



PUBLIC

## Item 10: Communications

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Human Resources and Governance  
Committee Meeting

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### Purpose

- This presentation highlights ERCOT's 2025 Corporate Communications activities, strategic areas of focus, implementation of proactive communications, and look forward to 2026.

### Key Insights

- Utilized data and analytics to gauge internal and external communications effectiveness. Results show steady growth and impact among stakeholders. Corporate Communications continues to educate and inform internal and external stakeholders.
- Effectively utilized all communications channels to reach stakeholders.
- Increased external communications outreach through editorial board meetings, Trending Topics, Grid Insights, ERCOT Monthly, Advancing Reliability, speaking engagements, media interviews, and social media.
- Increased and expanded internal communications efforts through ERCOT Powered by People, Connect, Ways of Working, Employee Summit, and internal videos.
- 2025 was a low weather event year. ERCOT spent the year communicating policies and procedures surrounding the grid.

## Main Objectives

- Educate and inform target audiences by communicating clear and reliable information on grid policies, issues, operations, and conditions
- Utilize all available communications resources, including social media, videos, events/meetings, collateral material, interviews, and presentations to reach our audiences
- Continue building trust and credibility among our stakeholders
- Prepare for crisis situations





## ercot\_iso



**ERCOT**  
39,966 followers  
6d · 🌐

1. Maintain system reliability
2. Facilitate a competitive wholesale market
3. Facilitate a competitive retail market
4. Ensure open access to transmission



A graphic for ERCOT STEM Day. It features a glowing lightbulb held in a hand, with a network of nodes and lines surrounding it. The ERCOT logo is in the top right corner, and the text "STEM DAY" is at the bottom.



## 4

# ERCOT Social Media Followers Compared to other ISOs/RTOs

X	Facebook	Instagram	LinkedIn
<ul style="list-style-type: none"><li>• <b>ERCOT: 116,044</b></li><li>• CAISO: 37,810</li><li>• PJM: 15,356</li><li>• MISO: 8,809</li><li>• SPP: 8,787</li><li>• ISO-NE: 5,856</li><li>• NYISO: 4,377</li></ul>	<ul style="list-style-type: none"><li>• <b>ERCOT: 46,470</b></li><li>• SPP: 14,882</li><li>• CAISO: 8,324</li><li>• PJM: 2,185</li><li>• ISO-NE: 523</li></ul>	<ul style="list-style-type: none"><li>• <b>ERCOT: 862</b></li><li>• SPP: 915</li><li>• ISO-NE: 54</li><li>• CAISO: 22</li></ul>	<ul style="list-style-type: none"><li>• CAISO: 92k</li><li>• PJM: 41k</li><li>• <b>ERCOT: 40k</b></li><li>• MISO: 31k</li><li>• ISO-NE: 23K</li><li>• NYISO: 23k</li><li>• SPP: 19K</li></ul>



**Key Takeaway:** ERCOT leads the other ISOs and RTOs in three of four social media channels. ERCOT has seen growth in all social media channels through targeted outreach.





# Media Coverage and Outreach

## Hot Topics

- Data center growth redefines infrastructure planning
- Battery storage and solar drive reliability
- 'Uneventful summer' marks reliability milestone

## News Releases

- Weather Watch (6)
- Board Members (3)
- GRIT (3)
- Innovation Summit (2)
- CDR report (1)

## Headlines

- ERCOT increasingly meets rising demand with solar, wind, & batteries
- ERCOT launches initiative to explore grid innovation as introduced supply changes
- How RTC+B will transform ERCOT's real-time electricity market



**Key Takeaway:** The year reflected growing confidence amid transformational grid challenges, favorable coverage, and consistency in messaging and outreach.



## Crisis Preparations

- Black Start drill
- GridEX VIII drill
- TXANS walkthroughs
- EEA tabletop discussions
- Templates – prepared/updated
- Responsibilities – three deep
- Social media posts – prepared/updated
- TXANS – increase in subscribers
  - Currently, ~38,000 subscribers
- Regular meetings with communications team members
- Monthly Market Participant communicators meetings
- Engaged outside public relations firm

**Key Takeaway:** ERCOT Communications works year-round on preparing, drilling, and reviewing its crisis communications procedures, plan, and related documents.



# Engagement, Innovation, & Educational Events

- **Employee Summit**
  - Third year
  - 630 attendees (in-person)
- **Innovation Summit**
  - Increased in-person attendance from the inaugural Summit by 50%
  - 850+ attendees (virtual and in-person)
- **Annual Membership Meeting**
- **Quarterly Internal Meetings (8)**
- **Grid Transformation Speaker Series (12)**
- **Meeting/Control Room Viewing Requests (7)**
- **Cvent Software Implementation**



**Key Takeaway:** Connecting with our audiences – internal and external – is a crucial piece to our mission success in being the best grid in the world.

