

Attachment 2.06

Ausgrid online media monitoring report

January 2015





Ausgrid online monitoring report

Introduction

Australians spend an increasing amount of time connecting and getting information through online networks. Social media can refer to a range of different digital communications, including blogs, discussion forums, image and video sharing, and social networking sites. All these sites allow users to create and consume digital content.

Ausgrid has been monitoring social media since 2009 when it also began using Twitter to provide real time updates about the power supply. When EnergyAustralia's retail assets were sold, the network business became Ausgrid and a Facebook page was created. Today, Ausgrid has the following accounts on social media. The number of followers of these official accounts is given as at January 2014.

Channel	Followers	Channel	Followers
Twitter	5,300	Linkedin	5,000
Facebook	5,000	Flickr	n/a
YouTube	60 subscribers; 34,000 views	Google+	39

Ausgrid's customers who like to get information and engage online are able to contact Ausgrid through its official accounts.

Analysis

Ausgrid asked its social media monitoring provider to analyse online mentions of Ausgrid from 1 March 2011 to 31 October 2013 by topic to draw greater insight into the feedback it was receiving overtime from customers. During this time, there were about 17,800 mentions of Ausgrid across all online sources. The sentiment of posts was also graded and analyse the triggers for customers reaching out to Ausgrid through their preferred online communication channel.

Below is a summary of the key findings.

Key findings and themes

There has been an increasing level of customers using social media to discuss Ausgrid, reflecting a general increase in use by Australians, a greater awareness of Ausgrid and the increasing use of social media by Ausgrid. The peaks in volume occur around large power outages.

Ninety four percent of the analysed online conversations across all sources were positive or neutral (64 percent positive). These were for

- Praise for Ausgrid's crews for restoring power
- Identifying the cause of an outage
- News in relation to infrastructure upgrades
- Energy efficiency initiatives.

Six percent of the conversations had negative sentiment. This included:

- Dissatisfaction during power outages
- Protests about proposed electrical infrastructure in residential areas
- Dissatisfaction about disruption from underground cable works

Discussions around the topic of cable laying, including installing cables underground, as well as outages were the two areas where customers proactively discuss or seek out Ausgrid online. Other topics, including safety and security, were largely driven by proactive engagement by Ausgrid.

Cable laying was the topic with the most negative sentiment (16 percent) and discussion was more consistently spread over the period. Complaints about road closures, unplanned outages, noise from night works and concern about electromagnetic fields from proposed powerlines drove negative sentiment in this topic.

While the topic of outages had the highest volume, only six percent of the analysed conversations were negative. More than 60 percent of messages were positive. In general, customers enquiring about power outages are positive to neutral.

Safety mentions are typically triggered by events, such as safety alerts for strong winds. In these cases, Ausgrid's alert on social media has been picked up and passed on by other

influential sources, including traditional media's social media accounts and government services, such as NSW Police.

Trees were an enduring topic and spikes in this topic can occur around outages caused by trees coming into contact with powerlines. Ausgrid also proactively engages with consumers on social media as part of its tree trimming activities. Negative mentions in this topic were from consumers unhappy with the way trees looked after they were trimmed and people unhappy that trees were trimmed for powerlines.

Consistent themes around streetlights included requests for streetlights to be prepared. Eight percent of conversations had negative sentiment, including repeated requests to fix the same streetlights.

Recommendations

Item	Action	Responsibility
Outages and incidents	<ol style="list-style-type: none"> 1. Share results of the analysis with System Control, including some illustrative cases. 2. Continue proactively posting information about the power supply. 	Corporate Affairs and System Control
Cable laying	<ol style="list-style-type: none"> 1. Share results with relevant parts of Ausgrid 2. Review community consultation guidelines to ensure consistent and improved customer communications and consultation 3. Review online resources for underground cable works and improve where appropriate. 	Corporate Affairs Community Relations – Network Development Network Operations
Safety	<ol style="list-style-type: none"> 1. Continue to use social media to provide real time safety alerts. 	Corporate Affairs and System Control
Trees	<ol style="list-style-type: none"> 1. Share results with relevant parts of Ausgrid. 2. Continue to use proactively 	Corporate Affairs Network Operations
Streetlights	<ol style="list-style-type: none"> 1. Share results with relevant parts of Ausgrid. 2. Continue to use proactively 	Corporate Affairs Engineering

