

# Social Media Essentials

A Guide for RESNET Members



Fourth  
Dimension



Social Media?



- Talk to millions of people
- Listen to what they have to say
- Network and promote yourself
- Have fun!

A promotional image for Coca-Cola featuring three polar bears and a penguin in an icy, blue-toned environment. The bears are wearing scarves and holding bottles of Coca-Cola. The penguin is also holding a bottle. The Coca-Cola logo is prominently displayed in the top right corner.

# Coca-Cola

- Reinforce brand equity and promote brand advocacy
- Have public interact with characters in real-time via Facebook and Twitter
- Over 9 million views

**YOU COULD SAVE 30%** Fix My Energy Bill is on Facebook.  
 To connect with Fix My Energy Bill, sign up for Facebook today.

Sign Up

Log In

fix my ENERGYBILL.com



## Fix My Energy Bill

8,546 likes

### Community

We are demanding fairer, simpler, and more transparent energy bills. Find out more at <http://fixmyenergybill.com/>

About



Photos



Likes



Sign Petition



Welcome

Highlig... ▾



Fix My Energy Bill shared a link.

October 8, 2013

We did it! Governor Jerry Brown has signed AB327.

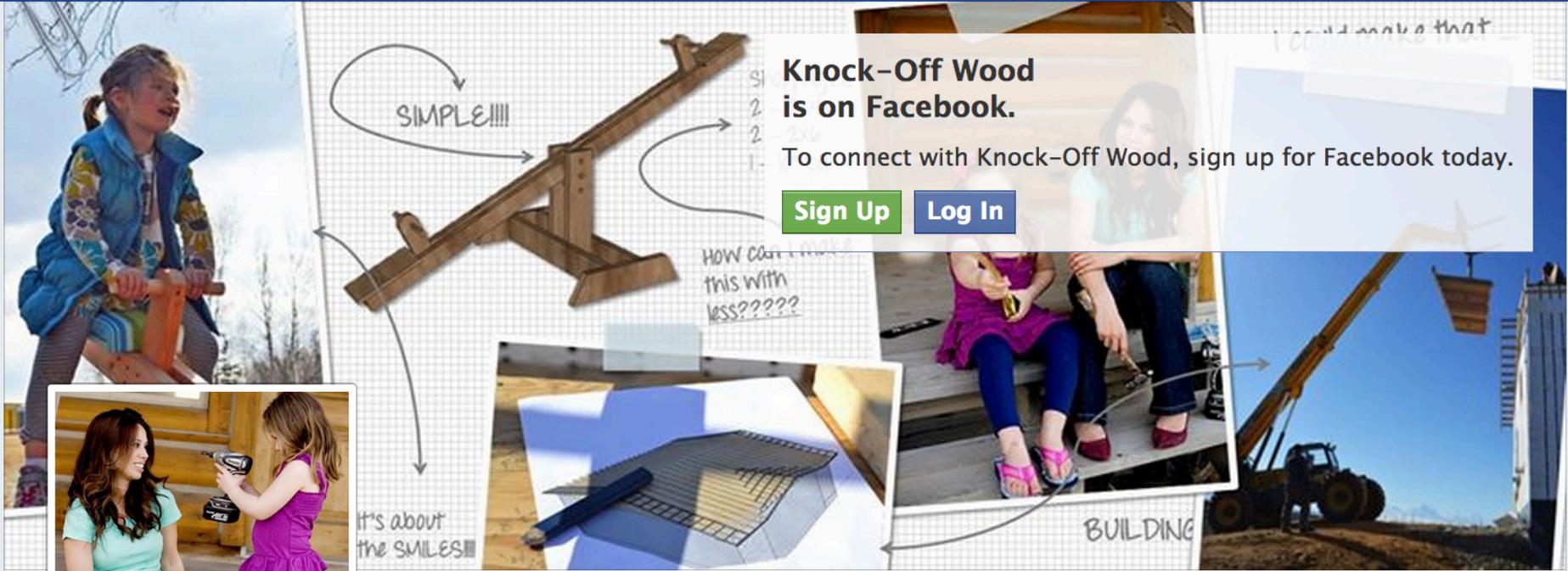


# Sempra Energy®

Log In

Keep me logged in

[Forgot your password?](#)



## Knock-Off Wood is on Facebook.

To connect with Knock-Off Wood, sign up for Facebook today.

