



CONSUMER **ENERGY** ALLIANCE
THE VOICE OF THE ENERGY CONSUMER

CEA Social Media Overview



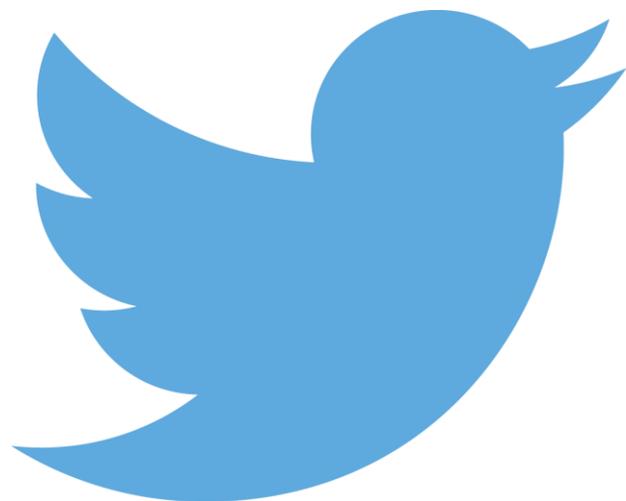
What is CEA?



- Why?

- “The ROI of social media is that you will still exist in 5 years”
 - Erik Qualman- Socialnomics

