



## Item 9: Annual Communications Overview

*Robert Black*

ERCOT Vice President, Public Affairs

Human Resources and Governance  
Committee Meeting

ERCOT Public  
December 18, 2023

# Overview

- **Purpose**

This presentation recaps ERCOT's 2023 Communications activities and highlights areas of strategic focus and improvement

- **Voting Items / Requests**

No action is requested of the Human Resources and Governance (HR&G) Committee or Board; for discussion only

- **Key Takeaways**

- Created a more proactive and streamlined communications department
- Established ERCOT's first social media outreach program
- Significantly enhanced ERCOT's internal communications efforts
- Created a proactive communications and education channel (TXANS)
- Continuously improved, enhanced, and evolved communications efforts throughout the year

# New Corporate Communications Structure

- **January 2023** Corporate and Digital Communications were two separate departments with little communications with each other
  - Limited Corporate Comm focus on internal communications
  - Limited social media presence and strategy
- **Developed** a comprehensive communications plan and goals
- **Restructured** creating three pillars
  - External Communications
  - Digital Communications
  - Internal Communications
- **Expanded Team**
  - Communications Specialist
  - Social Media Specialist
  - Graphics/Videographer

**Key Takeaway:** Strengthened ERCOT's Corporate Communications by combining external, digital, and internal teams and streamlining internal processes.

# Communications Objectives & Goals

- **External:** Continue to build credibility and trust among targeted audiences. Demonstrate openness and transparency with the media/public. Consistently communicate with, educate, and inform the public on ERCOT efforts.
- **Digital:** Continue to improve digital communications channels
- **Internal:** Worked with HR to create a more robust internal outreach effort to engage, inform, highlight, and unite ERCOT employees; created first Intranet: ERCOT Connect
- **Overall:** Utilize all available communications resources: website, Intranet, digital/social media, traditional media, interviews, press releases, speeches, presentations. Consistently communicate with, educate, and inform the public and employees on ERCOT efforts.

# External Communications

- **Be open and transparent with the public and media.** We continue to provide regular updates on grid operations and system conditions. We are working to shape the narrative of ERCOT and not let outside entities shape the narrative for us. We are not just going to communicate in times of crisis. We are proactively pushing back and working with reporters when stories are inaccurate.
- **TXANS (Texas Advisory and Notification System).** Launched in May 2023, this new communications tool informs the public ahead of periods of higher demand; available in Spanish, too
- **Speeches/Interviews.** Participating in more external speaking engagements and media interviews
- **Trending Topics.** Just launched a new resource providing factual information on current issues involving the ERCOT grid
- **Educational Collateral.** Creating one-pagers, reports, presentations, web pages, and more to inform and educate



# Digital Communications

- Touches everything we do, both internally and externally
- Branding, designs, and standardization
- Creation of design, graphics, logos, event signage, backdrops, informational one-pages, QR codes, etc.
- Digital channels include ERCOT.com, mobile app, MIS, LISTSERV, social media, new SharePoint/Intranet site
- Review and brand SME speaking engagement presentations
- Create email templates for multiple mass mailing campaigns/messaging
- Design and create new webpages and web interactive tools
- Work closely with IT, HR, and Operations to design and roll out better communication and tools to deliver the messages
- Improving analytics on all channels and campaigns to improve communication



