in your area.

Agency Sites and Information

Track agency progress with Financial and Activity Reports and Funding Notifications Reports, read the Agency Recovery Plans, and visit Agency Recovery Sites.

Maps

Click on map to see state-by-state Recovery Act spending and

Renewable Energy TV

Renewable Energy TV features videos of do it yourself projects as well as the latest news on solar, wind, geo thermal, bio fuels and many other alternative energies.

WEDNESDAY, SEPTEMBER 9, 2009

Smart Grid City

The city of Boulder, Colorado in the USA has installed "Smart Grids", which allow you to determine how much energy you are using, at what times, and even where it's coming from.

Smart Grid City

Virtualize all your datasources to create a single IdM infrastructure!

www.RedantLogic.com

If U Can Blog U Can Earn

Earn by blogging and writing articles online. Start earning now! HubPages.com

Best Blog Hosting

2009 Awards Blog Hosting Super Fast Server and Reliable

Ads by Google

Rocket Dog

Inspired Shoes That Don't Blend In. Join The Community. Get Inside Info

www.RocketDog.com

Virtual Directory for IdM

Virtualize all your datasources to create a single IdM infrastructure!

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Earth Hour 2009

November 11, 2008 (more info)

Official Earth Hour 2009 video. Earth Hour is on March 28th, 2009 at 8:30pm. More at <http://www.earthhour.org> Support Earth Hour by making your own video and adding it to our Earth Hour Global gro.

URL: <http://www.youtube.com/watch?v=1CBs71R>

Embed: <http://www.youtube.com/watch?v=1CBs71R>

More From: earthhour2009

- Earth Hour 2009 | Hong Kong 7,258 views
- Earth Hour 2009 | Official Worldwide Roll Out 31,205 views
- Vote Earth for Earth Hour 2009 134,203 views
- Earth Hour 2009 | Worldwide Roll Out 13,550 views
- Lead Scientists: Why Earth Hour 2009 is Important For... 5,828 views