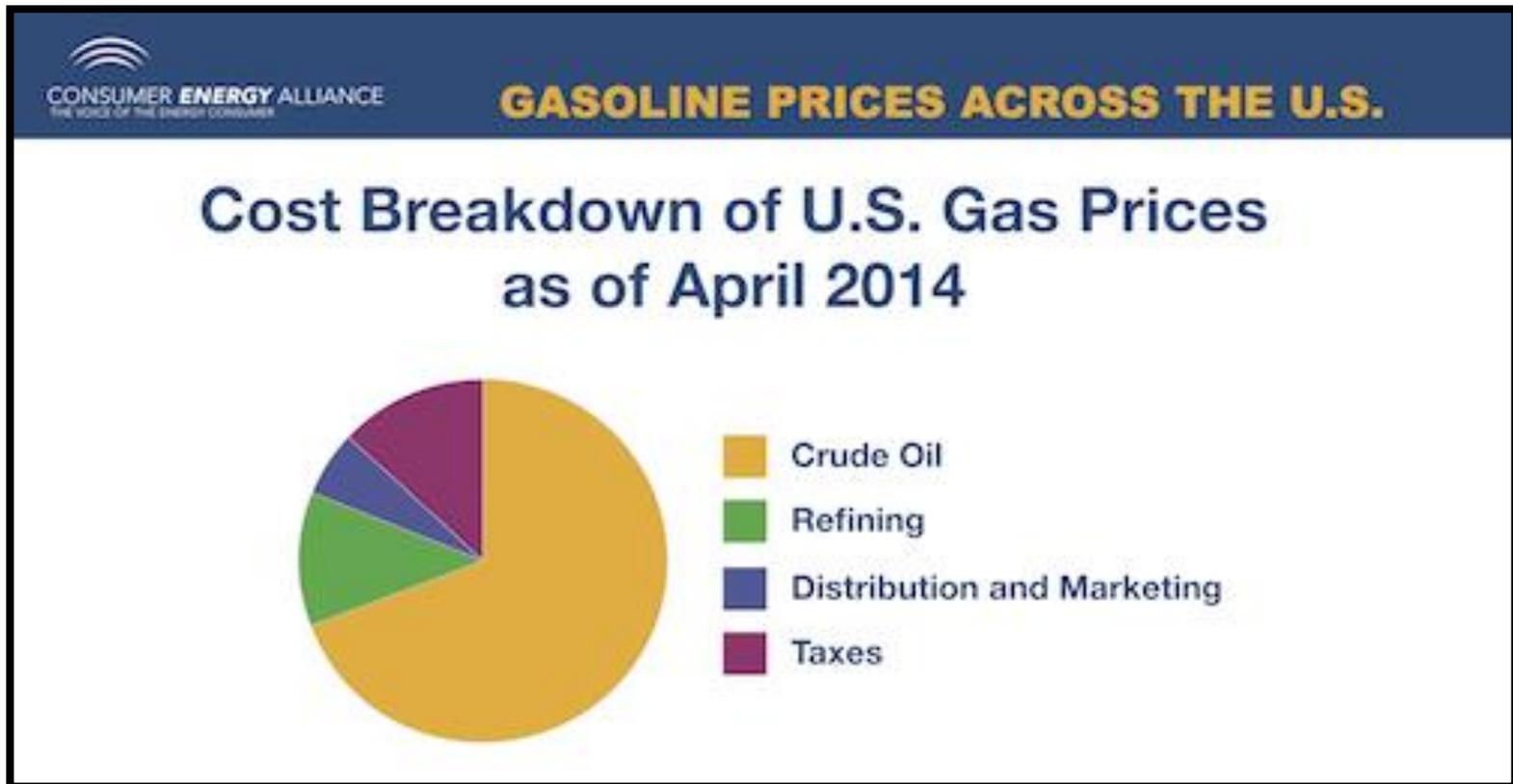
75% -



- **25%**

What do we share on Facebook and Twitter?

- Original Content



HOLIDAY ENERGY COSTS



 **\$704**

The holiday season can be an expensive time of year. With gift expenses averaging \$704 dollars this year, it's nice to know that increased holiday energy costs are comparatively low.



Average height of a Christmas Tree:

6 FEET



Amount of days the average family has holiday decorations up:

30



\$3.84

the cost of an average six foot Christmas tree lit up with mini lights (for 4 hours a day for one month) during this holiday season.

