ATTACHMENT 2.04

Your Power, Your Say - Facebook Activity Report

Prepared by Endeavour Energy

January 2015
YOUR POWER, YOUR SAY
FACEBOOK ACTIVITY REPORT
NOVEMBER 2013 - OCTOBER 2014
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

Total likes at 31 October 2014: 5,421
Average monthly increase: 226

<table>
<thead>
<tr>
<th>City</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney, New South Wales</td>
<td>1,869</td>
</tr>
<tr>
<td>Newcastle, New South W...</td>
<td>338</td>
</tr>
<tr>
<td>Wollongong, New South ...</td>
<td>111</td>
</tr>
<tr>
<td>Port Macquarie, New Sout...</td>
<td>105</td>
</tr>
<tr>
<td>Wagga Wagga, New Sout...</td>
<td>79</td>
</tr>
<tr>
<td>Bathurst, New South Wales</td>
<td>66</td>
</tr>
<tr>
<td>Taree, New South Wales</td>
<td>65</td>
</tr>
<tr>
<td>Tamworth, New South Wa...</td>
<td>61</td>
</tr>
<tr>
<td>Coffs Harbour, New South...</td>
<td>60</td>
</tr>
<tr>
<td>Dubbo, New South Wales</td>
<td>53</td>
</tr>
</tbody>
</table>
## LIFETIME REACH & ENGAGEMENT

<table>
<thead>
<tr>
<th>YPYS FACEBOOK PAGE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>POSTS: 60</td>
<td>REACH: 1,597,820 Facebook users</td>
<td></td>
</tr>
<tr>
<td>CLICKS: 58,700</td>
<td>LIKES / COMMENTS/ SHARES: 3,228</td>
<td></td>
</tr>
<tr>
<td>ENGAGEMENT: 61,928 actions</td>
<td>ENGAGEMENT RATE: 3.9%</td>
<td></td>
</tr>
</tbody>
</table>
# LIFETIME REACH & ENGAGEMENT

**NETWORKS’ FACEBOOK PAGES**

**AUSGRID:**
- **Total Posts:** 12
- **Clicks:** 488
- **Engagement:** 623 actions
- **Reach:** 50,273 Facebook users
- **Likes/Comments/Shares:** 135
- **Engagement Rate:** 1.2%

**Essential Energy:**
- **Total Posts:** 10
- **Clicks:** 540
- **Engagement:** 592 actions
- **Reach:** 6,253 Facebook users
- **Likes/Comments/Shares:** 52
- **Engagement Rate:** 9.5%
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.
YOUR POWER, YOUR SAY
FACEBOOK ACTIVITY REPORT
30 APRIL - 31 OCTOBER 2014
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 30 April to 31 October 2014. During this time, four conversation themes were discussed:

- **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 amount 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

Total likes at 30 April 2014: 3,507
Total likes at 31 October 2014: 5,421
+ 1,914 or 55%

Graph-based posts about Demand Management were posted in this peak time.

<table>
<thead>
<tr>
<th>City</th>
<th>Your Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney, New South Wales</td>
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<tr>
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<td>60</td>
</tr>
<tr>
<td>Dubbo, New South Wales</td>
<td>53</td>
</tr>
</tbody>
</table>
DISCUSSION 1: PEAK DEMAND

YPYS FACEBOOK PAGE

TOTAL POSTS: 6
CLICKS: 8,927
ENGAGEMENT: 9,349 actions

REACH: 181,668 Facebook users
LIKES / COMMENTS / SHARES: 422
ENGAGEMENT RATE: 5.1%

Over 40,000 people reached.
6.4% - most clicked post.
7.7% - highest engagement rate.
3.2% high reach came at the expense of engagement.
5.6% engagement rate.
## DISCUSSION 1: PEAK DEMAND

### NETWORKS’ FACEBOOK PAGES

**AUSGRID:**

<table>
<thead>
<tr>
<th>Total Posts</th>
<th>Reach: 3,852 Facebook users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks: 123</td>
<td>Likes/Comments/Shares: 9</td>
</tr>
<tr>
<td>Engagement: 132 actions</td>
<td>Engagement Rate: 3.4%</td>
</tr>
</tbody>
</table>

**ESSENTIAL ENERGY:**

<table>
<thead>
<tr>
<th>Total Posts</th>
<th>Reach: 383 Facebook users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks: 13</td>
<td>Likes/Comments/Shares: 0</td>
</tr>
<tr>
<td>Engagement: 13 actions</td>
<td>Engagement Rate: 3.4%</td>
</tr>
</tbody>
</table>
DISCUSSION 1: PEAK DEMAND

IMAGE: This graph shows how electricity use changes for a typical home on a winter day.

