



## Social Media Strategy

### *Digital Marketing Best Practices*

**Goal:** Increase customer satisfaction through engaging and effective social media content.

**Strategy:** Utilize videos, animated gifs, images and easily digestible copy to meet customers where they are: on the platforms they use the most, at the times they're online and with information they want or need.

*A social media strategy is an essential component of an energy utility's digital marketing plan. You can provide real-time updates, share helpful information, receive feedback and connect directly with your customers. To engage your audience and build a trusting relationship, you'll need to optimize what you post, when you post and where you post.*

#### Targeting the Right Audience on the Right Platform

You don't need to use every social media platform to reach your customers — just the ones they use the most. Facebook should be your primary focus, while LinkedIn is perfect for reaching business customers. Posting on Twitter and Instagram can be effective, but these platforms aren't essential to reach your audience.

- With 2 billion users, Facebook is an ideal platform for reaching a residential audience.
- LinkedIn has more than 575 million users, and 40% access it on a daily basis.
- More than 80% of Instagram's 1 billion users follow a business account.
- There are more than 500 million tweets sent every day from Twitter's 330 million users.

#### Tone and Voice

Maintain the same voice, or personality, across all of your accounts. Aim to be authentic, helpful, knowledgeable and friendly each time you craft a social media post, regardless of the platform. But change your tone based on who you're targeting and the situation at hand.

- Residential customers want to be entertained, while business customers want to stay up to date on industry trends and news.
- Be personable to delight and amuse your audience on Facebook and Instagram.
- Be direct with clear and concise language when posting to LinkedIn.
- Be sympathetic and understanding in your posts when addressing an outage, natural disaster or other crisis.

#### Length of the Message

Social media users enjoy posts that get to the point quickly and concisely. They want to easily understand what program you're promoting or why they should click the link you shared. The shorter your message, the better chance you have of capturing their attention.





## Posting at the Best Time

Industry experts recommend the best days and times to share posts, but each audience is different. To find out what works best for your customers, try posting at different times on different days throughout the week to see which posts get the most engagement. Those results can help inform your social media strategy moving forward.

These recommendations, based on Questline performance metrics, can help you get started:

- Facebook, LinkedIn and Instagram posts shared on Sunday often see the worst engagement; the worst day for Twitter is Saturday.
- Wednesday, Thursday and Friday are the best performing days overall.
- Facebook posts perform well when posted from 8 a.m. to 3 p.m. Tuesdays through Thursdays.
- LinkedIn posts see the most engagement when shared from 8 to 10 a.m. and at noon Wednesdays; at 9 a.m. and from 1 to 2 p.m. Thursdays; and at 9 a.m. Fridays.
- Instagram posts perform well when shared at 11 a.m. Wednesday and from 10 to 11 a.m. Friday.
- Twitter posts perform best at 9 a.m. Wednesdays and Thursdays; posts shared weekdays from 9 a.m. to 1 p.m. see high engagement as well.

## Using Videos and Images

Rather than simply sharing a post that contains words or a link, draw your audience in with an informative video, infographic, animated gif or photo. Adding visual components to your social media posts makes them more engaging. When posts grab their attention, audiences interact more in the form of likes, comments and shares.

- According to Questline performance metrics, energy utility social media posts with videos, gifs and images see the most engagement.
- Posts with videos get 200% more likes, comments and shares than those with just links or no media at all.
- Add a gif or short infographic to your social media post to demonstrate a complex topic quickly and clearly with engaging visuals.

*Recommendations based on Questline research and performance metrics.*

*For more, see the annual [Energy Utility Benchmarks Report](#).*

