

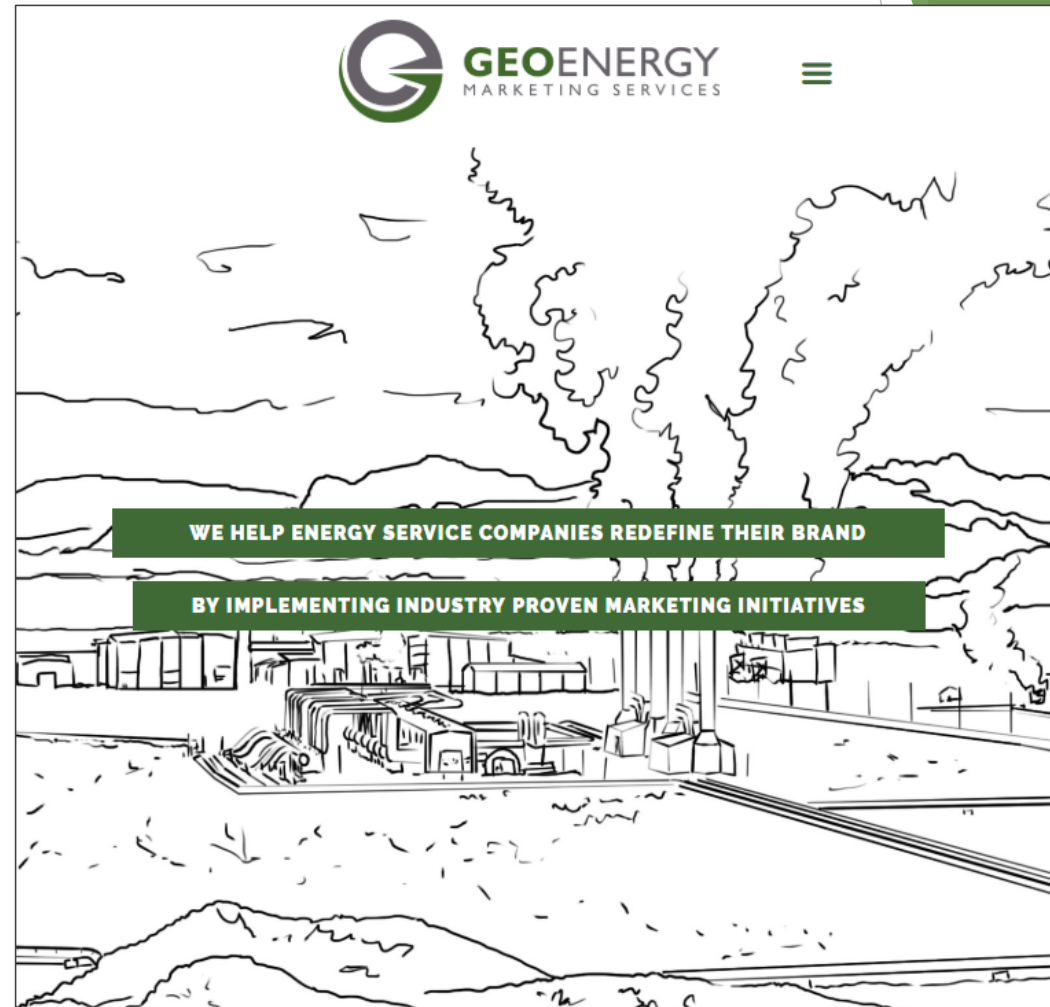
Social Media Influence, Engagement and Best Practices

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



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



25% of all adults

45% of users earn more than \$75K a year

70% of users live outside of the US



2.23 Billion Users

405 mins spent per month

54% of FB users buy from brands they follow



1.5 Billion Users

More than 1 Billion hours are watched per day



8,220 Tweets per second

64% of Twitter users buy from brands they follow

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*



10 Tips to Social Media Growth

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



SOCIAL MEDIA USAGE MARKET RESEARCH

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!

Social Media Usage Market Research Survey

Social Media Usage in the Geothermal Industry - Market Research

GeoEnergy Marketing, WING, the GRC, and ThinkGeoEnergy are committed to the promotion and education of geothermal to the world through a short survey that will aid in our market research efforts to better understand how our core industry uses and engages with social media.

1. I use the following Social Media Platforms for **Personal** use (Check all that Apply):

- Facebook
- Instagram
- Twitter
- LinkedIn
- SnapChat
- Pinterest
- Other - Write In

GET IN TOUCH

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