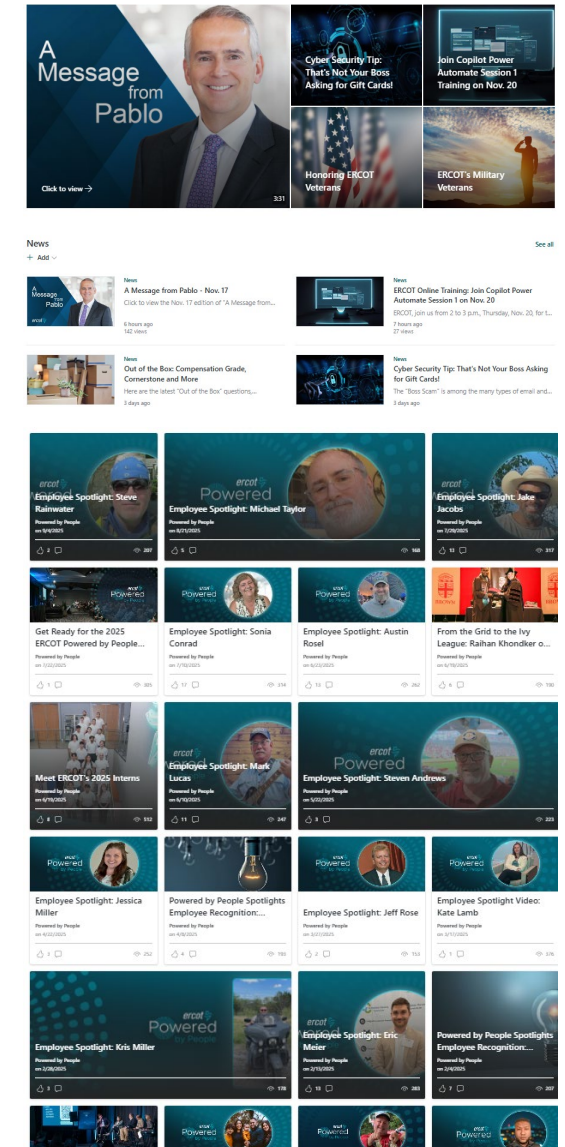




# Empowering Our People

## Employee Engagement, Outreach, and Highlights

- A Message from Pablo
  - Bi-weekly videos to employees from Pablo speaking on current ERCOT events and celebrating accomplishments
- ERCOT Powered by People Spotlights
  - Monthly feature on employees
- Connect
  - Internal site featuring impactful news (such as the remodel and Tango reservation system), highlighting projects and external events (Speaking Engagement recap and news releases), employee events (chili cookoff, EDP bakeoff, and volunteering)
  - Connect Digest – weekly email recapping the news and stories from the previous seven days
- Internal Announcements
  - Working with various departments to align messaging and provide clear communications



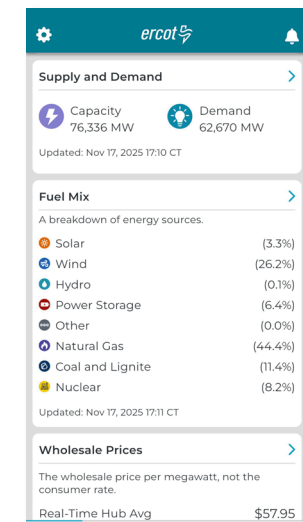
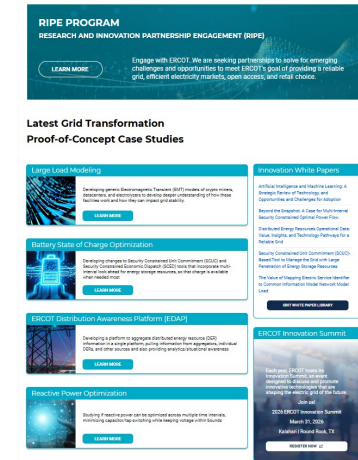
**Key Takeaway:** ERCOT continues to focus on providing communications to our employees and finding ways to connect, highlight, and celebrate all the great things they do.



# Digital Channels

## Improvements, Upgrades, & Overhauls

- **SharePoint Project:** 65 new sites; 10 redesigned sites
- **Launched New Version of Mobile App**
- **ADA Compliance:** Mobile app is certified Level AA compliant
- **Website Redesign Project:** Completed design; implementing in 2026
- **Dashboard Enhancement Process:** Implemented stakeholder process for dashboard feedback
- **Launched Grid Research, Innovation, & Transformation (GRIT):** Designed and implemented new web section for [GRIT program](#)
- **RTC+B Project:** New dashboard, 2 redesigned dashboards, 18 new CDR reports, 6 new “other” reports, 3 new disclosure reports, 12 renamed reports, and 17 removed reports



**Key Takeaway:** ERCOT continues to improve all digital channels to provide better transparency, communication, usability, and Market Participant requests.



## Looking to 2026

- ERCOT.com Redesign (Company OKR)
- Launch ERCOT Podcast
  - Establish A/V Division/Hire Manager
  - Multi-Purpose Media Room
- Department Communications Coordination
- ERCOT Branding/Rollout of New Vision, Mission, Core Values
- Launch Media/Presentation Training Program
- Launch Corporate Communications Education Campaign
- Crisis Communications Preparation
- Evaluate Employee Social Media Policies/Procedures
- Improve Corporate Communications Structure/Procedures
- Examine Analytics to Gauge Communications Effectiveness
- AI Utilization