Related Videos

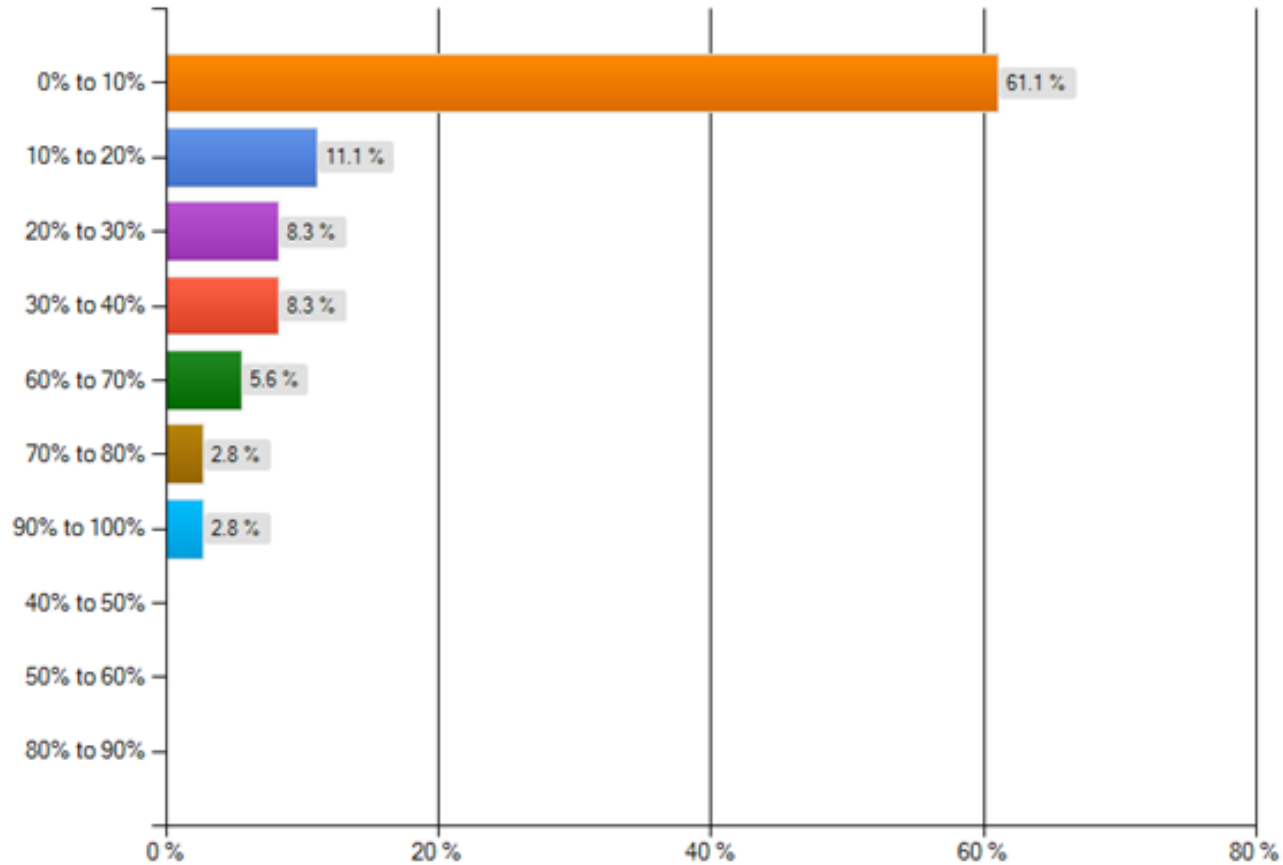
Internet

Use of Digital & Social Media



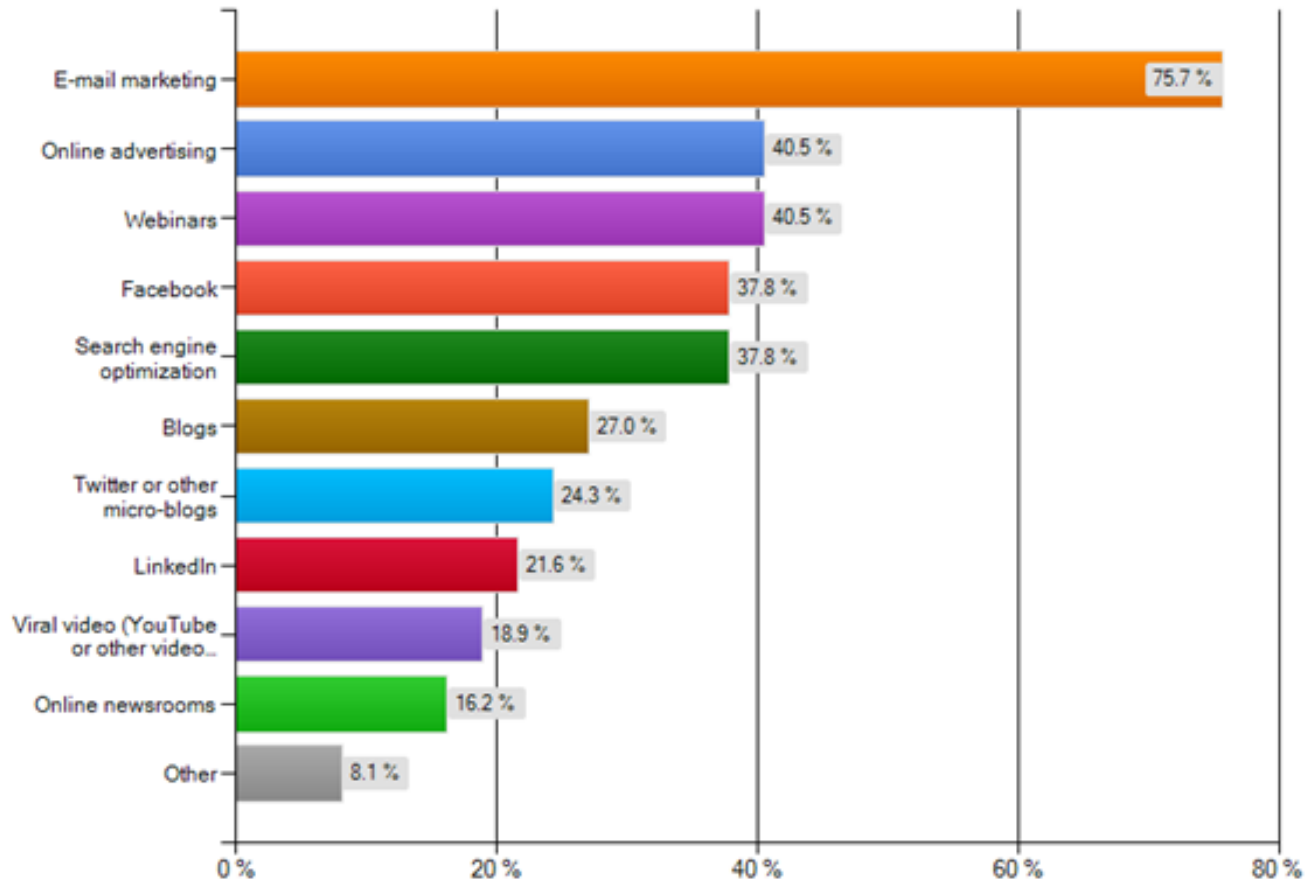
Digital & Social Media | Renewable Energy Industry Pulse Check

