Social Media in Real Life

Leah Crider
Engineering Black Belt
GE Hitachi Nuclear Energy
July 17, 2012
Nuclear Energy and Social Media

Eric McErlain
Senior Manager
Web Communications, NEI
The Trends

• Circulation and Viewership Dropping
  - New York Times Mortgages HQ
  - CNN’s Piers Morgan Records Lowest Monday Night Ratings in 15 Years (39,000 Viewers)
  - LA Times Gets $1.2 Million Grant to Fund Five Reporting Positions
  - Times-Picayune Cuts Print Edition to 3x/Week

• Even Strongest Outlets Are Struggling to Make Profits
Stress On Old Media Biz Model

“If a shareholder in this company should want to know what our newspaper and Web site will be earning 5 or 10 years from now, I simply have no way to tell you,” he said. “Trending out current revenues won’t give you the answer because we don’t know what the future of those revenues is.”

Donald Graham
CEO, Washington Post Company
December 2006
WaPo Today

- Newspaper Still Reporting Operating Losses
- Newsweek Sold to Private Investor for $1
- Company Earnings Now Driven by Cable TV and Test Prep Business (Essentially Funding the News Business)

- Bill Gates and Warren Buffet Leave Board
More Bad News

WaPo Leads All Competitors in Circulation Decreases

We've known for a while that our hometown newspaper of record was suffering, but new circulation numbers show how bad the suffering really is.

According to figures from the Audit Bureau of Circulations, the Post's daily circulation fell 7.84 percent from March 2011 to March 2012, representing the single biggest drop among the 25 biggest newspapers in the U.S. Worse yet, reported Poynter, Sunday circulation also fell, dropping 15.66 percent over a year, from 852,861 in March 2011 to 719,301 a year later. This decrease again put the Post ahead of all its competitors in terms of loss of readers.

The Post's fate seemed all that much worse once stacked up against The New York Times, which saw a 73 percent increase in circulation, led primarily by digital subscribers.

Over the last decade, the Post has struggled to transition in a changing media environment. Over nine years, there have been five rounds of buyouts, the most recent that only recently wrapped up and will see between 33 and 48 Post employees leave. Over the last three years, the size of the Post's newsroom has decreased by 200 workers.
The Implications

• New Generation of Reporters Are Less Experienced
  - Expected to Produce More Content More Quickly Than Ever Before
  - Rely Heavily on *Online Research and Social Networks* for Story Ideas
    • Headline: Buzzfeed Pillages Reddit for its Viral Photo Posts
  - Need to Drive Page Views Means More Sensational Storylines Tend to Win Out (Nuclear Energy an Easy Target)

• Conversation About Story Doesn’t End When It Hits Printed Page - In Fact, It’s Just Beginning
  - Readers Interact Directly with Content (Comment and Share With Contacts)

• Organizations Must Produce and Curate Content and Participate in a Real Time Conversation About Their Operations in Order to Influence Opinion Leaders
Social Media at NEI

- Originated in 2005 with NEI Nuclear Notes Blog
- Engagement on YouTube and Facebook Began in 2007
- Launched Twitter Feed and Flickr Photo Album in 2008
- Twitter Engagement Began In Earnest in March 2011
- Facebook Page Launched April 2012 in Conjunction with Larger Branding and Marketing Campaign
- Eventually Spun Into Separate Department That Includes Management of Corporate Web Site
  - Regularly Borrow Staff From Other Departments
    - Additional Contributors to Blog
    - Others Pitch in on Twitter
Social Media Platforms

- 2005 NEI Starts Blogging
  - NEI Nuclear Notes Goes Live in February 2005
  - Comment on current issues in nuclear news, use pre-approved fact sheet and policy briefs as proof points
  - Curating NEI’s content, giving our readers additional insight into our content library
  - Quickly contributing 25% of all online traffic
  - Evolved into platform for real-time response
  - Participating in real time conversation about our industry

NEI Nuclear Notes
News and commentary on the commercial nuclear energy industry.

Summer Intern Program or National Security Risk?

Here at NEI, one of my colleagues came across a set of correspondence in the NRC’s Adams database that was disturbing to say the least. Apparently, ABC News has been using reporter interns in an attempt to breach security at Test, Research and Training Reactors around the country.

In a July 27, 2005 letter to the NRC, Tawfik Raby and Seymour Weiss, co-chairs of the National Organization of Test, Research and Training Reactors, wrote the following to David B. Matthews, Director of the Division of Regulatory Improvement Programs in NRC’s Office of Nuclear Reactor Regulation (click here for PDF of original letter):
Social Media Platforms

• 2011 SafetyFirst Microsite
  • Goes live in June 2011
  • We call it a microsite, but it’s really a Word Press Blog about industry safety initiatives in wake of Fukushima
  • Surprise data point: member companies - not the press -- make up largest segment of users
  • Conclusion: content is serving as an online rallying point for industry safety issues and helping members align behind NEI
Social Media Platforms

- YouTube: World’s largest video sharing platform…and the world’s second largest search engine
  - NEI first used YouTube in October 2007
  - Established NEI channel in November 2008
  - Most video views, now over 1.1 million, post Fukushima
Social Media Platforms