[Sign Up](#)

[Log In](#)



## Knock-Off Wood

229,218 likes · 4,228 talking about this

Home/Garden Website

Hi! I'm Ana, a mother and homemaker from Alaska. I am so glad you found us here! Share your projects, ask questions, help others out as we all try to make our

[About](#)



[Photos](#)



**229k**

[Likes](#)



[Browse My Books](#)



[Newsletter Signup](#)

4

Highlig... ▾



**Knock-Off Wood**

2 hours ago

Recent Posts by Others on Knock-Off Wood

[See All](#)

# Why Social Media?



+ Business

---

**GROWTH**



- Build & engage a community



- Create brand advocates



- Find out what others are doing



- Product development



- Recruitment

# Making the case

To frame your business case, you'll first want to make sure you're asking the right questions. Of course, the questions and answers you end up using will vary quite a bit based on your business and the market it's in. But here are some suggestions of broadly applicable questions and possible answers to get you started:



**Fb**

## What are your objectives?

Increase customer-driven referrals and recommendations across the social web.

## What problem are you solving?

Our small local business is at a disadvantage due to a lack of brand awareness and customer loyalty/advocacy.

## What is the rationale?

Customer expectations and behavior are changing. Our traditional methods are no longer as successful as they used to be, and we're leaving money and opportunities on the table. By improving our brand awareness and gaining recommendations through social channels, we will be better positioned to acquire new customers

online. These online customers represent an increasingly important channel for local businesses like ours, given the growth of mobile use and people's propensity to research purchasing decisions online before they buy.



**Gg**

## What resources will this effort require?

We already have a solid web presence. We will need to dedicate more resources to community engagement on social channels, and we will need to develop and deploy a strategy to encourage reviews and recommendations.



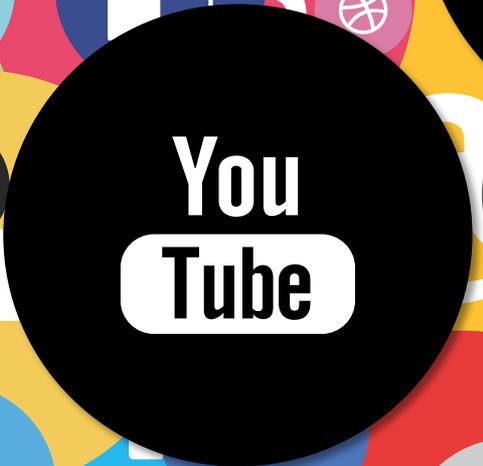
**Tm**

## What type of investment is needed?

The addition of one PT employee to assist in other duties allowing dedicated Marketing person to shift responsibilities towards social engagement, etc.



**Tw**



# Users in the U.S.



160.3  
Million



52.7  
Million



5.6  
Million



84  
Million



175  
Million

- Over 160 million users in U.S. alone
- Average user is 41 years old
- 65% of users are over 35
- 59% of users who “like” a brand or product have used it



# Best Practices

- **Content:** Images, videos, interactive content works best
- **Posting:** Find out when your target market is most active and post then
- **Engagement:** Converse regularly with your audience



## Benefits of an Energy Rating:

- Understand how energy efficient a home is
- Calculate the accurate cost of homeownership
- Enjoy a higher home resale value
- Improve home comfort and reduce energy costs



An energy rating consists of diagnostic testing using specialized equipment, such as: a blower door test, duct leakage tester, and infrared cameras to determine:

- The amount and location of air leaks in the building envelope
- The amount of leakage from HVAC distribution ducts
- The effectiveness of insulation inside walls and ceilings

**Other variables that are taken into account include:**

- Floors over unconditioned spaces (like garages or cellars)
- Attics, foundations and crawlspaces
- Windows and doors, vents and ductwork
- Water heating system and thermostats

# Infographics

Does an

# Energy Rating Work



measured.

- HERS Index Score is always relative to the size, shape and type of house you live in.
- The lower the number, the more energy efficient the home.
- The U.S. Department of Energy has determined that a typical resale home scores 130 on the HERS Index while a standard new home is rated at 100.

The comprehensive HERS rating provides:

A computerized simulation analysis utilizing RESNET Accredited Rating Software to calculate a rating score on the HERS Index.

The report will also contain a cost/benefit analysis for the recommended improvements and expected return on investment.

# Videos



1:03 / 2:59



<http://www.resnet.us/library/home-insulation-what-you-should-know/>



# Images

, blown-in  
both energy

An Energy Mortgage: What's it to you?