AUSGRID ONLINE MONITORING REPORT

MARCH 2011 - OCTOBER 2013

Buzz
Numbers

AN
iSENTIA
SERVICE



CONTENTS

INTRODUCTION

BuzzNumbers collected mentions from online and social media sources including online news, blogs, forums, Twitter, Facebook, and video- and image sharing sites.

These mentions have been tracked and analysed according to the various sources in which they have appeared, peaks in conversations, and topics that were identified as important.

This report covers Ausgrid mentions from 1 March 2011 to 31 October 2013. Mentions analysed occurred on:

- Social Media (Twitter and Facebook).
- The Ausgrid Facebook brand page
- Blogs (this includes any website with an RSS feed, notable example is change.org)
- Videos (YouTube - YouTube comments are excluded)
- Images (Instagram, Flickr and Pinterest, along with data captured Google Image Search.)
- Q&A (examples include; Yahoo! Answers, Wiki Answers)

The objective of this report is to provide a summary of online conversations. The report aims to:

- Advise why people discuss, or reach out to Ausgrid online, via which channels they use to do so.
- Suggest how Ausgrid's communication strategy resonates with the online community.
- Detail the events that contributed to online conversations about Ausgrid and its stakeholders.
- Provide details of the sentiment of online conversations about Ausgrid.

KEY FINDINGS

The general volume of discussion of Ausgrid increased over the recording period, reflecting the significant rise in the number of social media users in the Australian population across this timeframe. In particular, Australian Twitter users rose from 1.1 million in March 2011 to 2.5 million in October 2013 (Source Social Media News Australia). This also coincided with Ausgrid increasing their social involvement through message frequency increase and the implementation of additional social media channels. The increase of Ausgrid social media involvement also saw an increase in direct consumer engagement.

Peaks in volume also occurred at times of power failures and outages. The Overall volume timeline and Outages and Incidents timeline shows have almost identical trend lines.

The larger the amount of people affected by each failure or outage, the larger the number of mentions recorded.

The largest peak in recorded volume was on 22 August 2013. This day saw the biggest outage caused by a single event, that happened at the evening peak hour and affected public transport and major roads. There is evidence that customers first turned to the call centre for information, and not satisfied with a recorded response, they then turned to social media for updates.

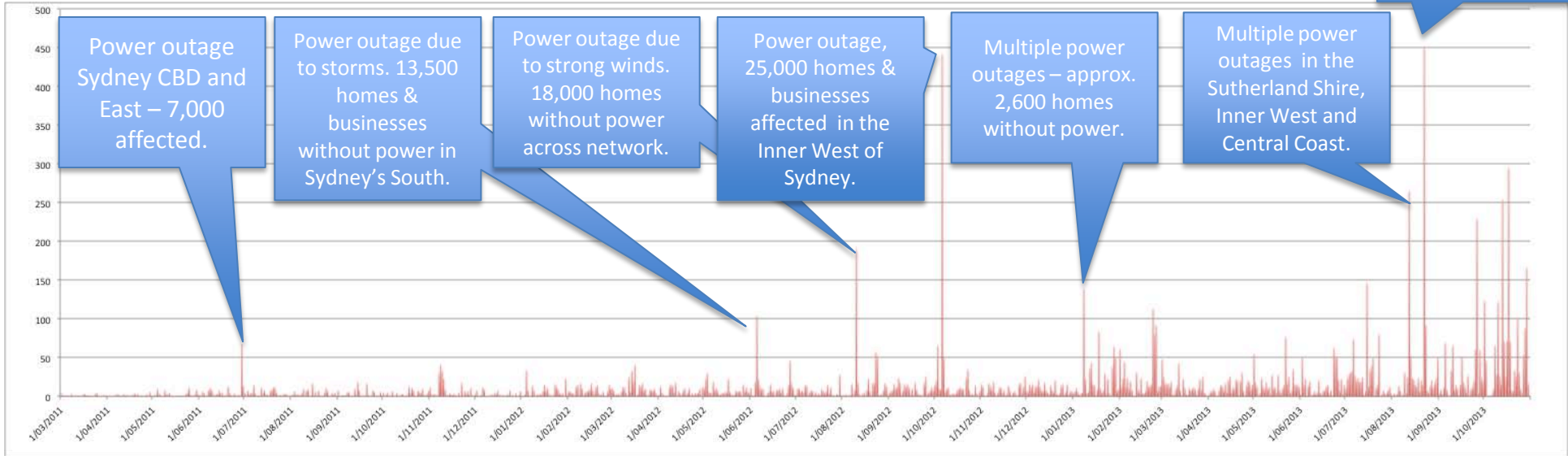
Discussion of the topics "Capital Works and Maintenance", "Safety and Security" and "Kiosk Substations" were largely driven by Ausgrid, with very little customer involvement in initiating conversations about these topics. Contrastingly, social media discussions of "Cable Laying" and "Outages and Incidents" were usually driven by external events, or approaches by customers to Ausgrid with inquires or to express opposition to the company's activities.