- Twitter: Established 2006
  - NEI Operates Three Feeds

  - The Electric Utility’s Best Friend During Service Outage
  - Regularly used to push out positive news stories to our followers
  - Has taken over some functions of the blog
  - Primary real-time response tool (August 2011 Earthquake)
    - NEI got news from Twitter before we heard from Dominion.
Social Media Platforms

Nuclear Energy Institute

The Nuclear Energy Institute (NEI) is the policy organization of the nuclear energy and technologies industry.
Social Media Platforms

- **Facebook**: Founded 2004
  - #1 Referrer of Web Traffic
  - NEI Took Admin Responsibility for 3\textsuperscript{rd} Party Facebook Pages as Early as 2006
  - Today, It’s Our Most Successful Online Ad Platform

- During Fukushima, Interacted Directly With Several Pro-Nuclear Fan Pages to Share Latest Updates and Information
- March 2012: launched Facebook fan page in conjunction with online ad campaign
Engage: PBS Frontline (1)

1. PBS announces plans for ‘Nuclear Aftershocks’ special.

2. NEI publishes response blog post before show airs on TV.

3. NEI directs relevant search and contextual traffic to blog.

4. NEI engages PBS directly.
Engage: PBS Frontline (2)

5. Journalist (Miles O’Brien) initially hostile to criticism.

```
Miles O’Brien @milesobrien
@INL I don’t give a damn about the other coverage. No one works harder than I to get it right. Save your judgments until you have seen it.
← In reply to Idaho National Lab
```

6. Journalist begins conversing with NEI on issues

```
Miles O’Brien @milesobrien
@N_E_I @newshour I am sure I would have been roundly trashed by NEI if they thought the piece was inaccurate. Guess silence=factual?
```

```
NEI @N_E_I
@milesobrien We have posted a few entries to our blog in response to the program. See them here: bit.ly/Agcony
← Hide conversation

1:06 PM - 18 Jan 12 via TweetDeck · Details
```

7. Journalist retweets NEI’s response, link to NEI blog post.

```
NEI @N_E_I
Our recap of the @milesobrien chat yesterday about "#Nuclear Aftershocks" is available here - bit.ly/wHGFfN #frontline
↑ Retweeted by Miles O’Brien
```

```
Miles O’Brien @milesobrien
19 Jan
```
SCE Publishes YouTube Video ahead of NRC visit to SONGS

Plant Update: A Word From SCE's President

I'm Ron Litzinger, president of Southern California Edison.

Published on Apr 5, 2012 by SCE

A word from the president of Southern California Edison, Ron Litzinger, about San Onofre Nuclear Generating Station (SONGS).
NEI purchases relevant search advertising to drive users to video.
NEI redirects YouTube users to video via Promoted Videos.
Engage: SONGS (4)

NEI supplements search and YouTube campaigns with geographically targeted Facebook campaign.
Conclusions

• Financial Pressures on News Business Will Eventually Stabilize, but Trends of Last Five Years Will Continue

• The Landscape is Permanently Changed
  - Don’t Make Mistake That This Doesn’t Apply to Smaller Media Markets (Patch.com)

• Resources Dedicated to Traditional Content Generation Will Need to Be Reallocated
Nuclear Energy and Social Media

Eric McErlain
Senior Manager
Web Communications, NEI
## External Presence

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<thead>
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<th>Blogs</th>
<th>Twitter</th>
<th>Facebook</th>
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**Official Listing**

Emergency Communications
Energy Efficiency in Downtown CLT
Social Media and You...

Kristen Delphos
Employee Communications Manager
GE Hitachi Nuclear Energy
Who Are You?

• **Twitter**
  – Networking, breaking news, knowledge base/resources

• **LinkedIn**
  – Networking, exchange expertise, increase your visibility, special interest groups

• **Blog/Website**
  – Showcase your talents

• **Facebook**
  – Personal space
Representing Your Employer

You wouldn't want to show up to work and act inappropriately…

*Remember*

Your online activities reflect your employer.
Representing Yourself

• LinkedIn - Formal
  – All professional, all the time. Your virtual resume

• Facebook – Business Casual
  – Know your friends; it’s a class reunion, company picnic and neighborhood block party rolled into one

• Twitter – Business Cocktail
  – Dazzle them, working the room, collecting cards and making contacts all night long. Twitter is the cocktail party that never closes.
At Work – Know the Policy

Understand your employer's social media AND communications policies clearly ("When in doubt, don't shout it out")

As a GE employee, there are a few rules you should follow when using social networking sites:

- Never use your GE userid or password in a social networking account (Twitter, Facebook, YouTube, etc.).
- Speaking for the Company without authorization is prohibited.

I understand, let's go!
Being a Brand Ambassador

Be a "brand ambassador", not a spokesperson
Unless it’s Your Job...

Social media is distracting enough...
keep it out of work.
Why Can’t We Be Friends?

It’s absolutely appropriate to “friend” your friends… that includes your friends at work.
FINALLY... Remember

The internet never forgets.