



**COLLINGS
& MONNEY**

The renewable energy marketing agency

Demystifying social media

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What is social media?

Social media...

- Is more than just Twitter, Linked-in, Facebook or YouTube
- Is a two-way communication street
- Offers education and entertainment for the people



What can it do for you?

What is the added value of social media for public campaigners?

- It offers to outstanding content a cheap and direct avenue to the public.
- It gives you a platform to rally supporters of your campaign



Content is king



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Poor content = Failure

- The 3 types of social media content: owned, earned, paid
- A good social media campaigner is a good publisher.
- You always compete for people's attention
- Big ideas spread like wildfire
- Stay current
- The importance of interactivity
- Have a content management plan in place
- Promote everywhere and recycle everything



Creating online communities

Social media enables to build communities around renewables

- Gather support
- Give people a reason to share
- The 90-9-1 rule
- Communities require a lot of care and feeding
- Promote quality content



3 more tips to engage in multi-platform social media marketing

- Choose the right channels
- Avoid over-complicated programs
- Consider the advertising option



Going viral case studies

Two successful you tube videos

Epuron Video: http://www.youtube.com/watch?v=2mTLO2F_ERY



GE Video: <http://www.youtube.com/watch?v=fViObqGvljM>



Thank you