# Internal Communications

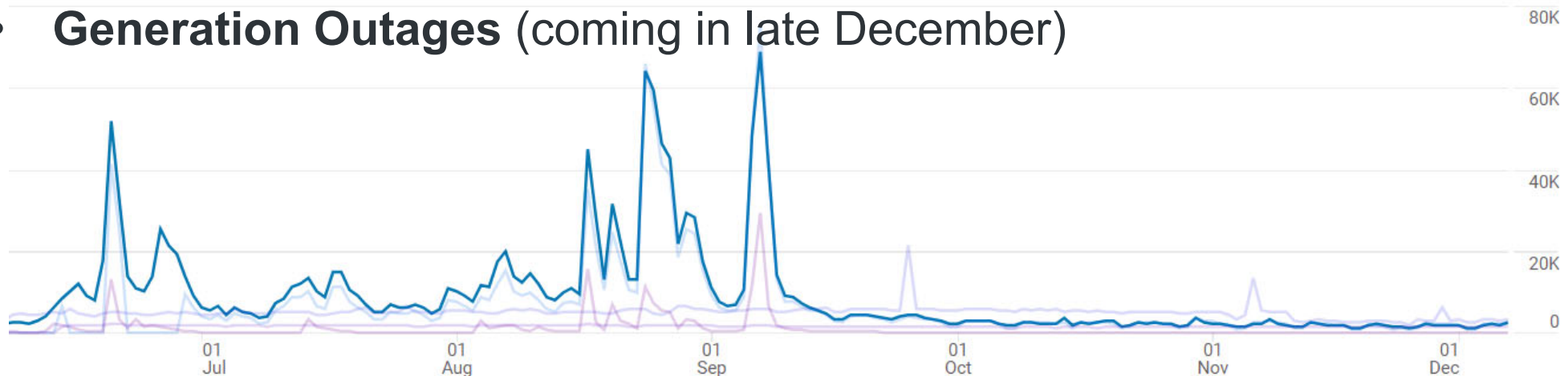
- Collaborate with Human Resources on employee communications
- Highlight and celebrate ERCOT employees and their projects, accomplishments, and successes
- Responsible for creating engaging, relevant, timely communications targeted to employees and contractors
- Powered by People employee campaign
  - Employee Summit kicked off a comprehensive internal communications campaign
- Employee meetings and engagement
  - Intranet site houses internal news and events
  - Organize speakers, run CEO's Employee Meeting
  - Quarterly Management Meeting
  - Annual Employee Summit
  - Internal Speaker Series
- Collaborate with all ERCOT departments

# Dashboards

Our Grid & Market Condition Dashboards have been a tremendous success. Stakeholders visit these daily, and media outlets use these dashboards in articles and during newscasts.

## New in 2023:

- **Energy Storage Reserves** with current and previous day
- Added Monthly Capacity column to **Fuel Mix**
- Added 6-Day Forecast to **Supply & Demand**
- **Generation Outages** (coming in late December)



**Key Takeaway:** Dashboards are most popular in summer and grid events. 70K sessions occur on a tight day compared to 1K sessions on a normal fall, spring, or early winter day.



# Crisis Communications

- Meet weekly to discuss crisis communications policies and procedures and plan for potential crisis events
- Run drills
- Identify and outline processes to perform during a crisis and lead team member and backups through planning and discussions
  - Practice through drills
- Plan and draft messaging, when possible, in advance of seasonal needs, changes due to new initiatives and legislation, operational needs, and more
- Update pages and documents on the website, including:
  - Summer/winter page
  - Conservation
  - Grid conditions
  - EEA overview
  - TXANS
  - News releases
  - And more

## Social Media Metrics

### Performance summary across all 3 platforms: Jan 1 – Dec 8, 2023 compared to Jan 1 – Dec 8, 2022

- Impressions grew by 528.5%
  - 11.6 million in 2023 vs. 1.8 million in 2022
- Engagements increased by 148.1%
  - 633,986 in 2023 vs. 255,507 in 2022
- Audience grew by 392.2%
- Number of posts grew by 1,094.1%
  - 406 posts in 2023 vs. 34 in 2022
- Video views grew by 37,587%



