



Item 5: Annual Communications Overview

Mark Miner
Senior Director
Corporate Communications

Human Resources and Governance Committee
Meeting

September 14, 2026

Purpose

Outline 2026 corporate communications priorities, including crisis communications preparedness. Provide performance analytics and trends across social media platforms.

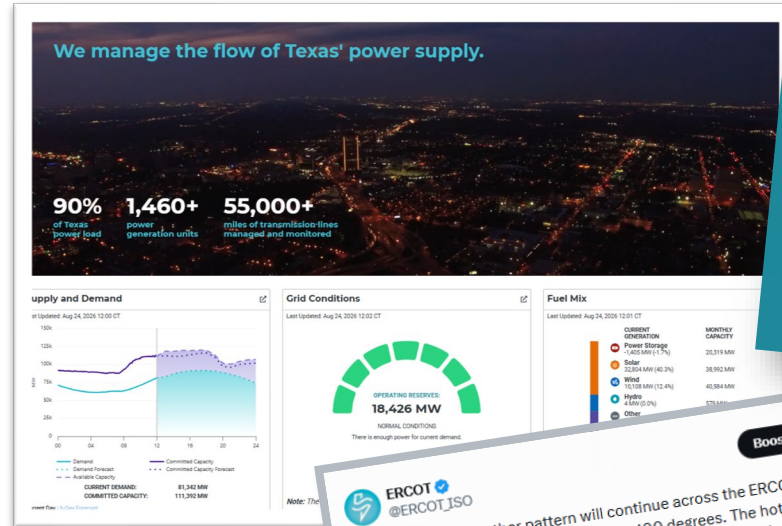
For information only

Key Takeaways

- Our communications strategy is centered on delivering clear, consistent, and impactful information both internally and externally.
- We will continue to utilize data and analytics to determine the effectiveness of our communications strategy — always looking for ways to expand, improve, and adjust how we communicate across ERCOT's various channels.

2026 Corporate Communications Priorities

- ERCOT.com Redesign
- Weekly Grid Update
- TXANS Update
- ERCOT PowerCast
- Annual Report
- Innovation Summit
- Crisis Preparedness
- Thought Leadership Program/Speakers' Bureau
- Media Audit
- Utilize Metrics/Analytics



Stay informed with TXANS

3 ways to get TXANS notifications:

1. Sign up for [emails](#).
2. Follow ERCOT on social media: [X](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#)
3. Download the ERCOT mobile app: [iOS](#) | [Android](#)



Key Takeaway:

ERCOT Corporate Communications is focused on utilizing all communications channels and resources to effectively, efficiently, and clearly communicate with our external and internal stakeholders.

