



# Spreading the Love, Upping the Likes

Thursday, August 23  
10:30 AM – 12 PM

# HELLO CLEVELAND!!!



# Session plan

- Meet panelists – They Rock!
- Bryan talks but not for too long – promise
- Panelist discussion
- Attendee discussion

# Panelists

- John Failla, Smart Energy Decisions
- Kathie Zipp, WTWH Media LCC
- Chris Crowell, Solar Builder Magazine
- Lauren Paige, L'Oréal USA

## Moderator

- Bryan Cohen, C+C

# Spreading the love!

- How to leverage public relations and social media strategies to share success stories
  - How can the Better Buildings Challenge help you?
  - What makes a good media story?
  - What makes a good media pitch?
  - Better Buildings partners in the news.
  - Ways to further engage with the Better Buildings Challenge to promote your story.

# Better Buildings Communications

## ■ Goals

- Recognize partners for their leadership
- Feature the most innovative, creative, and impactful partner solutions
- Create a high-profile, publically sought-after platform to amplify partner successes

## ■ Better Buildings Channels

- Twitter
  - 468K impressions since January
- YouTube
  - 4.3 million SWAP views for Season 4
- Beat Blog
  - Over ~50 blog posts for 2018

### TWEET HIGHLIGHTS

**Top Tweet** earned 5,796 impressions

Today **@ENERGY** and **@ShopFloo** announced the Sustainability in Manufacturing partnership, an initiative aimed at helping U.S. manufacturers energy productivity improvements and accelerate adoption of **#energy #eff** technologies [ow.ly/meT330jpOcN](https://ow.ly/meT330jpOcN)  
[pic.twitter.com/IHXfPFzHt8](https://pic.twitter.com/IHXfPFzHt8)



← 1 ↻ 6 ❤️ 14

**Better Buildings** @BetterBldgsDOE · Jul 2  
ICYMI, last week #BetterBuildings and @IMT\_speaks recognized the 2018 #GreenLeaseLeaders, honoring their accomplishments in #energyefficiency and #sustainability in real estate. See the 2018 leaders here: [ow.ly/J53t30kL9LU](https://ow.ly/J53t30kL9LU)



↳ Better Buildings Retweeted



**Energy Department** @ENERGY · Jun 21  
BIG ENERGY SAVINGS: @BetterBldgsDOE recognizes @SABEY for slashing energy intensity at its data center by 57%, saving more than \$200,000 annually! Learn how they did it [go.usa.gov/xQhmn](https://go.usa.gov/xQhmn)



💬 2 ↻ 11 ❤️ 12 ✉️

# Better Buildings Challenge Communications

- What can Better Buildings do to support your communications efforts?
  - Aside from legendary energy savings, Better Buildings Challenge partners with DOE to promote their successful energy projects



Chesapeake College partners with DOE



Canterbury Towers in Worcester reaches new heights in energy savings



DoE Launches Financing Navigator

# Better Buildings Challenge Communications

- What can Better Buildings do to support your communications efforts?
  - To promote energy successes, the Better Buildings PR team works directly with partners to secure coverage in relevant trade publications, local news outlets and even national media!



Green Building

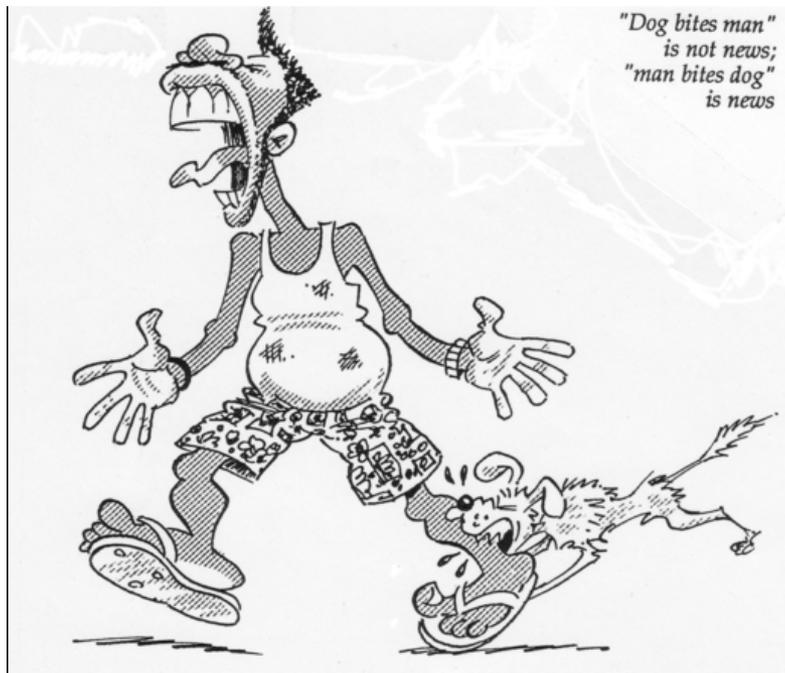
Better Buildings Challenge Helps Owners Improve Their Buildings' Energy Efficiency

New tools and resources for benchmarking your properties' energy usage yield better building upgrades and cost savings.