What percentage of your total public relations/marketing communications budget is spent on digital/social media?



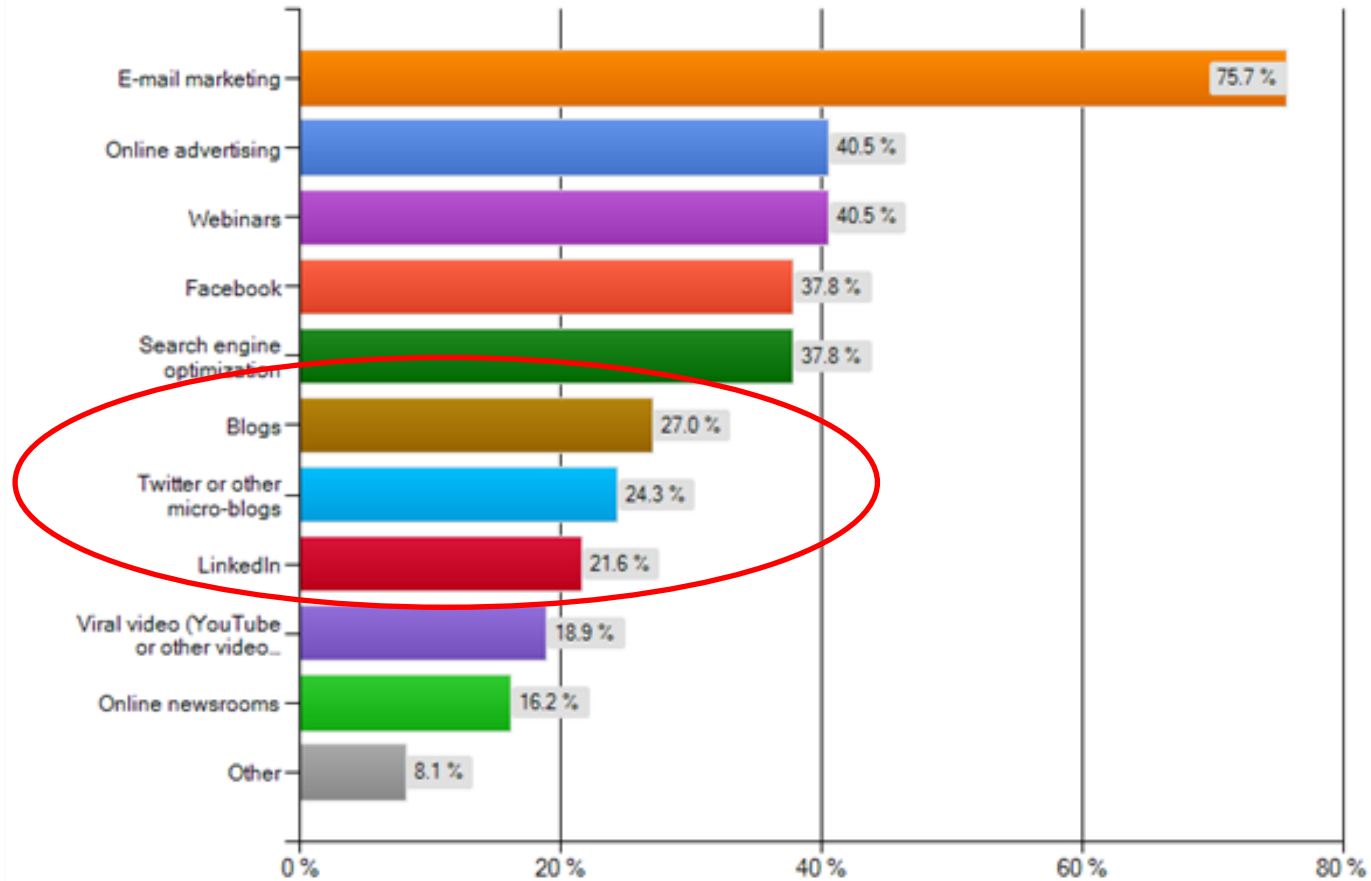
Digital & Social Media | Renewable Energy Industry Pulse Check