\$3.56

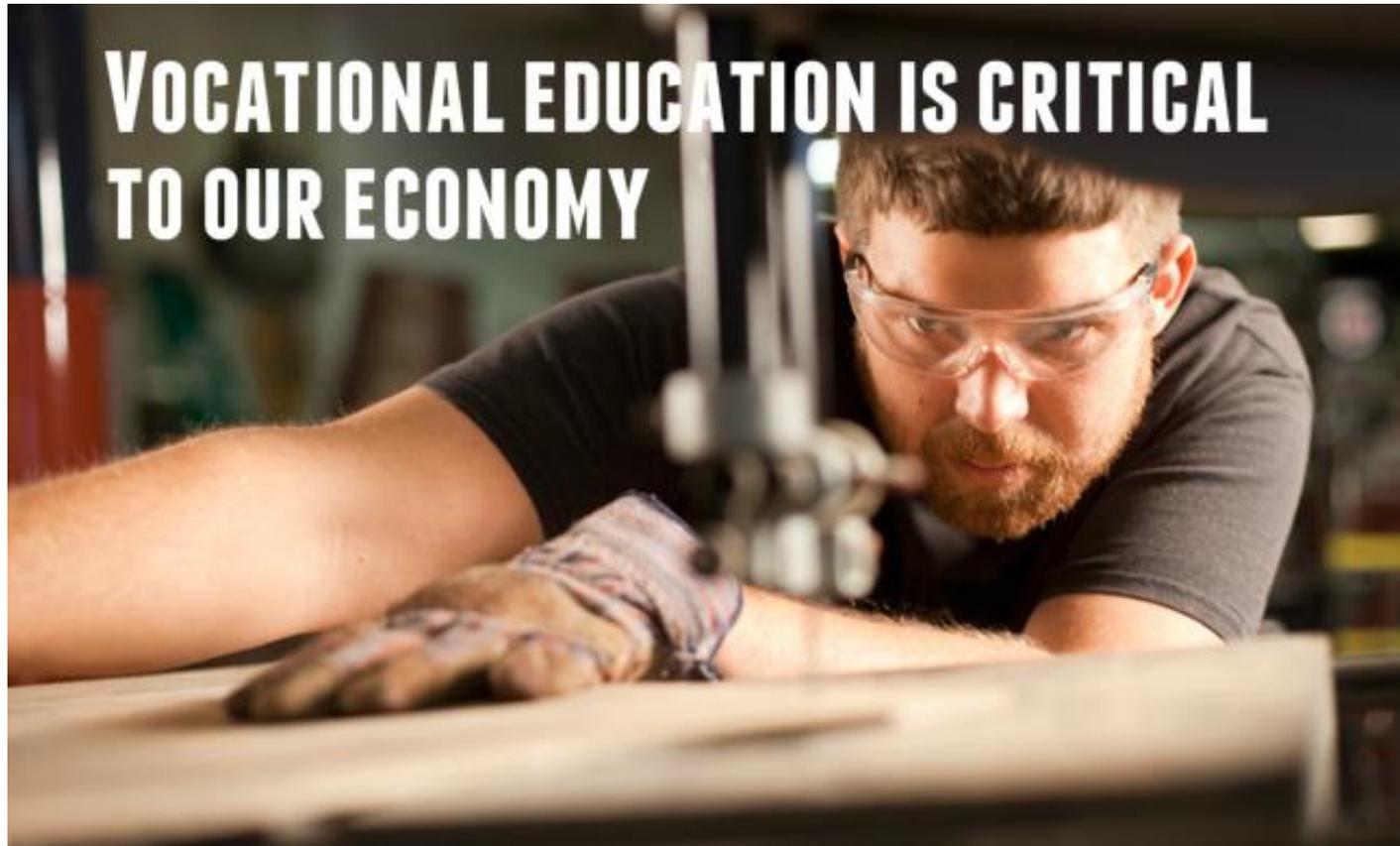
the cost of an average

94.5 MILLION

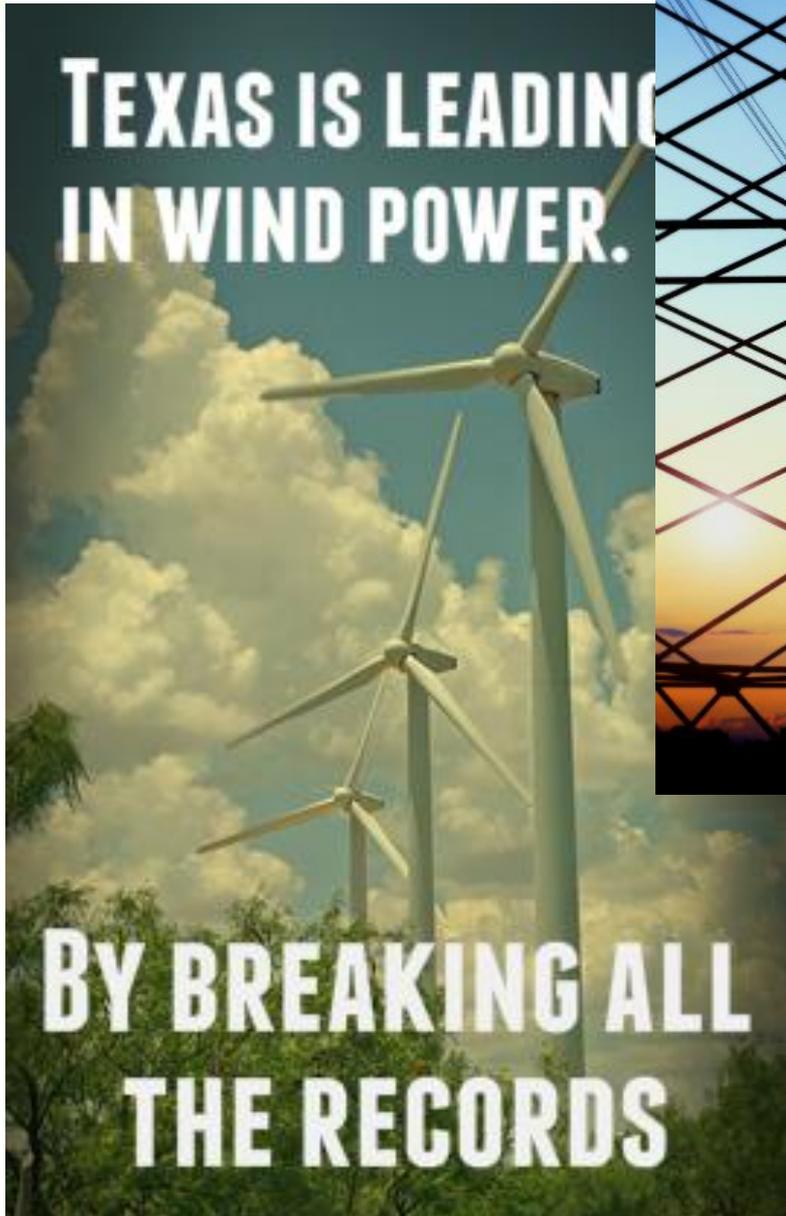

People traveled over the holiday season last year

What do we share on Facebook and Twitter?