This post received 25 likes and a relatively high amount of five shares. Two members of the public made comments. User Joel Courtney questioned the scale and source of the charted data.

1,412 clicks were recorded on this post; 94% were photo views as people clicked on the image to enlarge it.

The additional comment came from a user tagging their friend, which is an informal way of sharing content on Facebook.
DISCUSSION 1: PEAK DEMAND

IMAGE: Different factors can influence how much electricity we use at any one time and help lower or increase peak demand.

This graphic-based post also received a high amount of clicks: 1,148, with 89% of these being “photo clicks”, where users have clicked on the graph to see it in larger detail.

The post received 49 likes, with two comments from the public (left): a question about the source of the data (if it was just from Ausgrid or all networks) and a statement that the network should be upgraded to handle peak demand increase.
DISCUSSION 1: PEAK DEMAND

IMAGE: This image shows the rapid transformation of Parklea in Sydney’s west from 1997 to 2004.

This image-based post was used to demonstrate the rapid development of Sydney and the impact this can have on electricity demand.

Clicks were lower on this image compared to the previous graph-type images, most likely due to the image being clear enough without requiring clicking to understand its full meaning.

There were two comments from the public, both unrelated to peak demand. One user (Jack Bancroft) was disgusted at the rapid human expansion, while another user commented that they could see their house in the image.
DISCUSSION 1: PEAK DEMAND

The number of homes with air conditioners has increased rapidly over the past 10 to 15 years.

Similar to the other graph based content in this topic. This chart recorded a high number of clicks, with 2,071.

There were two public comments. One user tagged a friend to share this content on to them, while another (Noel Castle) said that a major reason for increases in power bills comes from having to build infrastructure to handle air conditioners.
DISCUSSION 1: PEAK DEMAND

IMAGE: This graph shows the impact air conditioners can have on electricity use.

This graph had a reach of 40,224, the highest of all content in the Peak Demand topic. The number of comments was also the highest, with 11 public comments recorded.

Opposition to the sell-off of the networks emerged here. A user (Wade Danger Bradley) asked what the purpose of the page was, and when he was informed he responded firmly in his belief against privatisation. He was then joined by a second user (Dan Smith) in supporting keeping the networks as government owned.

A second conversation occurred among the Facebook users discussing the pros and cons of selling the storage of domestically generated solar energy to be released back into the grid to reduce the impact of the evening peak.
DISCUSSION 1: PEAK DEMAND

IMAGE: Electricity networks are built and maintained to safely and reliably meet peaks in electricity use.

This post reached 32,736 people, with 4% of those clicking on the post to view the photo more clearly or to find out more information.

There were six comments from the public on this post. Observed themes included anti-privatisation sentiment.

One user suggested domestic solar storage solutions to help manage demand, which was met with a reply that the power companies would raise prices to combat loss of income from solar installations, hurting those who cannot afford to install a solar system.

Key Take Outs
This topic had the second highest engagement rate, with much of the engagement coming from people clicking onto the graph-based posts to view details.

Solar and privatisation was not directly raised by Your Power Your Say in this topic, but they were frequently raised by respondents.
DISCUSSION 2: DEMAND MANAGEMENT