Which digital and/or social media tools does your organization currently employ for public relations and marketing communications?








Digital & Social Media | Renewable Energy Industry Pulse Check

Which digital and/or social media tools does your organization currently employ for public relations and marketing communications?



Renewableenergy Twitter Users

Total followers in tag: 162,506

#1		Windbaron Building renewable wind energy projects for over 30 years, resource planner, engineer, human ecologist and social advocate of environmental sustainability.	+903 new	48,494 followers	INFO
#2		Eco_Energy_ Eco Interactive envisions a future of individual energy independence. The coming revolution will make available cheap and sustainable energy for every home.	+1,163 new	33,813 followers	INFO
#3		GreenEnergyNews Information on alternative renewable energy sources- solar power, wind power, biomass, coal-to-liquid, solar PV, solar thermal and more!	+84 new	11,113 followers	INFO
#4		enviergy Aussie Bob is a passionate yet sensible advocate for renewable energies and self sufficiency, without being too self righteous or preachy about it.		4,991 followers	INFO
#5		doitngreenE Take part in reducing your carbon footprint, living a healthy lifestyle and saving money too! The color of the lens is Green. Get Focused!	+82 new	4,075 followers	INFO

[New Jersey Solar Energy](#)

Residential Solar Systems Built To Last for Your New Jersey Home.

www.SunPowerCorp.com



Ads by Google

#6		SunfarmerNews More news at our website. SOLAR - HYDROGEN - WIND - EV - POLITICS - EFFICIENCY - NATURE	+40 new	3,545 followers	INFO
#7		RichardWalthers I'm a Professional Recruiter in the Alt. Energy Sector, and work with Execs from	+17 new	3,386 followers	INFO

Popular Twitter Tags

- All
- Celebrity
- Tv
- Entrepreneur
- Music
- Socialmedia
- News
- Politics
- Web
- Actor
- Comedy
- Sports
- Media
- Tech
- Entertainment
- Blogger
- Nba
- Radio
- Writer
- Shopping
- Musician

[More Twitter Tags »](#)