- **Factoids/Position Statements**



What do we share on Facebook and Twitter?



Fund TX Roads

@FundTXRoads

Texas roads keep the oil patch rolling. Vote to #FundOurRoads. Learn more at FundTXRoads.org

Reply Delete Favorite Pocket HootSuite

1:48 PM - 19 Aug 13

What do we share on Facebook and Twitter?

Consumer Energy Alliance shared a link
Posted by Shawn

In the dictionary unc
U.S. energy product



Shale Boom Sends U
www.bloomberg.com

U.S. crude production climbed to a 20-year high last week as the shale boom moved the world's biggest oil-consuming country closer to energy independence.

 **CEAorg** ✓
@CEAorg

One of the states w/ the happiest people, also leads in personal income growth. And yes, [#energy](#) plays a big role. yhoo.it/1e9VKTj

Reply Retweet Favorite Pocket More

 **Yahoo News**

ND records nation's highest personal income growth

North Dakota has recorded the highest personal income growth among all states for the sixth time in the last seven years. Statistics released Tuesday by the U.S. Bureau of Economic Analysis indicated...

[View on web](#)



Following

d a link.

? Increasingly, its an

l0/is-google-an-



pany?

The answer is that the two are rapidly converging. Google, along with its peers such as Apple, Facebook, eBay, Yahoo, Tesla and hordes of other start-up in and around Silicon Valley, have been the darlings of the Wall Street with their stratospheric market valuations, rising stocks, and...

Like · Comment · Share

17

Social channels promote other efforts



Consumer Energy Alliance shared a link.

Posted by Shawn Martini [?] · 13 May

Energy production is helping to create new avenues of employment for college aged students in many regions across the nation.

Take a look at how one Colorado teenager is hoping to join the energy industry.

http://youtu.be/8R1f5D3j2_E



Nedy Ayala- Colorado Energy Voices

With an expanding oil and natural gas

Like · Comment · Share

21 people like this.