Cable Laying was the most negatively discussed topic, with a net sentiment of 16%. Customers expressed anger over road closures, long outages as cables were installed, and electromagnetic fields from high-voltage cables installed in residential areas.

OVERALL

Power outage, 60,00 homes & businesses affected. Ausgrid call centre switched to a pre-recorded message mode.

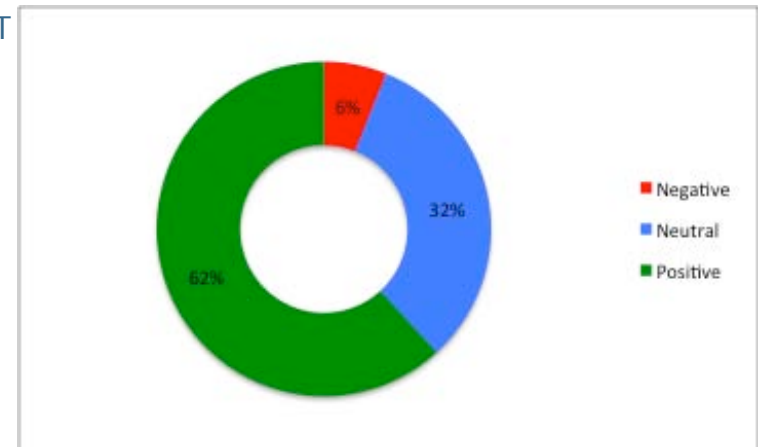
TIMELINE



WORD CLOUD



SENTIMENT



OVERALL

The volume of discussion of Ausgrid increased as Australia's uptake of social media (particularly Twitter) increased.

The volume chart demonstrates the significant effect of power outages and incidents, with the largest seven peaks on the chart all coinciding with power failures. The larger the number of customers affected, the larger the spike in social media volume was.

The word cloud demonstrates the prominence of the issues that would be expected to arise for a power infrastructure company:

- The terms "power", "crews" and "homes" frequently appeared in the analysed conversations.
- The prominence of "homes" indicates that the social media discussion focused on domestic customers.
- The fact that "@ausgrid" is the second largest word after "power" shows that there was two-way communication about power issues via Twitter.
- The prominence of "RT" in the word cloud illustrates that information about Ausgrid was very likely to be re-shared (retweeted).

Overall, 62% of the analysed conversations were determined to have positive sentiment. Positive discussions included:

- Praise for Ausgrid and its crews for the restoration of power.
- The identification of a power failure source.
- News of and praise for upgrades to infrastructure.
- Energy efficient initiatives being undertaken by Ausgrid.

6% of the analysed discussions were determined to have negative sentiment. Negative discussions included:

- Anger or abuse from customers during power failures.
- Protests about infrastructure being placed in residential areas.
- Anger or abuse regarding road closures when infrastructure was being installed.
- Accusations of poor management and decision making by Ausgrid.