Top Twitter Users

 **aplusk**
3,507,088 followers

Explore People Search: Engineer at IBM - Internet - Senior Consultant

Search Groups

Renewable Energy

Search

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- Profile
- Contacts
 - Connections
 - Imported Contacts
 - Network Statistics
- Inbox
 - Compose Message
 - Received
 - Sent
 - Archived
- Applications

Add Connections

Brian Hall
 Managing Supervisor at Gibbs & Soell
 Brian Blogging about using digital/social media to spark positive action among renewable energy audiences:
<http://spark.gibbs-s...>
 15 hours ago [Update]

Your profile is 70% complete
GIBBS & SOELL

Groups

- My Groups | Following | Groups Directory | Create a Group

FAQ

Search Results (466)



Green

[Join this group >](#)

Green is for those who want to share ideas on environment, climate change, renewable energy, clean tech, sustainability, CSR and Green issues. Show your support of green business practice add the Green button to let others know that you care for and are aware of environmental issues.

Owner: **John Horsley** | 59,164 members | [Share](#)



Linked:Energy (Energy industry expertise)

Already a member

Welcome members with energy industry experience (Oil, Natural Gas, Water, Wind, Solar, Coal, Tide, Electric Power, Renewable Resources, Green), i.e employees from Exxon Mobil (ExxonMobil), Shell, Total, Chevron, BP, Areva, Schlumberger, GE Power, Siemens, Alstom, ENI, GDF-EDF, E.On (EON), Veolia...

Owner: **Olivier Taupin** | 24,868 members | [Share](#)



Renewable Energy Business Network

Already a member

The Renewable Energy Business Network is a nationwide group of business professionals, academic researchers, investors and policy makers involved in the commercialization of innovative renewable energy technologies.

Owner: **Rob Day** | 24,109 members | [Share](#)



Renewable Energy Network

[Join this group >](#)

Welcome! This is a group of professionals in the Renewables sector. While currently renewable energy sources

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All languages

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Technorati Search the blogosphere

Channels • Blogs • Photos • Videos • Favorites • Popular • Blogger Central • Support • Taglators • Rough waters for Obama in Politics

Lifestyle / Green / rising posts and stories

Headlines | Rising Posts and Stories

show stories from: Blogs and news | sort by: attention

Of Fields and Arctic Ecology
Oil companies operating in Alaska's Arctic coastal plain have substantially cleaned up oil operations in the 47 years since the first drilling in Prudhoe Bay. The ability to drill in new directions from one spot on the surface has substantially reduced the footprint of pipelines and flow-back and the like ...
14 hours ago by [David Ford](#) | [Authority: 423](#)

Fisker announces fuel economy estimate for Karma - 67.2 mpg and CO2 emissions of just 83 g/mi
Fisker's Karma Hybrid, Sedan, Fisker, Luxury Fisker Karma - Click above for high-res image gallery. The miles per gallon rating of a vehicle that can get energy from an electrical outlet is a difficult line to accurately calculate and get the public to accept ...
9 hours ago by [TheMagician in Autumn](#) | [Authority: 2024](#)

China Signs Deal With First Solar
Business (First Solar) CEO, Bill Swan says Chairman Yu Bangang of the Standing Committee of the National People's Congress in Ankara on Tuesday, Chinese government officials signed an agreement on Tuesday with First Solar, an American solar developer based in Tempe, AZ, for a 2,000-megawatt ...
12 hours ago by [Technology](#) | [Authority: 495](#)

Honda to introduce Freed hybrid in 2011
According to a report by Japan's Nissai Business Day, Honda will introduce a hybrid version of its Freed hybrid in 2011. Honda's new president, Takeo Kikawa, is also likely to announce that Honda will introduce a hybrid electric vehicle by 2015 ...
12 hours ago by [Engineering in Japan](#) | [Authority: 139](#)