Consumer Energy Alliance

Posted by Shawn Martini [?] · 1 May

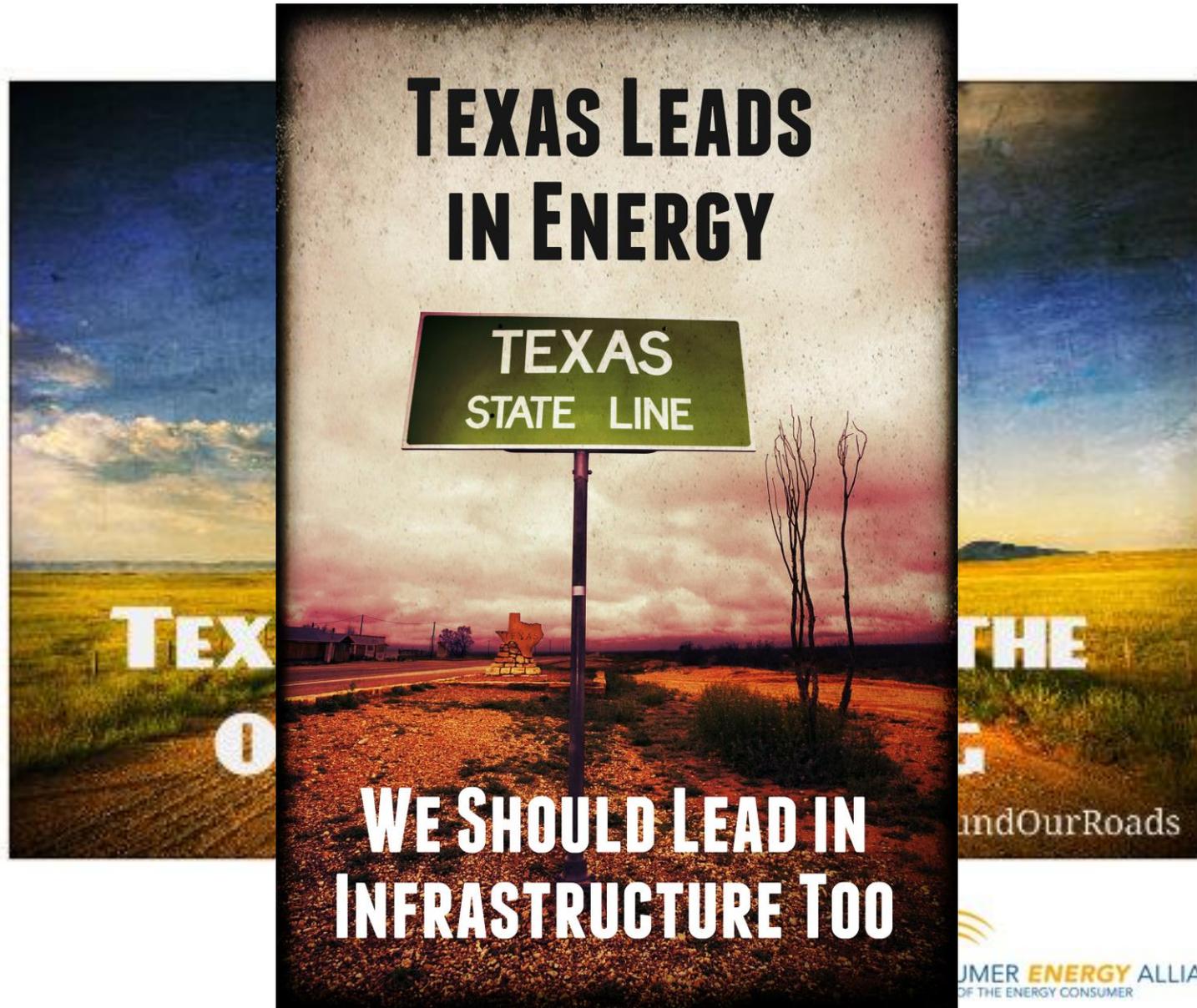
Our own Andrew Browning visiting Eyewitness News 4 in Albuquerque to talk with Good Day New Mexico about summer gas prices and how to reduce your fuel bills.

Learn more about how to improve your fuel economy and reduce costs on our website.

<http://theenergyvoice.com/consumer-tips-saving-gas-money/>



Social channels promote other efforts





- Does it help?

Yes!