ERCOT PowerCast to Launch in September



ERCOT
PowerCast

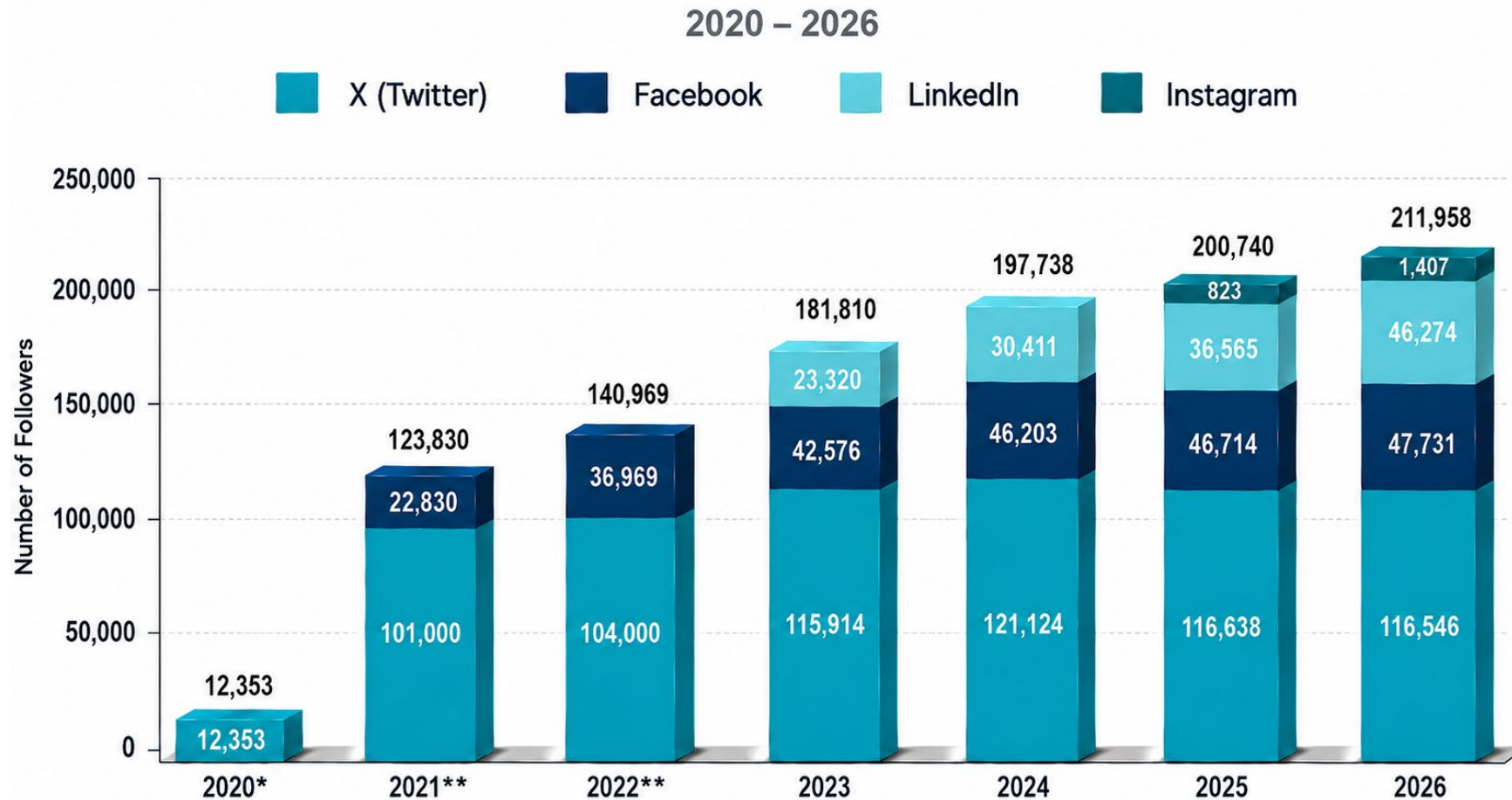


- 30-minute monthly audio and video podcast featuring internal and/or external guests
- Designed for the public, industry stakeholders, and thought leaders
- Hosted by Gordon Drake, ERCOT Director of Market Design & Analysis
- Matt Mereness, Executive Director of Strategic Programs & Delivery, and David Kezell, Director of Weatherization & Inspection, are included in the host pool
- Available on ercot.com and popular podcast channels, including YouTube, Spotify, Apple Podcasts, Audible, and Amazon Music.



Key Takeaway: The podcast demonstrates ERCOT's commitment to utilize all available resources to communicate with our stakeholders, policymakers, and the public.

ERCOT Social Media Followers by Platform



* Data not available for Facebook and LinkedIn

** Data not available for LinkedIn

Source: ERCOT Social Media Analytics

Key Takeaway: ERCOT's social media audience has grown substantially and become more diversified across platforms over time.

Social Media Follower Comparison Between ERCOT and Other ISO/RTO Council Members

Organization	Approx. Population	X	Facebook	LinkedIn	Instagram
ERCOT	~27 million	116,546	47,731	46,274	1,407
AESO Alberta Electric System Operator	~5 million	10,800		19,000	
CAISO California Independent System Operator	~30 million	37,400	8,300	101,000	255
IESO Independent Electricity System Operator	~5.3 million			39,000	1,133
IESO-NS Independent Electricity System Operator, Nova Scotia	~1 million			3,000	
ISO-NE ISO New England	~15 million	6,085	630	25,000	145
MISO Midcontinent Independent System Operator	~45 million	9,014		34,000	
NYISO New York Independent System Operator	~19.8 million	4,855		25,000	
PJM PJM Interconnection	~67 million	16,100	2,300	47,000	124*
SPP Southwest Power Pool	~18 million	8,831	15,000	22,000	986

* PJM's Instagram is set to private for internal use only.

Key Takeaway:

Despite having the fourth-largest service population among ISO/RTO Council members, ERCOT leads all members in followers on X, Facebook, and Instagram — and places a close third on LinkedIn.

Note: IESO-NS was created in 2024 and currently maintains only a LinkedIn account.