YPYS FACEBOOK PAGE

<table>
<thead>
<tr>
<th>TOTAL POSTS: 4</th>
<th>REACH: 68,539 Facebook users</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLICKS: 586</td>
<td>LIKES/COMMENTS/SHARES: 289</td>
</tr>
<tr>
<td>ENGAGEMENT: 875 actions</td>
<td>ENGAGEMENT RATE: 1.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>25/06/2014</td>
<td>We’d like to know why you would or wouldn’t participate in a project to manage peak demand.</td>
<td></td>
<td></td>
<td>35.9K</td>
<td>50/48</td>
</tr>
<tr>
<td>18/06/2014</td>
<td>Pool pumps can use a lot of electricity at peak times and encouraging pool owners to run them during cheaper off peak times can help reduce</td>
<td></td>
<td></td>
<td>26.8K</td>
<td>304/133</td>
</tr>
<tr>
<td>11/06/2014</td>
<td>Rewards can be given to households who allow networks to switch their air conditioners to lower the energy use for parts of a peak period without</td>
<td></td>
<td></td>
<td>229</td>
<td>32/6</td>
</tr>
<tr>
<td>29/05/2014</td>
<td>There are different ways of managing peak demand effectively on the electricity network.</td>
<td></td>
<td></td>
<td>5.6K</td>
<td>200/82</td>
</tr>
</tbody>
</table>

High reach, but very low 2.7% engagement rate
High reach, but very low 1.7% engagement rate
Highest engagement rate 16.6%
5.0% engagement rate
## DISCUSSION 2: DEMAND MANAGEMENT

### NETWORK FACEBOOK PAGES

**AUSGRID:**
- **TOTAL POSTS:** 2
- **CLICKS:** 50
- **ENGAGEMENT:** 52 actions
- **REACH:** 1,032 Facebook users
- **LIKES/COMMENTS/SHARES:** 2
- **ENGAGEMENT RATE:** 5.0%

**ESSENTIAL ENERGY:**
- **TOTAL POSTS:** 2
- **CLICKS:** 23
- **ENGAGEMENT:** 23 actions
- **REACH:** 315 Facebook users
- **LIKES/COMMENTS/SHARES:** 0
- **ENGAGEMENT RATE:** 7.3%
DISCUSSION 2: DEMAND MANAGEMENT

IMAGE: This graph shows the impact air conditioners can have on electricity use.

The infographic received 200 clicks in total; 198 of those were to click on the graphic to make it larger.

The post attracted some debate around the issue of Smart Meters. Facebook user Wade Danger Bradley explained smart metering as: "So if you don't like making your dinner at 11pm in order to avoid a $1000 electricity bill I'd say you should condemn this concept. It is not ‘innovative pricing’ it's charging you more."

User Jennifer Parker thanked Wade for this explanation, and then decided she was against smart meters. She also expressed unhappiness that she had installed solar power yet her bills still increased.
DISCUSSION 2: DEMAND MANAGEMENT

Your Power, Your Say
11 June

Rewards can be given to households who allow networks to switch their air conditioners to lower the energy use for parts of a peak period without impacting on comfort.

IMAGE: We can cut peak demand by briefly switching air conditioners to an energy saving mode in peak periods.

This post reached 229 people. Despite the low reach, the engagement rate was high at 16.6%, with engagement primarily coming through clicks on the image.

There was just one comment from the public: Facebook user Wade Danger Bradley asked if customers needed a newer type of air conditioner for the power networks to be able to remotely put the air conditioner in an energy saving mode.

Wade Danger Bradley Would the customer not have to buy a new air conditioner that can accept a signal?

My 10 year old A/C surely was not built with frequency injection relays???

Like · Reply · 1 · 11 June at 14:52
DISCUSSION 2: DEMAND MANAGEMENT

Pool pumps can contribute to peak demand.

This post reached 26,768 people for a return of 137 likes.

There were 11 comments from the public on this post. One person expressed that she wished to have a time-of-day meter installed, but it was too expensive, and so she had no reason to operate their pool pump in off-peak times.

The conversation turned to solar PV systems and there was debate over the best way to use them to get the most savings and minimise strain on the network.
DISCUSSION 2: DEMAND MANAGEMENT

Demand management is an effective way to reduce peak demand. Would you be willing to participate in a project in your area to avoid building extra network capacity by reducing peak demand?