**ENERGY** DIGITAL

**Inside the US Department of Energy's Better Buildings Initiative**

# What Makes a Good Media Story?



# Keys to media success



# What makes a good media pitch?

- What is your story: What's the bigger picture and why does it matter?
- Consider the publication:
  - Think about what their audience wants to know and include or highlight relevant information
  - Readers of trade outlets generally want more technical information vs readers of local newspapers want the news translated into terms they understand
- What is unique about your announcement?

# What makes a good media pitch?

## Energy Stories That Stand Out

Organizations that stand out to editorial teams offer the items discussed in previous slides.

A few examples...

- University in the Midwest: Goal to operate fossil-free by 2020
- Major corporation in New England: Continuous improvement
- Manufacturing plant in Southwest: Identified operational inefficiencies that significantly reduced energy usage

# Partners in the News

## Highlighting partners

- **Sabey Data Centers**
  - Coverage by Imperial Valley News, CleanTechnica, Wenatchee World for a total of 425k impressions
- **Martin Guitar Media Event**
  - Coverage by EcoWatch, Leigh Valley Business Journal, Smart Energy Decisions, Musical Merchandise Review, WFMZ-TV for 1.4 million media impressions
- **King County/Shari's Cafe & Pies**
  - Video of each media event for social
  - Stories ranging from Energy Manager today to Puget Sound Business Journal for 1.7million media impressions
- **Chesapeake College**
  - Bylined article with Distributed Energy Magazine

Coverage has reached 10.3 million people since the start of 2018

### Martin Guitar Is in Tune With the Environment



### DISTRIBUTED ENERGY MAGAZINE

From the May-2018 issue



Credit: Chesapeake College  
Well-conceived natural lighting along with controlled LED technology has contributed to lower energy costs for the Maryland college.



Video: King County International Airport Terminal

# Better Buildings Challenge SWAP

WHOLE FOODS MARKET

HILTON WORLDWIDE

US NAVAL ACADEMY

US AIR FORCE ACADEMY



Season 1



2016



Season 2



2016

## Reaching Media, Making Headlines

### Bloomberg

Can a Reality TV Show Help  
Cut America's Power Bill?  
*2/17/2016*

### FAST COMPANY

The Department of Energy's  
Reality Show Makes Energy  
Efficiency Fun *4/25/2017*

## Widespread Outreach



4.7+ Million Views



21 Million Impressions



97 Million Media Impressions



Season 3



2017



Season 4



2018

CITY OF ATLANTA

CITY OF BOSTON

L'OREAL USA

GENERAL MOTORS

# Leveraging Partnerships

- Leverage partnerships to expand your audience.
- DOE worked with L'Oréal USA and General Motors to determine the content and frequency of social posts that make sense on each organization's channel.
- DOE provided L'Oréal USA and General Motors with content that they could use or customize for it's brand.
  - Video files to post natively
  - Photos and quotes

# Leverage Partnerships

**L'Oréal USA**  
April 24 · 🌐

We opened the doors of our North Little Rock facility to the General Motors team to share #energyefficiency best practices with a fellow leader.

Watch what happens in the U.S. Department of Energy's Better Buildings Challenge "SWAP 4": [bit.ly/2JopvX1](https://bit.ly/2JopvX1)



**We're trying to make every employee feel like they own a piece of renewable energy.**

- Danielle Azoulay  
Head of Sustainability, L'Oréal USA

👍❤️ 271      5 Comments 22 Shares

👍 Like    💬 Comment    ➦ Share    🌐

Oldest ▾

View 3 more comments

 **Sherrie Darr** Well done Very proud of our plant 👍 1  
Like · Reply · 16w

 **Tina Skiver** Standard that others can only follow 👍 1  
Like · Reply · 16w

**GM General Motors**  
April 25 · 🌐

Zero emissions is our vision for the future. To get there, we are working to make sure all of our facilities are as energy efficient as possible. We were proud to participate in the U.S. Department of Energy Better Buildings Challenge SWAP 4 and invite L'Oréal USA to our Detroit-Hamtramck plant for a new perspective on sustainability. Watch all the episodes: <https://youtu.be/jKbC1XjOkFE> #SWAPPED18



👍❤️😱 256      38 Comments 71 Shares 8.4K Views

# Engage with us on Twitter

- Retweet
- Mention @BetterBldgsDOE with your energy-relevant social content to alert us of your activity
- Join us on conference hashtags
- Join one of our Twitter lists
- Attend Twitter “events” like Play by Play, Twitter Town Hall

# LinkedIn

- Started early 2015
- Content mix: Webinars, blog posts, media hits and more
- 200 followers (between 100-250 impressions each post)
- Tool to drive engagement (views, clicks, shares, likes) and mention Partner initiatives.



# Newsletters

Be featured in one of our newsletters and get your new initiatives, events and announcements shared with the highly engaged Better Buildings community:

- Bulletin (6,000 subscribers)
- Top 10 Partner Solutions (2,500 subscribers)
- Get-Involved (2,500 subscribers)
- Program subscriptions total almost 30,000

**Sign up for Newsletters here:**

***<http://betterbuildingsolutioncenter.energy.gov/newsroom>***

# Thank You

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