



# Conservation Messaging for Summer 2012

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**ERCOT Public**  
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# First Heat Wave of Summer 2012 Outreach

- News releases: Three (one each on June 22, 26 and 27) related to heat. One on June 26 related to Board meeting
- Centralized media calls: One (June 27) wrapping up the event
- Media interviews (approximate total includes duplicate interviews from single entities)
  - Print media, 33
  - Radio, 23
  - TV, 22 (including three local on-camera interviews)
  - Media call participants, 16
  - Market Participants/customer inquiries: 5+
  - In August, Texas Co-op Power will offer a conservation message from Trip Doggett to its members to use in their local pages. They also plan to include a brief piece promoting the ERCOT Energy Saver app in shared pages.
  - Following the event, interviews regarding conservation and summer continue, especially with smaller local newspapers and college publications.
- Tweets: Six
- Facebook: Seven (added one to allow sharing)
- As a response to our conservation appeals, the State Board of Preservation enacted summer conservation measures at the Texas Capitol.

# ERCOT Energy Saver App and Social Media

## **App downloads:**

June 25	1,377
June 26	1,038

June 13 – July 2      total: 7,910

- Android: 1,962
- Apple: 5,948

## **Social Media during the week of June 25-June 29:**

- FB followers: 1060
- Total number of Users Reached with Likes or Comments: 1394
- Number of Shares/comments: 20
- Twitter Followers: 3350
- Tweets over conservation: 5
- Total Re-tweets for conservation: 163

We contacted over 40 trade organizations, environmental groups, professional organizations, chambers of commerce and state agencies to spread the word on the app - groups like Texas Municipal League and Greater Houston Partnership have sent it to their lists. Just counting those two groups, we have reached over 20,000 people.