Social Media Influence, Engagement and Best Practices

GRC Ambassador Program
INTRODUCTION

Geo Energy Marketing Services is committed to professionalizing and promoting the geothermal industry through enhancing the position and voice of all its contributing companies.

#GEOTHERMALFACTSANDSTATS
OVERVIEW

- What is Social Media?
- Influence
- Engagement
- Best Practices
- Next Steps

Social Media Influence, Engagement and Best Practices
WHAT IS SOCIAL MEDIA?

Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information.
**INFLUENCE**

- **LinkedIn**
  - 25% of all adults
  - 45% of users earn more than $75K a year
  - 70% of users live outside of the US

- **Facebook**
  - 2.23 Billion Users
  - 405 mins spent per month
  - 54% of FB users buy from brands they follow

- **YouTube**
  - 1.5 Billion Users
  - More than 1 Billion hours are watched per day

- **Twitter**
  - 8,220 Tweets per second
  - 64% of Twitter users buy from brands they follow

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**Social Media Influence, Engagement and Best Practices**

**Sources:**
Sprout Social & Internet Live Stats
Brandwatch
ENGAGEMENT

- The number of social media accounts per user increased from 3 to 7 over past 5 years
- 97% of adults have logged into at least 1 account in the past month
- 1 in every 3 minutes users spend on the internet are SM or Messaging related
- 89% of SM Messages to brands go ignored!
BEST PRACTICES

1. Have a *presence*
2. Be *consistent*
3. *Content, content, content*
4. Be *authentic*
5. Perfect is *not* authentic
6. Remember someone is *always watching*
7. Embrace *engagement*
8. Leverage the *platforms*
9. Find your *Brand Ambassadors*
10. *Don’t give up*
WORKING WITH ONE VOICE

1. Take a photo from where you are sitting.
2. Post it along with this text on Twitter or LinkedIn right now.

Attending the GRC Ambassador Program - Social Media Presentation at the #GRCAM2018 with @GeoEnergyMrktg and @GRC2001 #Geothermal
REMEMBER THIS

- Leverage your passion for geothermal
- Use your position and thought leadership in our industry to influence
- Commit to increased involvement on social media platforms
- Collaborate worldwide with *One Voice*

Use these Hashtags!

#GEOTHERMAL
#LOVEGEOTHERMAL
#THISISGEOTHERMAL
Visit the WING booth to complete an online OR paper survey and receive a WING water bottle as well as a Raffle Ticket for a chance to win a $50 American Express Gift Card!
GET IN TOUCH

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