Comparison Between ISO/RTO Council Instagram Accounts with the Most Followers

@ontarioieso

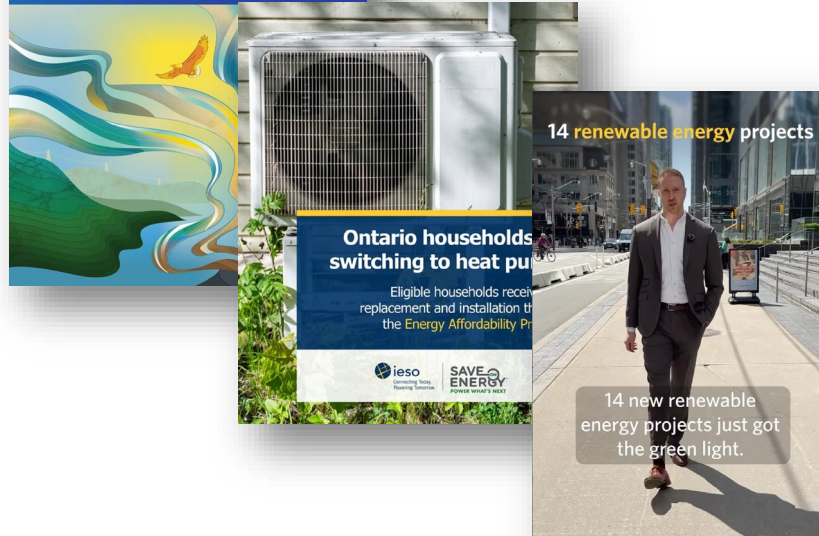
1,133 Followers

38 Posts

Est. June 2025

Applications now open!