OUTAGES AND INCIDENTS

Outages and incidents were mentioned in a total of 10,266 posts. These mentions appeared sporadically across the timeline, centred around times when power issues emerge, or when issues were expected to emerge as a result of strong wind or electrical storm warnings.

The larger the area affected by a power outage, the larger the volume of online mentions. For example, the largest spike in volume occurred on 22 August 2013, when an outage affected over 60,000 customers as well as major traffic arteries such as the M5 motorway.

There was also evidence found on social media that some users went onto social media after initially calling Ausgrid's emergency call centre on 22 August. This is likely to have also contributed to this day having the largest spike in mentions, as customers looked for information on alternative channels.

Of the 10,266 total mentions of outages and incidents, 8,076 came from social media (78%) and a further 1,803 (11%) from the Ausgrid Facebook page.

The world cloud demonstrates that the @ausgrid Twitter account is a primary distribution method of information, and is also where consumers go for assistance.

Positive posts about outages and incidents included praise for Ausgrid workers, discussion of the identification of the source of a power outage, or news that power had been restored.

Negative conversations included abusive or angry comments from customers regarding outages, or news that delays would be extended or would be longer than first anticipated.

CABLE LAYING

Cable laying was discussed in 526 posts from 1 March 2011 until 31 October 2013, making up 4% of total mentions. Based on the word cloud a smaller proportion of these conversations mentioned @ausgrid, which indicates that discussion of this topic took place away from the Ausgrid Twitter account.

Compared to the other topics, discussion of cable laying was more consistently spread across the monitoring period. Peaks in conversation occurred on the following dates:

- **8 July 2013:** Protest website change.org published a petition against 132,000 volt cable being laid in East Lindfield. The petition can be viewed at <http://goo.gl/MMtAAE>.
- **31 October 2012:** Underground cables in the Sydney CBD were damaged, including backup cables. All communications regarding cables on this day were carried out by Ausgrid (Twitter and Facebook account), except for one customer who enquired whether all three cables, including the back ups, had been laid in the same pits.
- **9 November 2011:** An underground cable required repairs that were expected to take even hours. The Ausgrid Twitter account updated five customers directly via Twitter about the progress of repairs.

50% of mentions came from social media sources, with another 18% from the Ausgrid Facebook page.

Positive discussion included the identification of a cable fault; praise of workers who had worked overnight or in dangerous situations; and the restoration of power after an outage.

Negative mentions included concerns about electromagnetic fields from high-voltage underground cables; or complaints about power disruptions, road closures, and noise from night time engineering work as trenches were dug for cables.

CAPITAL WORKS AND MAINTENANCE

Capital works and maintenance was mentioned in a total of 51 times from 1 March 2011 until 31 October 2013. 45% of mentions in this topic occurred on social media, whilst a further 24% came from the Ausgrid Facebook page.

Discussion of capital works and maintenance increased gradually towards the end of the reporting period. Peaks in conversation on this topic occurred on the following dates:

- 23 August 2013:** A high-profile Australian personality strongly criticised Ausgrid and the previous NSW Labor State Government for failing to invest properly in infrastructure. The comments came the day after a major power failure that caused loss of power for 60,000 customers.
- 10 October 2012:** Central Coast social media accounts, such as @OurCentralCoast and @mygosford, notified residents and visitors of extensive energy infrastructure upgrades taking place on the Central Coast Highway.

In the word cloud, the size of the “@ausgrid” Twitter handle is relatively small. This suggests that information about capital works and maintenance was shared and discussed amongst individuals without the involvement of the Ausgrid Twitter account.

Positive conversations related to the announcement of new upgrade projects, and crews completing or being on target to complete upgrade work on time.

Negative discussion included accusations that Ausgrid had failed to invest sufficiently in infrastructure in order to prevent service interruptions.

ENERGY EFFICIENCY

Energy efficiency was mentioned in 412 conversations from 1 March 2011 to 31 October 2013 (3% of total mentions). Discussion of the topic was mostly spread consistently throughout the period; however, the volume did increase in frequency from December 2011 until July 2012.