<table>
<thead>
<tr>
<th>Option</th>
<th>Votes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I want to make my electricity use as efficient as possible</td>
<td>5</td>
<td>20.0%</td>
</tr>
<tr>
<td>No, I want to decide when I use appliances like my air conditioner</td>
<td>6</td>
<td>24.0%</td>
</tr>
<tr>
<td>Yes, I am interested in incentives</td>
<td>10</td>
<td>40.0%</td>
</tr>
<tr>
<td>No, I don’t think I would be better off</td>
<td>1</td>
<td>4.0%</td>
</tr>
<tr>
<td>Yes, it’s important to defer building expensive electrical infrastructure</td>
<td>3</td>
<td>12.0%</td>
</tr>
</tbody>
</table>

Poll Results
The poll asked respondents if they were willing to participate in a project to avoid building extra network capacity by reducing peak demand. 25 People responded; 40% of them expressed that they were interested in participating in such a program if they received incentives.

Key Take Outs
The Demand Management topic was one of the least engaged, which was primarily due the the large reach numbers, which reduced the impact of any engagement. The low engagement can also be explained by much of the content of this topic was pictures that included large and clear text and therefore did not need to be clicked to be expanded or enlarged. Despite this low engagement, some passionate opinions were expressed about the impact of solar PV systems on demand management and more broadly about privatisation.
## DISCUSSION 3: CUSTOMER COMMUNICATIONS

### YPYS FACEBOOK PAGE

<table>
<thead>
<tr>
<th>Data</th>
<th>Value</th>
</tr>
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<tbody>
<tr>
<td>Total Posts</td>
<td>3</td>
</tr>
<tr>
<td>Clicks</td>
<td>186</td>
</tr>
<tr>
<td>Engagement</td>
<td>327 actions</td>
</tr>
<tr>
<td>Reach</td>
<td>115,991 Facebook users</td>
</tr>
<tr>
<td>Likes/Comments/Shares</td>
<td>141</td>
</tr>
<tr>
<td>Engagement Rate</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

### Post Details

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/06/2014</td>
<td>Communicating with our customers</td>
<td></td>
<td></td>
<td>82.6K</td>
<td>74/37</td>
</tr>
<tr>
<td>23/07/2014</td>
<td>There are several ways to ask questions and get information. Please tell us what you think about these ways to get information.</td>
<td></td>
<td></td>
<td>33.1K</td>
<td>59/95</td>
</tr>
<tr>
<td>17/07/2014</td>
<td>Electricity is an essential service- it’s important to have easy ways to get information about it.</td>
<td></td>
<td></td>
<td>433</td>
<td>49/9</td>
</tr>
</tbody>
</table>

- Over 82,000 people reached
- Poor engagement: 0.5%
- High engagement rate: 12.0%
## DISCUSSION 3: CUSTOMER COMMUNICATIONS

### NETWORK FACEBOOK PAGES

**AUSGRID:**
- **TOTAL POSTS:** 2
- **CLICKS:** 29
- **ENGAGEMENT:** 34 actions
- **REACH:** 934 Facebook users
- **LIKES/COMMENTS/SHARES:** 5
- **ENGAGEMENT RATE:** 3.6%

**ESSENTIAL ENERGY:**
- **TOTAL POSTS:** 0
- **CLICKS:** 0
- **ENGAGEMENT:** 0 actions
- **REACH:** 0 Facebook users
- **LIKES/COMMENTS/SHARES:** 0
- **ENGAGEMENT RATE:** 0%
INFOGRAPHIC: Why Customers Contact Us.

This infographic was served to 433 people and received one like.

No members of the public commented on this infographic, but it received the highest engagement rate of the topic, due to 43 post clicks.
DISCUSSION 3: CUSTOMER COMMUNICATIONS

There are several ways to ask and get information. Please tell us what you think about these ways to get information.

This image asked for users to respond with what they thought was the best way for the networks to communicate information.

User Ben Grady suggested a seventh method: asking the people who work on the networks. However, he believed that these people are unable to discuss the network issues with the public due to “gag orders”. Ben went on to express his opposition to the privatisation of the networks.

A second user offered her support of Ben’s comments and expressed unhappiness with the performance of the CEO. She did not state which CEO she was referring to.
DISCUSSION 3: CUSTOMER COMMUNICATIONS

Poll Results
The poll for the customer communications topic asked respondents how they would prefer to get information about electricity network services. The poll received 19 votes, with the network websites and social media or apps both receiving eight votes each. Three people voted for text messaging as their preferred way of being contacted.