–Reach, Engagement



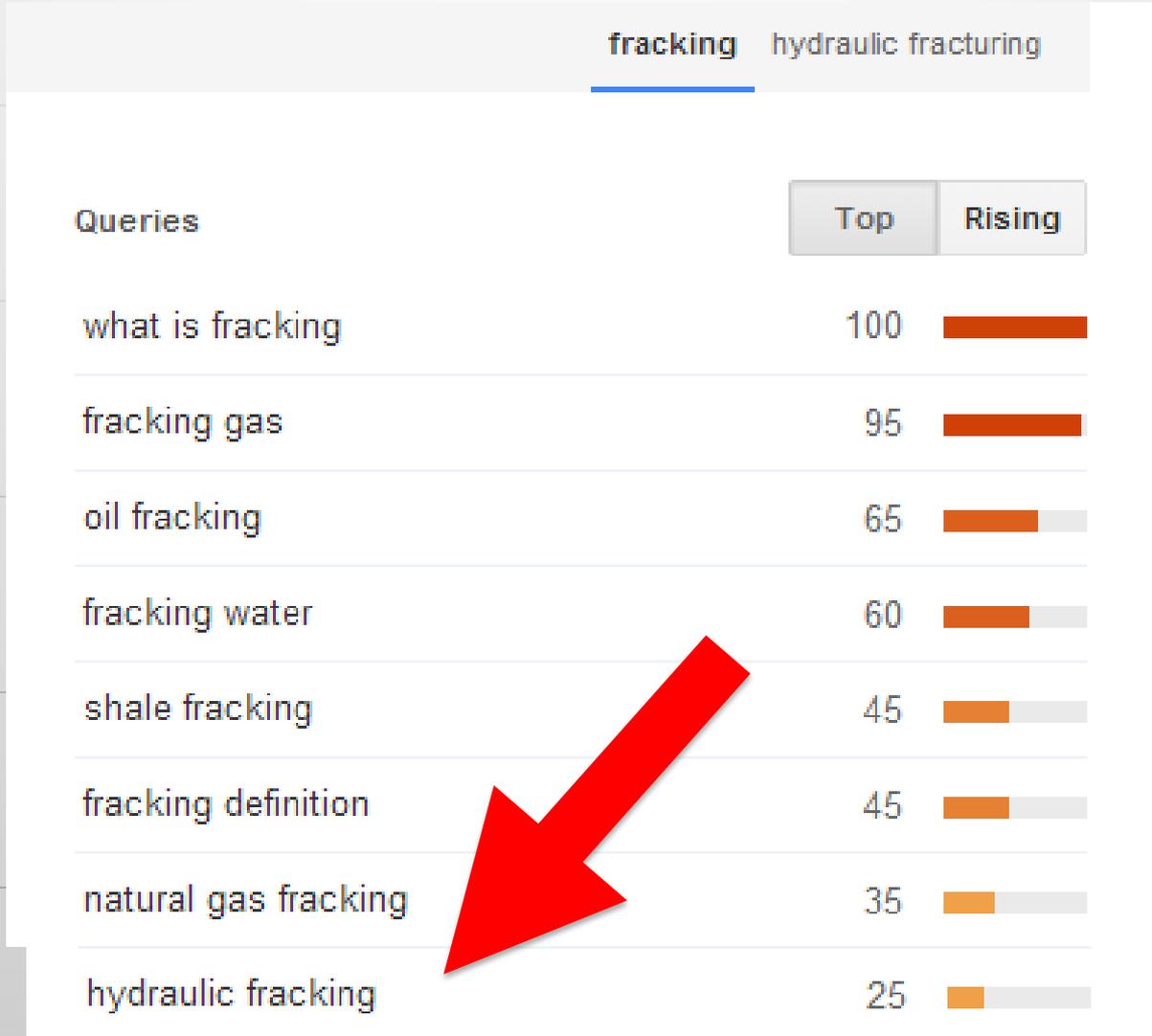


Tips/Tactics

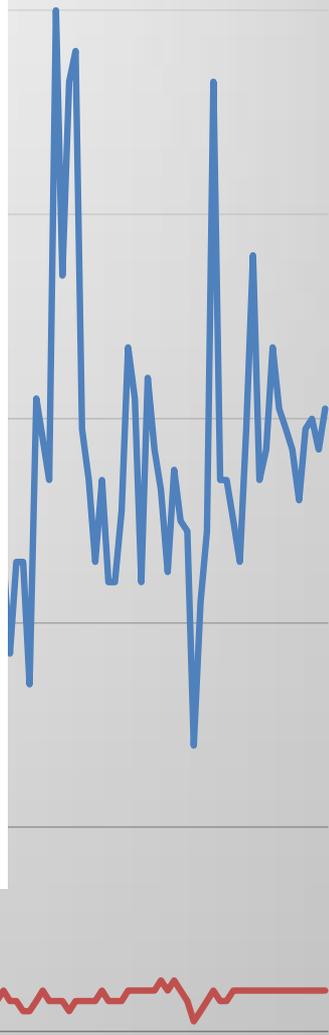
- Use the right words

Hydraulic Fracturing Google Searches

120
100
80
60
40
20
0



fracking hydraulic fracturing



Mike Fergus- Colorado Energy Voices



0:00 / 1:19

YouTube

OUR NATION'S
TRIC GRID...



A TIER 1 PROBLEM

ENERGY = JOBS



Tips/Tactics

- Engage with audience
 - Be diligent
-

- **Resources**

- **Social Media Examiner**
- **Business 2 Community**





Contact

- **Shawn Martini**
 - Communications Director
Consumer Energy Alliance



smartini@consumerenergyalliance.org

303-895-5070