Titan Has Enough Propane For 23 Million Trips Around the Earth
New findings from the Cassini mission to Titan ... Saturn's largest moon ... show that its atmosphere contains about 29 billion gallons of propane. Given that the average car can last between 10 to 15 miles per gallon, and that propane-powered cars can get about the same ...

treehugger A Discovery Company

Introducing... Modern+Green

1. GET INFORMED
TH Exclusives
Cars + Transportation
Science + Technology
SlideShows

Design + Architecture
Culture + Celebrity
Travel + Nature
Take Action

Food + Health
Business + Politics
Fashion + Beauty
Green Basics

2. INTERACT
Forums
Interact
Games
Pop Quizzes

3. TAKE ACTION
How to Go Green
Green Buying Guides
Green Holidays
Job Board

treehugger = Home

Recommended

treehugger (ALL)

Know Your Green Tax Credits?

Get your favorite design on a t-shirt from

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Ads by Google

MBA in Sustainability

Most Popular: Could a Solar-Hydrogen System Supply All Our Energy?

EPA Seeks to Revoke Permit of Largest Mountaintop Removal Coal Mine in West Virginia

SURVIVING THE SHAKEOUT

GREEN LIGHT

Michael Kanellos | September 9, 2009 at 12:45 PM

Why Silicone for Solar? A Module off the Line Every 90 Seconds

Dow Coming wants to bring space age solar to the masses.

Solar panels on satellites have been coated with silicone, the rubbery stuff for household repairs, for years. It protects the solar panel from solar radiation and it also allows the module to operate at a higher efficiency because it is more transparent than other coatings.

Now, the chemical giant has begun to sell it for garden variety solar panels. The company's silicone will give panels greater durability and efficiency, but Dow says there is another attribute too.

"We are able to produce modules much faster," said Osetan Bergers, global industry director of the Dow Coming Solar Division. By switching to silicone, PV manufacturers potentially will be able to get a module off of the factory lines every 90 seconds, he said, or four times faster than with the incumbents.

The Coming Disruption in the Solar

Green Light
Greentech Media's Green Light is the greenest world, while expanding news reporting with brief and insightful Greentech Media videos, GTM Reveals numerous guest bloggers.

New Research
Surviving the Shakeout: Miners and Crystalline Silicon PV
Emerging PV Market Brief: France

THE HUFFINGTON POST GREEN THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

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Opening page http://www.huffingtonpost.com/green/...

THE WALL STREET JOURNAL Digital Network

WSJ.com MarketWatch BARRONS All Things Digital. SmartMoney More >

Wednesday, September 9, 2009 As of 1:01 AM EDT

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WSJ Blogs > Search Environmental Capital SEARCH

Environmental Capital
Daily analysis of the business of the environment by The Wall Street Journal.

Sep 8, 2009 5:21 PM

Green Force: U.S. Military's Interest in Algae Fuel Grows

Posted by Russell Gold

Here's a future checklist for a military deployment: rations, boots, camouflage, bullets ... algae?

Solazyme Inc. said today it had a contract from the Defense Department for 20,000 gallons of algae-derived diesel fuel for testing.

What is the Pentagon doing? Dreaming some more about cutting its own supply lines, perhaps. Imagine a mobile army that can take an algae farm that can produce diesel fuel along with it, reducing the need for fuel convoys.

But that's for the future. For now, the \$8.5 million contract with privately held algae pioneer Solazyme is to provide fuel ...

ONLY 2.5 PERCENT OF THE EARTH'S WATER IS DRINKABLE

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Internet | Protected Mode: On