Key Take Outs
The Customer Communications topic recorded the highest reach on a single post with with the poll being served to 82,462 people. Despite this large audience only 19 people responded to the poll. This indicates a problem that many experiencing in Facebook that applications (such as a poll) are losing their appeal with users as users assume they will have to give up their details and to participate. Digital methods of communication all scored highly as customers preferred communications method, with traditional methods like telephone and writing letters not recording any votes.
DISCUSSION 4: SAFETY

YPYS FACEBOOK PAGE

TOTAL POSTS: 6
CLICKS: 400
ENGAGEMENT: 781 actions

REACH: 61,134 Facebook users
LIKES/COMMENTS/SHARES: 381
ENGAGEMENT RATE: 1.2%

Almost 40,000 people reached
4 actions per user
3 actions per user
Best engagement rate - 28.8%
1.8% engagement rate
9.5% Click through rate
DISCUSSION 4: SAFETY

NETWORK FACEBOOK PAGES

AUSGRID:
TOTAL POSTS: 1
CLICKS: 16
ENGAGEMENT: 17 actions
REACH: 378 Facebook users
LIKES/COMMENTS/SHARES: 1
ENGAGEMENT RATE: 4.5%

ESSENTIAL ENERGY:
TOTAL POSTS: 1
CLICKS: 10
ENGAGEMENT: 16 actions
REACH: 149 Facebook users
LIKES/COMMENTS/SHARES: 6
ENGAGEMENT RATE: 10.1%
DISCUSSION 4: SAFETY

INFOGRAPHIC: Facts about Public Safety 2012/13

There was just one comment on this post: a Facebook user suggested that high risk areas should have power lines placed underground.

The engagement rate on this post was high, at 14.2%. Engagement came through clicks as people clicked on the image to view a larger version of it.
If you receive a shock in your home, or see powerlines down, please immediately call your local network.

The post was served to 21,096 people and was liked 214 times.

Six comments were made by the public, with many calling for cheaper power prices. The post ended up being self-moderated, with two members of the public correcting those calling for cheaper bills, saying that it is the retailers who send them bills and not the networks.

Facebook user Robert Smith suggested that people should seek medical help before calling a network if they receive a shock.
DISCUSSION 4: SAFETY

INFOGRAPHIC: Advice for households on electrical safety at home.

This infographic was served to 151 people. It received no likes or comments, but 23 people did click through to see the infographic in more detail.
DISCUSSION 4: SAFETY

IMAGE: Raising awareness of the need to check the location of underground powerlines before digging.

This image was only served to one person, who viewed the image three times. It is likely there was a targeting or technical error that stopped the post being served to a typical number of people.
DISCUSSION 4: SAFETY

IMAGE: Educating the construction industry on working safely near power lines.

This image was only served to two people, who viewed the image eight times. It is likely there was a targeting or technical error that stopped the post being served to a typical number of people.
DISCUSSION 4: SAFETY

Poll Results
The safety topic included a poll asking users how effective they considered network safety campaigns are. 19 people replied, with the majority (15 votes) believing the campaigns to be effective and a good use of money.

Key Take Outs
The were some unusual results in this topic, with posts recording extremely low reach (two posts recorded reach of two people or below). This would suggest a glitch in Facebook at the time they were posted, or a targeting error when deciding who the post should be served to. This was the least commented on topic. This may be due to a perception that the networks are already doing a good job on safety (as evidenced by the poll results) and the public felt they had no strong opinion to give.
DISCUSSION 5: MISCELLANEOUS

YPYS FACEBOOK PAGE

TOTAL POSTS: 2
CLICKS: 1,179
ENGAGEMENT: 1,215 actions

REACH: 30,797 Facebook users
LIKES/COMMENTS/SHARES: 36
ENGAGEMENT RATE: 3.9%

Over 30,000 people reached. 3.9% engagement rate
Most engaged post 4.3% engagement rate
# DISCUSSION 5: MISCELLANEOUS

## NETWORK FACEBOOK PAGES

### AUSGRID:
- **Total Posts:** 1
- **Clicks:** 14
- **Engagement:** 14 actions
- **Reach:** 413 Facebook users
- **Likes/Comments/Shares:** 0
- **Engagement Rate:** 3.4%

### ESSENTIAL ENERGY:
- **Total Posts:** 0
- **Clicks:** 0
- **Engagement:** 0 actions
- **Reach:** 0 Facebook users
- **Likes/Comments/Shares:** 0
- **Engagement Rate:** 0%
DISCUSSION 5: MISCELLANEOUS

**IMAGE:** Thank you all for your feedback on our plans and operations.

This post was to thank all who had contributed to the page and also announce that the five-year plans for all three networks had been submitted to the Australian Energy Regulator.