Paul Myers “@Pmyors_Ausgrid”, Ausgrid’s energy efficiency expert, often tweeted and commented about new efficiency measures being introduced by Ausgrid. Myers also and compared energy consumption levels with Ausgrid’s targets or previous year’s levels. He tweeted or commented on energy efficiency matters 70 times over the reporting period.

Peaks in conversation on this topic occurred on the following dates:

- **5 and 6 August 2013:** Ausgrid announced plans to install LED streetlights, which were expected to save \$800,000 a year in energy costs. The story was mentioned eleven times across the two days, with nine mentions in blog posts and two on personal Facebook pages.
- **19 March 2013:** Paul Myers was a guest of *The Newcastle Herald* for a live energy efficient blog on Earth Day 2013. The blog was promoted throughout the day on Twitter by The Newcastle Herald, journalist Matthew Kelly and the Ausgrid Twitter account. Ausgrid also promoted the blog on its Facebook page.
- **30 May 2012:** Nine blog posts were published about the “Smart Home of the Future” in Newington. These blogs all contained the same text and claimed to be from the Sydney Water Media Centre, although they were not hosted on official Sydney Water online properties. These are likely to have been published for SEO purposes.
- **1 May 2012:** The Smart Home of the Future was mentioned in two blog posts by carspike.com and gpsuser.net. Both described the Smart House as an experiment with “human guinea pigs”.

SAFETY AND SECURITY

A total of 175 conversations related to safety and security over the reporting period. This discussion was sporadic and was often triggered by events.

The highest peak came on **5 June 2012**, when Sydney was expected to experience wild weather that would threaten power infrastructure. Safety and warning messages were distributed via social media, and were picked-up by the blog section of the *Mosman Daily* and the *Ten News* Twitter account. A large proportion of this discussion also related the safe restoration of power, which contributed to 75% of the conversations on this date being positive.

There were eight mentions of safety and security on **17 October 2013**. These were safety warnings that were distributed in the Hunter and Port Stephens area about bushfire-damaged infrastructure.

On **1 February 2013**, electricity safety was promoted, as a storm hit Sydney. Ausgrid posted a safety video starring Central Coast Mariners player Patrick Zwaanswijk, which showed step-by-step how to prepare for a storm. This post received six "likes".

KIOSK SUBSTATIONS

There were minimal mentions of Kiosk Substations, with only 24 mentions over the recording period.

Of these 24 posts, 23 simply notified about work or maintenance being done to kiosk substations, and were distributed by Ausgrid-owned sources - the @ausgrid Twitter profile and the Ausgrid Facebook page.

The remaining post appeared on the Ausgrid Facebook Page, with a customer complaining about the installation of a kiosk in her front yard, calling it a “carcinogenic force” on her children. An Ausgrid representative replied that the kiosk was safe, and appeared to personally know the kiosk that the customer was complaining about and history of work that had been completed on the property (this mention can be viewed here; <http://goo.gl/uoMd3l>).

PRICING

There were 96 mentions relating to pricing over the recording period. The mentions were primarily user generated with 43% emerging from social media, and a further 8% coming from the Ausgrid Facebook page. Blogs also contributed significantly by providing 40% of the mentions.

Mentions peaked on the following days;

•5 July 2013;

- Blog posts from LED blogs about the money saving abilities of LED street lights
- Blog posts from solar companies focusing on the pricing benefits of installing a solar energy system.

A consistent theme, especially earlier in the recording period, was people trying to get in touch with Ausgrid to pay their electricity bill and not being able to do so. They did not realise that Ausgrid was the infrastructure company, and not who they paid their bill too.

There was also speculation that the privatisation of Ausgrid would see bills rise

Many questioned if Ausgrid over resourcing work was responsible for increases in bills. with one user questioning if multiple trucks and crews were necessary to undertake a simple job.

TREES

There was 819 mentions recorded about Ausgrid and trees during the reporting period. The volume of this topic showed a consistent increase toward the end of the reporting period. There was regular level of messages about tree trimming by Ausgrid crews. When peaks did occur, they came about due to power disruption caused by tree branches falling on power lines or by Ausgrid tree trimming crews accidentally disrupting power.

