

## Attachment 2.02

### Your Power, Your Say Facebook activity report

January 2015



# YOUR POWER, YOUR SAY FACBOOK ACTIVITY REPORT

NOVEMBER 2013 - OCTOBER 2014



**your power, your say**

# DISCUSSION BREAKDOWN

The Your Power, Your Say Facebook page is a joint project between Ausgrid, Essential Energy and Endeavour Energy. Its goal is to provide electricity consumers in New South Wales with a channel for greater engagement on power distribution in an open, observable and collaborative environment. The page allows for both two-way collaboration between NSW consumers and their power companies, as well as the opportunity for distributors to educate consumers.

This report covers the period of November 2013 to October 2014. During this time, multiple conversation themes were discussed:

- **What is a Network** - The role of energy distributors in NSW.
- **Reliability** - Maintaining a reliable power supply, outages and whether consumers are willing to pay more for a more reliable network.
- **Street lighting** - What's involved in providing a street lighting service. New technologies and satisfaction levels from consumers.
- **Pricing** - What makes up the cost of energy. How prices are charged, customer preferences and commitment to contain price rises to CPI.

# DISCUSSION BREAKDOWN

- **Tariffs** - How energy usage is measured and billed by retailers.
- **Meters** - The different types of power meters available and how each of them work.
- **Plan Submissions** - Links to the submissions by Ausgrid, Essential Energy and Endeavour Energy to the Australian Energy Regulator to operate and maintain their own networks.
- **Solar PV Systems** - How Solar PV systems work, how they affect the grid, and costs for all electricity users.
- **Peak Demand** - What causes peaks in demand in power generation.
- **Demand Management** - ways that networks and consumers can help manage demand on the network.
- **Customer Communications** - The ways networks communicate with customers now and in the future.
- **Safety** - How the networks currently inform businesses and consumers about safety issues.

A series of posts that were not attributable to any topic were categorised as **Miscellaneous**.

# DISCUSSION BREAKDOWN

A variety of content styles were used to engage with consumers:

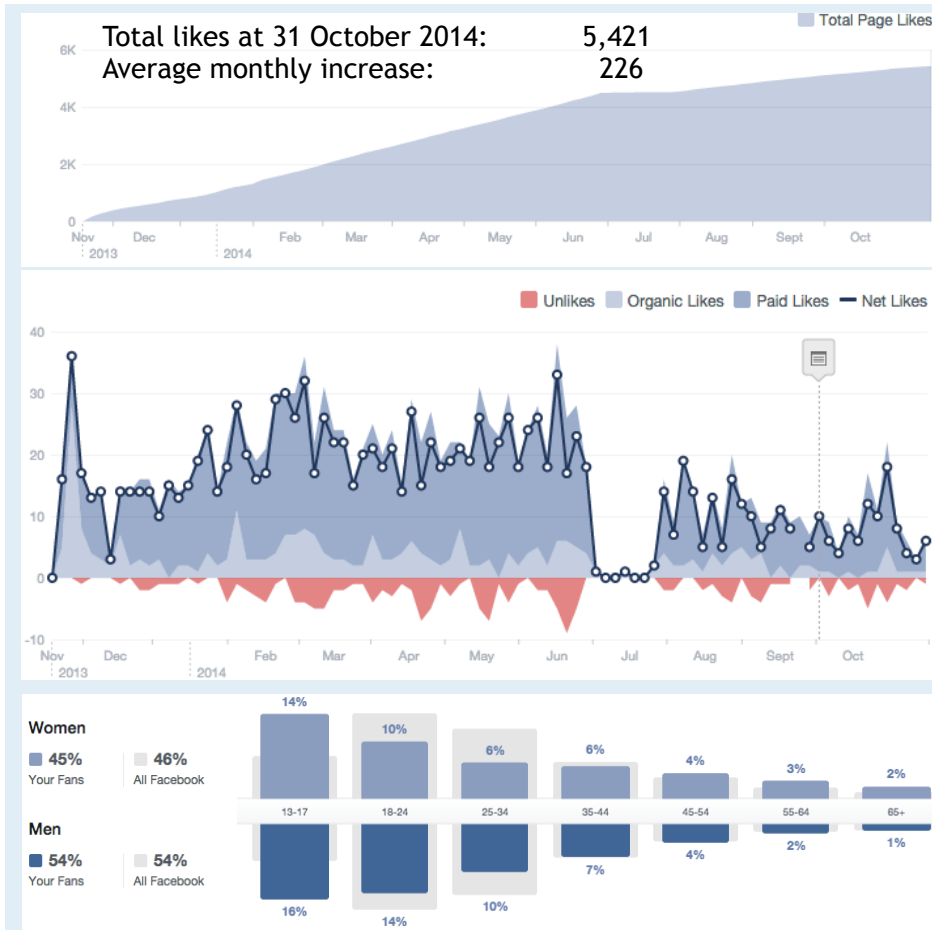
- Questions and the encouragement of discussions via posts
- Images
- Infographics
- Polls

This report includes data gathered from Facebook Insights, Facebook's built-in analytics software. Metrics analysed include:

- **Reach:** Number of Facebook users who saw content
- **Clicks:** The number of times Facebook content was clicked
- **Actions:** The sum of clicks plus any likes, comments and shares
- **Engagement rate:** Actions divided by total reach of the post

Some posts have been labelled as Top Posts based on an engagement or reach weighting.

# YPYS FACEBOOK FANBASE OVERVIEW



City	Your Fans
Sydney, New South Wales	1,869
Newcastle, New South W...	338
Wollongong, New South ...	111
Port Macquarie, New Sout...	105
Wagga Wagga, New Sout...	79
Bathurst, New South Wales	66
Taree, New South Wales	65
Tamworth, New South Wa...	61
Coffs Harbour, New South...	60
Dubbo, New South Wales	53

# LIFETIME REACH & ENGAGEMENT

## YPYS FACEBOOK PAGE

POSTS:	60	REACH:	1,597,820 Facebook users
CLICKS:	58,700	LIKES / COMMENTS/ SHARES:	3,228
ENGAGEMENT:	61,928 actions	ENGAGEMENT RATE:	3.9%

# LIFETIME REACH & ENGAGEMENT

## NETWORKS' FACEBOOK PAGES

### AUSGRID:

TOTAL POSTS:	12	REACH:	50,273 Facebook users
CLICKS:	488	LIKES/COMMENTS/SHARES:	135
ENGAGEMENT:	623 actions	ENGAGEMENT RATE:	1.2%

### ESSENTIAL ENERGY:

TOTAL POSTS:	10	REACH:	6,253 Facebook users
CLICKS:	540	LIKES/COMMENTS/SHARES:	52
ENGAGEMENT:	592 actions	ENGAGEMENT RATE:	9.5%



# SUMMARY

The most engaged-with topic discussed on the Your Power, Your Say Facebook page was street lighting, which had an engagement rate of 19%. This topic was discussed at the beginning of the Facebook campaign.

Since the Your Power Your Say Facebook page launched, Facebook began holding back branded-page content from users' news feeds; as a result, the level of engagement declined over the course of the campaign.

The most engaged-with content type was video, with an average engagement rate of 9.7%. Note that only two videos were posted, and were published during the first reporting period. The second most engaged-with content type was infographics, with an average engagement rate of 8.0%.

Both of these content types are high-engagement by nature, because they require users to interact with Facebook page to experience all of the content that is presented to them; the videos need to be clicked to play, while the infographics require a click for their text to display clearly.

The lifetime reach of the Your Power, Your Say campaign was just under 1.6 million, or 21% of the New South Wales population.