2026 Indigenous Energy Support Program (IESP)



@ercot_iso

1,407 Followers

256 Posts

Est. September 2024



@southwestpowerpool

986 Followers

876 Posts

Est. March 2017

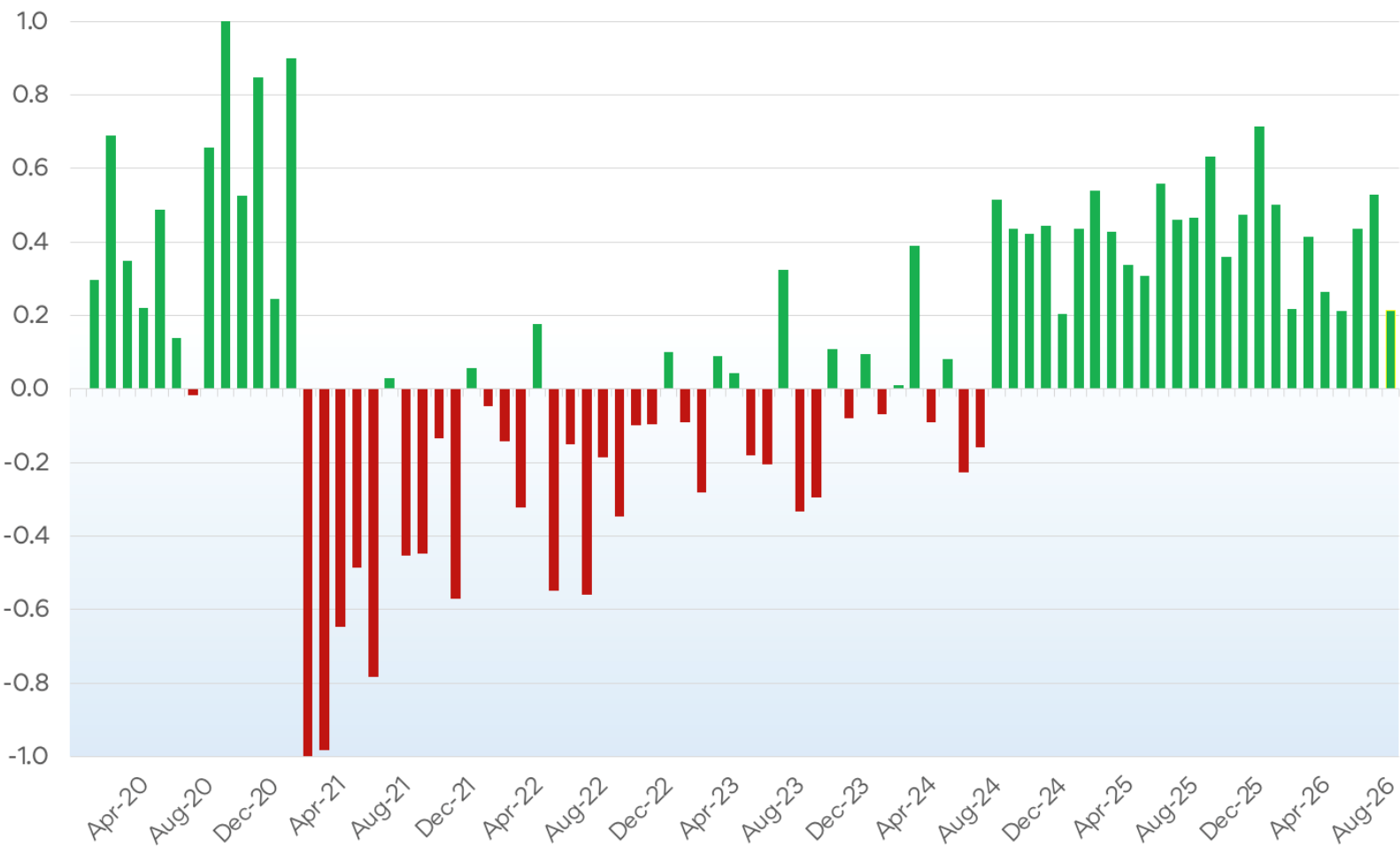


Key Takeaways:

- ERCOT's Instagram account gained followers quickly with posts focused on education, sharing grid information, and promoting institutional awareness.
- IESO is a newcomer to Instagram, promoting its various programs and offering polished ad-like videos amplifying its successes.
- SPP provides followers a mix of news items and grid events, similar to ERCOT's strategy. SPP's Instagram profile has focused heavily on energy conservation events this summer.

Overview: ERCOT's Digital Media Index

A weighted analysis of news coverage and social media to measure stakeholder trust and confidence



August 2026: +0.21*
(on a -1.0 to +1.0 scale)

ERCOT's **July 2026** composite score (+0.53) climbed from June's +0.44, as the grid served an all-time demand record of 91,134* MW under triple-digit heat.

ERCOT's **August 2026** composite score (+0.21) declined slightly from July's +0.53, reflecting increased attention on data center growth following Gov. Abbott's audit directive and debate surrounding major 765-kV transmission projects during PUCT hearings and proceedings.

*unofficial pending final settlements

*METHODOLOGY NOTE: The ERCOT Digital Media Index normalizes weighted sentiment scores on a -1.0 to +1.0 scale. News coverage (70% of composite) is weighted based on publication authority and social amplification. Social content (30%) is weighted by reach and engagement levels. Impact weights use logarithmic transformations to prevent outlier content from disproportionately affecting scores.

ERCOT Topics in News and on Social Media

1



GRID EARNS SUMMER CREDIT AS RESERVE ERROR DRAWS ATTENTION

August coverage continued to reflect confidence in ERCOT's summer grid performance, with solar, batteries and expanded generation credited with helping meet high demand and July's record peak remaining a reference point for system reliability. Separately, Dallas Morning News reporting drew attention to a modeling error that resulted in ERCOT purchasing less reserve power than intended for several months. ERCOT said it corrected the issue and added an additional review safeguard. While the report introduced a more critical storyline, it remained secondary to broader coverage of the grid's strong summer performance.

2



DATA CENTER PAUSE PUTS ERCOT AT CENTER OF AUDIT

Abbott's August 3 directive turned July's data-center guardrails into a pause on new grid-connection approvals. The announcement dominated the most-shared news coverage, with ERCOT and the PUCT tasked with reviewing proposed projects' power needs, water use, and community impacts. The roughly 474 GW of connection requests became a recurring headline, although those requests represented proposed projects, not confirmed demand. ERCOT targeted December completion as developers sought clarity on delays to its Batch Zero review. Major technology companies pledged cooperation, but reporting questioned the audit's scope and effects, placing ERCOT's implementation under a brighter spotlight.

3



TRANSMISSION FIGHT INTENSIFIES AS FIRST 765-KV LINES WIN APPROVAL

The transmission dispute moved from calls for a pause to regulatory decisions. Landowners and lawmakers pressed objections over property rights, costs, and process, while ERCOT and industry representatives warned that delays could worsen West Texas power constraints and raise blackout risks. On August 28, the PUCT approved two 765-kV projects while postponing the Howard–Solstice decision. Coverage increasingly tested whose demand the lines would serve, whether alternatives had been considered, and who would pay. ERCOT's role in the planning process became part of the story, increasing scrutiny of its case for expansion alongside utilities' handling of affected communities.