There was 67% positive mentions. These included;

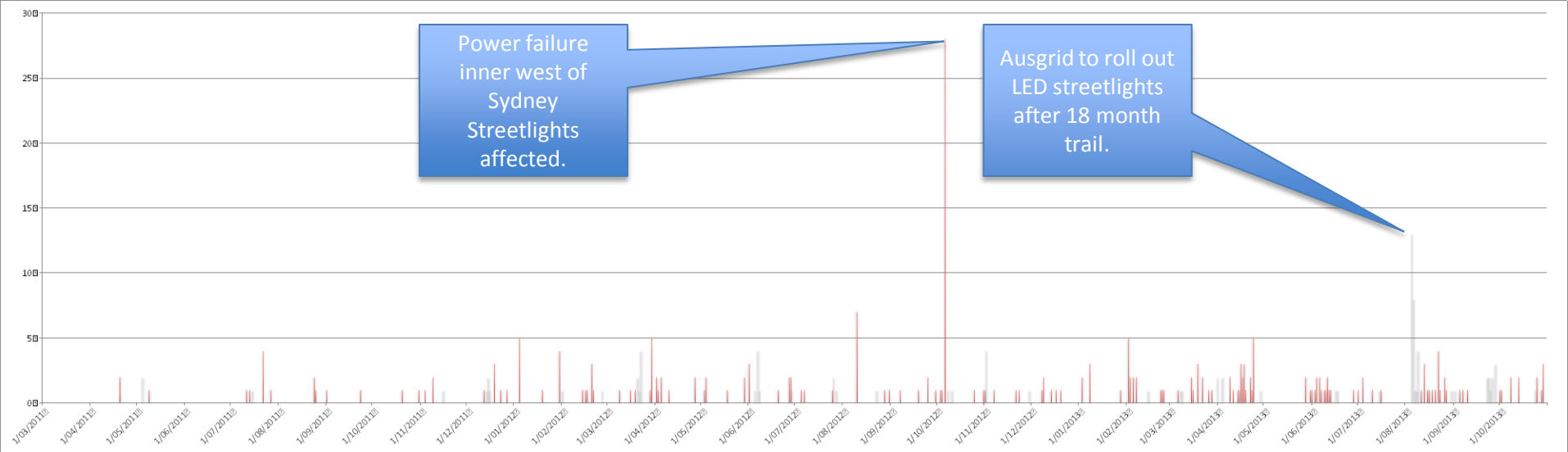
- The identification of trees that had disrupted power
- Ausgrid crews working to trim trees safely or restore disrupted power caused by trees.
- Thank you messages from customers for trimming of trees or restoring power.

There was 7% negative mentions. Themes observed in negative mentions included;

- Members of the public unhappy with the state that trimmed trees had been left in after Ausgrid's trimming.
- Environmentalists unhappy that trees are being cut down in order to create clear space for power lines.
- People blocked in their driveway after trimmed tree branches were left behind by Ausgrid.
- Councils unhappy they were not consulted by Ausgrid as to how trees would be trimmed.

STREET LIGHTING

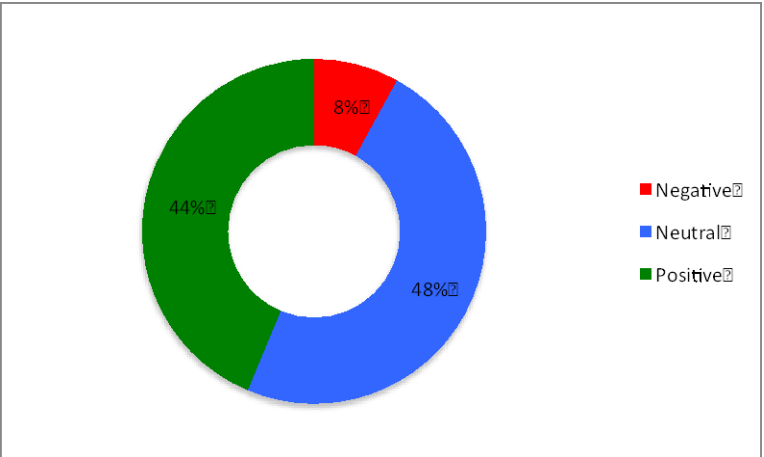
TIMELINE



WORD CLOUD



SENTIMENT



STREET LIGHTING

The Street Lighting topic was mentioned 325 times over the reporting period. These are instances when street lights were also discussed in relation to Ausgrid.