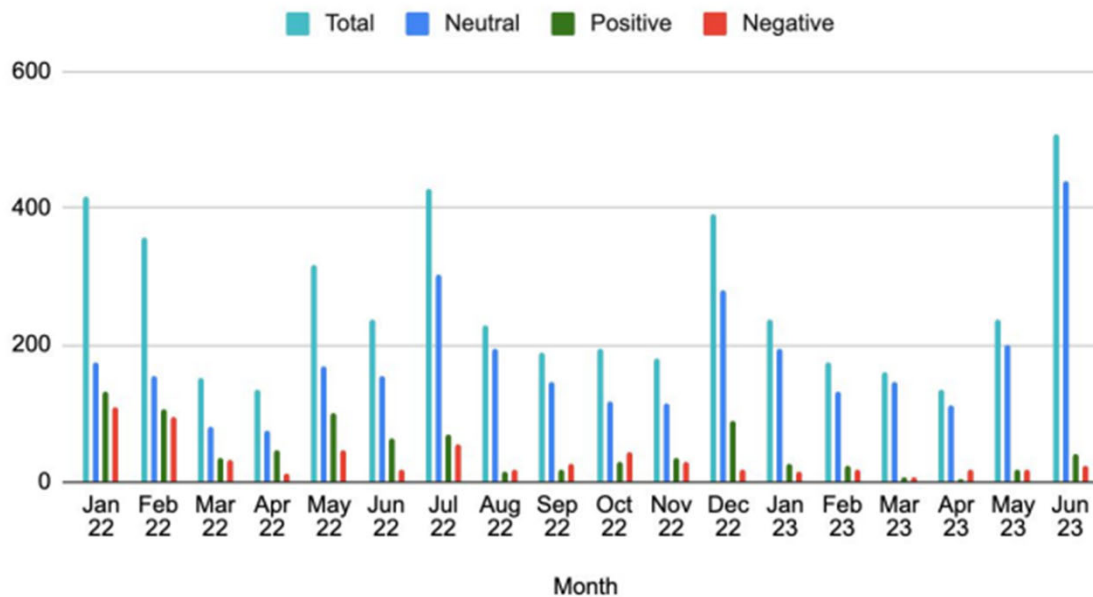
**Key Takeaway:** ERCOT has created a social media program to be active and transparent. Texans are getting used to hearing from us in non-emergency times. We have consistent record engagement and impression numbers, while growing all 3 channels.

# Media Coverage: January – June 2023

Volume of reporting and sentiment to ERCOT coverage

Volume of News	Positive News	Negative News
4679	18.5%	13%

Total, Neutral, Positive and Negative News



**Key Takeaway:** Increased 'neutral' and 'positive' ERCOT sentiment across traditional and digital media platforms.

## Looking Ahead

- Greater focus on being more proactive with policy/issue narrative – getting ahead of the story
- Greater utilization of *Trending Topics*
- Mobile App Redesign Launch
- Speakers Bureau Launch
- Website Redesign Launch
- Innovation Summit
- Second Employee Summit
- Continue expanding social media presence
- Build educational collateral – ERCOT 101 White Papers
- Annual Report
- Monthly Report

**Key Takeaway:** ERCOT will continue to create communications to inform and educate all stakeholders.

# 2023 Highlights

## Texas Advisory and Notification System (TXANS)

Enter your email  [Subscribe](#)

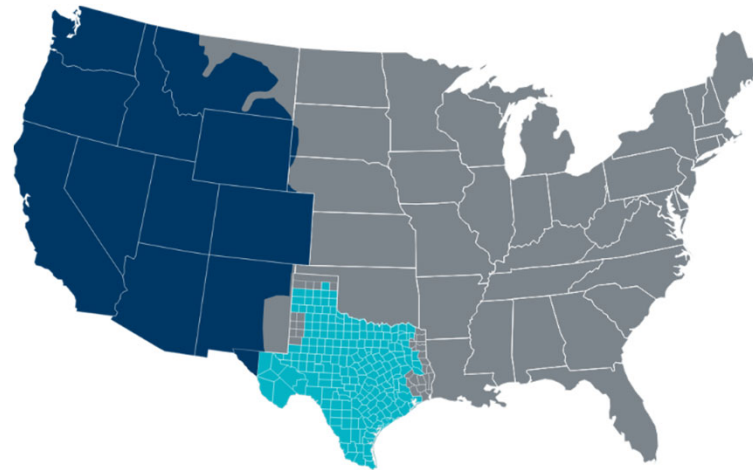
### What is TXANS?

ERCOT's early notification ahead of periods of higher demand.



### Stay informed with TXANS

- 3 ways to get TXANS notifications:**
1. Sign up for emails.
  2. Follow ERCOT on social media: [Twitter](#) | [Facebook](#) | [LinkedIn](#)
  3. Download the ERCOT mobile app: [iOS](#) | [Android](#)



JOIN US

- System Operations
- Engineering
- Information Technology
- Project Management
- Finance
- Human Resources



### Peak Demand Search

2023 Records

- November 2023
- October 2023
- September 2023
- August 2023
- July 2023
- June 2023
- 2023 All-Time Weekend Peak Records
- 2023 All-Time Records

2022 Records

ERCOT Yearly Peak Demand Records

### Search Peak Demand Records

Search our help site...