A total of 30,352 people saw this message. There were two comments from the general public, both unrelated to the image. One user wondered if the two people featured in the image would kiss, while another expressed that she wished she received more warning when networks inspect powerlines via helicopter in rural areas.

- **Ryan Woo** Are those 2 going to kiss?
  - Like · Reply · 3 June at 23:57

- **Toni Ambrose** How about warning people on acreage when your helicopters are going to be check on lines - fly very low & dangerous to animals
  - Like · Reply · 3 June at 20:01
DISCUSSION 5: MISCELLANEOUS

LINK: The new closing date for submissions to the AER on the NSW distribution businesses’ proposals is 8 August 2014.

This post announcing the extension of the closing date for submissions was seen by 445 people, and received one like and 0 comments.

Key Take Outs:
The two miscellaneous posts received no valuable public engagement or insights. However, they do differ from a topical based post as they were making announcements and therefore not inviting members of the public to reply with their thoughts and opinions.
FINDINGS

PAGE GROWTH
The YPYS page experienced a 55% growth in followers this period. At the beginning of the analysis period it had 3,507 users, while it had 5,421 followers on 31 October. Growth was greatest at the beginning of the period, during discussion of the Peak Demand topic. It was slowest from mid-June to mid-July, between the Demand Management and Customer Communications topics. This demonstrates how consistent content posting is required to build the page’s audience.

CONTENT AND ENGAGEMENT
Infographic posts received the highest amount of engagement, with 4.9%, followed by images with 3.3%. The polls hand an engagement rate of just 0.1%.

Engagement rates featured in this report have decreased since the second report covering December 2013 to April 2014: the engagement rate of infographics dropped to 4.9% from 10.4%, and that of images to 3.3% from 11.7%. This is, however, a typical result: all Facebook pages tend to experience a drop in engagement as their audience size increases.

As in the previous two reports, engagement came primarily through clicks on a post. This is likely because infographics and charts contain small text which require a user to click on to read at full size. Some images also contained engaging content and prompted comments, and users must click on the post to see the full range of comments or comment themselves.
FINDINGS

The polls had a very small engagement rate of just 0.1%. This may be attributed to:
1) The question not being engaging enough;
2) Visitors being unwilling to leave the page to go to a Facebook application to participate in the poll; and
3) The assumption that using a Facebook application requires handing over of personal information, which they may be unwilling to do.

TOPIC ENGAGEMENT
The most engaged topic was Peak Demand. The topic received 8,927 clicks in total, which is an indicator that the topic selection was captivating to the audience. The volume of clicks and engagement was boosted to by the four graph-based posts in this topic that required users to click on them to expand to see clearer.

POLL APPLICATIONS
The poll application chosen was easy to use, and had minimal barriers to entry for Facebook users to use and submit their opinion. Despite this, polls were the least engaged of all the content types, with a total of 29 votes recorded - equal to 0.5% of the pages follower base.
FINDINGS

ENGAGEMENT ON YPYS VS NETWORK PAGES

Total Engagement Rates on the YPYS and Ausgrid pages (sharing YPYS content) differed, with 2.7% on YPYS and 5.8% on the Ausgrid page. The higher engagement rate on the Ausgrid page is likely related to the posts being purely organic in nature and therefore being served to people who have chosen to receive messages about a power network in their newsfeed. In contrast, the YPYS posts are largely promoted, boosting them beyond the reach of the YPYS followers to people that do not necessarily wish to know about power network news and therefore less likely to engage.

Essential Energy’s page had a higher engagement rate when sharing YPYS content, with 6.6%, but this was down from 13.5% in the last reporting period. The Essential Energy page has fewer followers than the Ausgrid page (2,502 compared to 7,894 for Ausgrid), and traditionally pages with a lower follower base have higher engagement levels.