

# Norwich Public Utilities

Social Media Audit  
June 2018

# Purpose



- The purpose of this social media audit is to review the current social media policies and procedures, perform a SWOT analysis, make necessary adjustments to social media sites, create more unique content, grow in following and employ an A-D strategy.
- NPU serves nearly the entire city of Norwich and acts as a leader in the community. NPU uses their position to help the community prepare for disasters, promotes local business activity, and builds morale within the city by applauding hard working employees and vendors.
- With such a prominent voice in the community, NPU must increase social media engagement and make a more cohesive, appealing brand image online.

# Targeted Applications



- Facebook
- Current performance:
  - 2,662 page likes
  - 2,720 page followers
  - 3.9/5 star rating on 52 reviews
- Posts which perform the best:
  - Employee Appreciation posts
  - Local Business promotions
  - NPU Involvement posts

- Twitter
- Current performance:
  - 795 followers
- Posts which perform the best:
  - Updates on power outages

- LinkedIn !
- Current performance:
  - 440 followers
  - 1 post (4 mo.)

# Facebook



- Recognizable name
- Highly involved in community
- Positive sentiment about power restoration posts
- Appropriate audience demographic

- Negative sentiment
- Angry customer feedback
- Too many photos from Google/stock sites
- iPhone quality images

- More transparency with community
- More posts showing what NPU employees are working on
- Application with largest room for growth

- Un-addressed customer complaints and reviews
- Profile picture is an outdated logo

# Twitter

- Large follower count
- Good medium for updates during storms and outages

- Very little engagement with audience, average sentiment

- More attention-grabbing posts with photos

- Profile picture is an outdated logo

# LinkedIn

- Many employees: larger industry circle reach

- No posts since 4 months ago

- More business related posts, EPPI participation, awards (RP3, SOAR Silver).
- Posts about PR, helping other communities such as Wallingford CT (May 18<sup>th</sup> 2018)

- Lack of posts seems inactive, not invested in social presence.
- Profile image inconsistent and outdated

# Methods

- A-D Strategy: Does the content adhere to an A-D strategy?
  - Applicable – Does it apply to NPU's brand?
  - Breakthrough- Does it grab attention?
  - Cross-platform – Is it consistent across all mediums?
  - Discoverable – Is it visible? Timing and placement?
- Quality photography – High quality photos have better performance than iPhone photos. Making use of a DSLR camera will be beneficial.
- Updating all profile photos to the newest version of logo.
- Upload more pictures of employees working – not just storm or anniversary related posts.
- Create more original infographics rather than using those from other companies.
- Employ a hashtag - #EfficiencyMatters #NPUCares #EnergizeNorwich #NPYoutilities #NPUpdate