**YEARLY PEAK DEMAND**

Review the peak demand set each calendar year going back to 2000.

➔

**CURRENT PEAK DEMAND RECORDS**

View the current year's latest peak demand records.

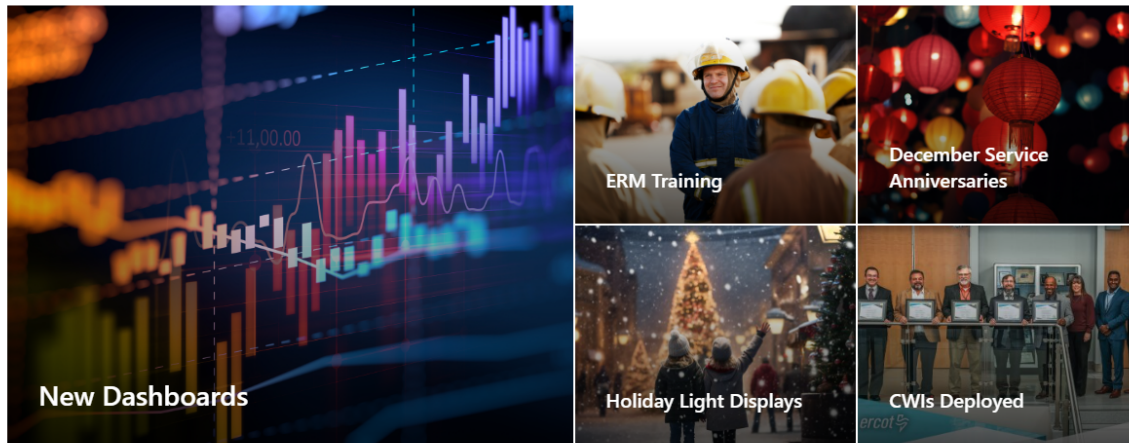
➔

# 2023 Highlights Continued

ercot  Who We Are Working Here Departments Legacy SharePoint Menu Helpful Links

## ERCOT Connect

+ New Page details Analytics



News See all

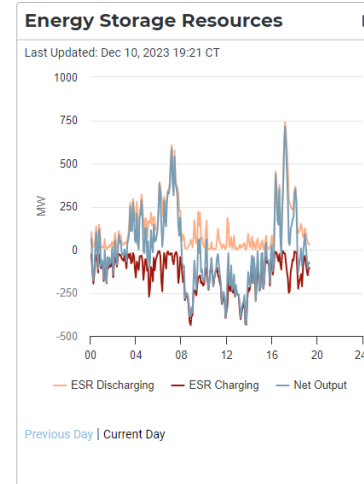
The Grid Conditions meter displays the current state of ERCOT grid condition levels.

### Texas Advisory and Notification System (TXANS) Energy Emergency Alert (EEA)

Normal Conditions	Weather Watch	Energy Emergency Level 1
Voluntary Conservation Notice		Energy Emergency Level 2
Conservation Appeal		Energy Emergency Level 3

### NEWS RELEASE

**ERCOT Continues Winter Preparedness Efforts, Additional Weatherization Inspectors Deployed**



### Fuel Mix

Last Updated: Dec 10, 2023 19:19 CT

CURRENT GENERATION	MONTHLY CAPACITY
Solar 0 MW (0.0%)	18,698 MW
Wind 11,152 MW (22.5%)	37,801 MW
Hydro 28 MW (0.1%)	575 MW
Power Storage 23 MW (0.0%)	4,298 MW
Other 0 MW (0.0%)	174 MW
Natural Gas 24,299 MW (49.1%)	67,372 MW
Coal and Lignite 8,907 MW (18.0%)	14,713 MW
Nuclear 5,108 MW (10.3%)	5,268 MW

Previous Day | Real-Time | Current Day

ercot **ERCOT**  
23,724 followers  
1mo

Did you know? ERCOT's Grid and Market Conditions page houses data-driven dashboards that offer a snapshot of real-time grid conditions in the ERCOT system. From supply and demand and prices to energy generation by fuel type, ...see more

### Grid and Market Conditions