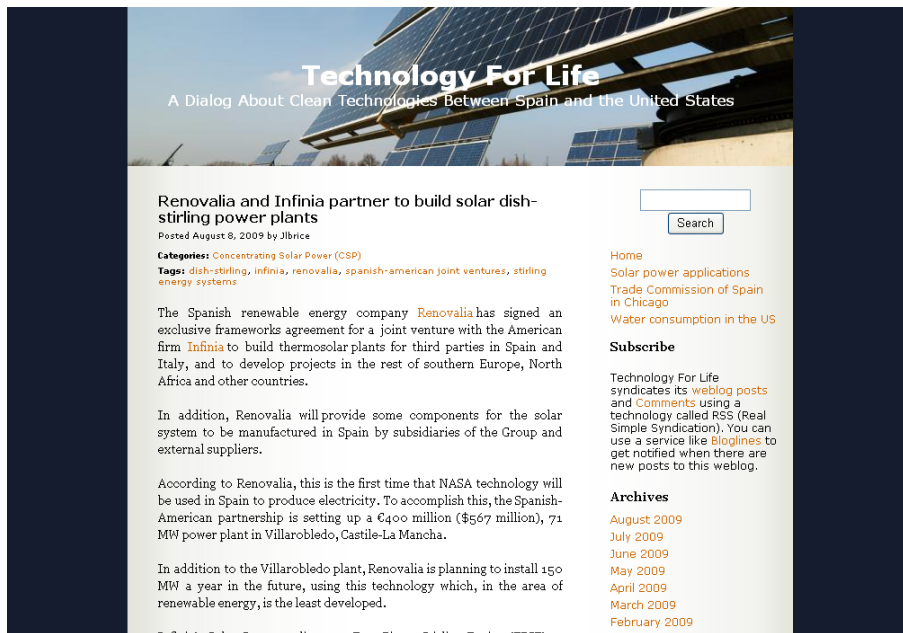


Case Study:

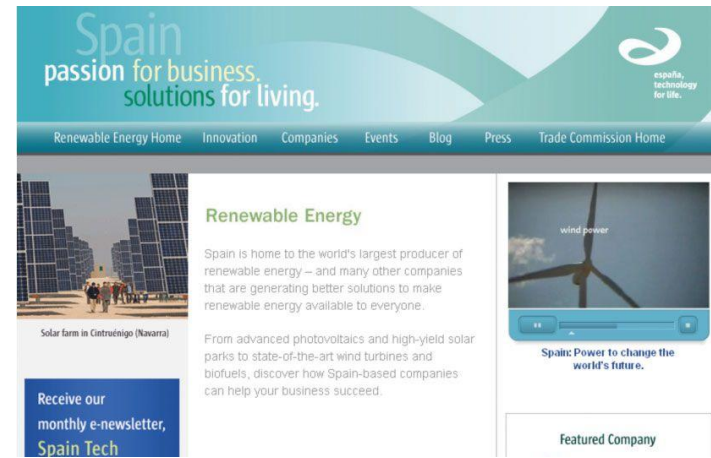
**Building Relationships with High-Profile
Renewable Energy Leaders**

Digital & Social Media | An Integrated Media Strategy to Raise Awareness

- **Challenge:** Raise visibility for Spain's leading enterprises in wind and solar
- **Solution:** Open more direct lines of communication to C-Suite leaders



Blog authored by TCOS senior executive



Micro-site with rich media content and news



Disseminated news online about high profile event

Digital & Social Media | An Integrated Media Strategy to Raise Awareness

- **Results**

- Business Sustainability Conference attended by 150+ U.S. C-level execs
 - **Awareness of Spain's leadership rose from 42% (pre-event) to 97% among this audience**
- Impactful **media coverage drives awareness and traffic**
 - Feature articles, Webcasts and online coverage
- **Web micro-site traffic continues to increase steadily**
 - Company Directory receives 40% of unique visitors
- **Improved traffic at key trade shows**
- **Increasing e-newsletter subscriptions**

- **Next steps: building a social presence**

- Facebook
- LinkedIn
- Private social network



Digital and Social Media | Final Thoughts

- Renewable energy **constituents** are consuming information and engaging in conversations **across many digital and social forums**
- Take the opportunity to **syndicate content and create a foundation** for dialogue
- Digital and social media provide **a great listening tool**
- **Have a strategic plan** for approaching it

Thank You

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