The consistent themes around streetlights included; Requests to fix lights that were out, the trial and subsequent introduction of LED street lights.

When requesting streetlights to be fixed, users often mentioned risks to traffic and pedestrians having accidents due to low light conditions.

Mentions peaked on 6 October 2012 when streetlights were affected by a power outage, and on 5 August 2013 when the introduction of LED streetlights was announced after a successful 18 month trail.

44% percent of the messages were deemed to have positive sentiment. Positive messages included; Praise for the environmental and cost saving benefits of introducing LED street lighting, the notification of street light outage by the general public. The announcement that street lights were repaired or thanks given after the restoration of street lights was also considered positive.

8% of mentions were observed to of had negative sentiment. These negative mentions came in the form of repeated requests to repair the same streetlights. Abusive language directed at Ausgrid for failing to repair lights.

OTHER TOPICS

Meters

There was 7 recorded mentions of meters. These primarily from solar energy blogs. These blogs took the position that smart meters would cost consumers more in the end due to time of day billing. They urged people to install and switch to solar energy during peak times.

Smart Grid

This topic was mentioned 20 times across the recording period. Mentions of Smart Grid peaked on 7 July 2011 when networking blog itnews.com.au wrote a feature on it. The story was tweeted five times by the publications Twitter account and by other technology enthusiasts.

APPENDIX

Sentiment Grading Policy

Positive includes:

- Customer or Ausgrid identifying the source of power outages, or failed street lighting.
- Ausgrid crews working to fix the problem (and any associated praise)
- News of power restored (including posts by Ausgrid)

Neutral includes:

- Customer asking for information about a power outage
- Ausgrid announcing there is currently a power outage
- General news and announcements relating to Ausgrid. Such as the installation of LED lights.

Negative includes:

- Repeated / Upset / Abusive enquiries about Power Outages, poorly completed infrastructure work
- Complaints about Ausgrid staff driving recklessly. Poorly completed tree trimming.
- Dissatisfaction with price increases

KEYWORDS

Below is a list of keywords used to search for and capture the mentions included in this report.

"Ausgrid"

"aus grid"

"ozgrid"

"@ausgrid"

Excluded words;

"grid computing"

"ozgrid.com"

"nrl"

"aus grid 2"

TOPIC KEYWORDS

Below is a list of keywords used to search for and capture the mentions for each topic.

CABLE LAYING	CAPITAL WORKS AND INVESTMENT	ENERGY EFFICIENCY	KIOSK SUBSTATION	OUTAGES AND INCIDENTS
"cable laying"	"investing"	"Myors"	"kiosk"	"restored"
"cables"	"investment"	"energy efficiency"	"street side substations"	"restoration"
"trench"	"upgrading"	"efficient"	"dc"	"blackout"
"dig"	"capital works"	"save energy"	"distribution substation"	"interruption"
"pit"	"maintaining"	"save money"		"power failure"

TOPIC KEYWORDS

PRICING	SAFETY AND SECURITY	SMART GRIDS	SMART METERS	STREET LIGHTING	TREES
"Price"	"bushfire"	"smart grids"	"smart meter"	"street light"	"tree"
"Pricing"	"storm"	"smart grid"	"time based"	"streetlight"	"branch"
"bill"	"copper"	"intelligent network"	"TOU"	"public lighting"	"lopping"
"tariff"	"theft"		"time of use"		"vegetation"
	"DIY"		"advanced metering"		"trim"
	"shock"				"clippings"
	"dial before"				"trimming"