<http://www.resnet.us/library/whats-energy-mortgage/>



Is there anything better than a new home that's not just beautiful but energy efficient too!

Here's a shout out to our Centex Community of the Week, Shadow Moss in Beaufort, SC.

This family-friendly community includes 5 lagoons for fishing and 3 parks. With six of our newest SMART HOME designs to choose from, you're sure to find the perfect home for your growing family. <http://buff.ly/1d2xqC8>



Like · Comment · Share

- 53 million users in US alone
- 72% of users are between 18-49
- 70% have some college education
- 400 million tweets sent per day
- 55% of users are female





# Best Practices

- **Content:** Be interesting! Don't overdo #hashtags
- **Posting:** Respond to enquiries
- **Engagement:** Make lists of people who should be engaged



**RESNET SmartHome,**  
Your Tweet got retweeted!



**RESNET SmartHome**  
@ResnetSmartHome

Do you have a fireplace? Is it

Read this article on using  
more energy efficiently.  
om8s

# Retweets



**Retweeted by**



**Bill Gassett** @massrealty  
To 16102 followers.

Learn more about @massrealty.

[View their profile](#)



Hey America, so what's your number?

A standard new home scores 100 on the HERS Index...what about yours?

- Everything
- People
- Photos
- Videos
- News
- Advanced Search

All people

### Results for #energyefficiency

8 new results



**EMC Documentum** @EMCdocumentum · Feb 20  
[eBook] Want to reduce the chaos and keep your capital projects running smoothly? bitly.com/1hyGiH8

Promoted by EMC Documentum  
Expand

Reply Retweet Favorite More



**AllianceToSaveEnergy** @ToSaveEnergy · 1h

our blog has info on new  
ks j.mp/MILnyU  
Reply Retweet Favorite More

efficient on a tight budget

# Like-minded followers

- Stay up-to-date on the latest home energy news
- Learn how to turn your home into a RESNET SmartHome

### Who to follow

- Resonance** @Resonanceco  
Follow Promoted
- Kiwash Electric** @KiwashEl...  
Follow
- Thermal Foams Inc.** @Ther...  
Followed by HomeEnergySa...  
Follow

Popular accounts · Find friends

United States Trends · Change

#energyefficiency #savemoney

View summary

Reply Retweet Favorite More



**ACEEE** @ACEEEdc · 19h  
Know a student interested in #energyefficiency? Latham Scholarships now open for 2014 #EESummerStudy in Buildings: bit.ly/1jVmUEo

Expand

Reply Retweet Favorite More



**ACEEE** @ACEEEdc · Feb 21  
#Energyefficiency Resource Standards (EERS) Policies Now Implemented in 26 States: bit.ly/1jVaFYA

Expand

Reply Retweet Favorite More



Retweeted 9 times



**AllianceToSaveEnergy** @ToSaveEnergy · Feb 20  
REPORT: #Energyefficiency revenues for buildings totaled \$150 billion globally

- 6 million users in US alone
- Acts as a social layer connecting millions of sites
- Audience is estimated to be overwhelmingly male at 70%
- Most popular in the US





# Best Practices

- **Content:** Google+ is tailor-made for sharing imagery
- **Posting:** You can have conversations and post information for later consumption
- **Engagement:** Look for key influencers; they'll be your brand advocates



## Home Improvement

DIY it

Notifications off



Share what's new...



Text



Photos



Link



Video



Event



**Sachin Saroj**

General Discussion - 7:05 AM

#Maspar

Solid Percale Myrtille Bed Sheet by Maspar

## About this community

Invite people

Share this community

Ask questions and share about your DIY or Home Improvement projects.

Brought to you by +ToolRank

[Tool-Rank - Research and Review Your Tools](#)



**Inviting Home**

General Discussion - 9:22 AM

#LAMPS

...e sparkle of crystal glittering in the light brings a sense of elegance and opulence to any room. Quality crystal lamps will brighten up almost any room decor instantly...

<http://www.invitinghome.com/crystal-table-lamps/crystal-table-lamps-1.htm>

**Lamps #crystallamps**

# Communities

Carpentry

100

Electrical

100

HVAC

58

Plumbing

100





**RESNET**

Shared publicly - Feb 6, 2014

#Hers

+**Georgia Power** got the HERS Index Score right on the money. If you need some clarification, please press PLAY.

**#EnergyEfficiency #HomeImprovement #HERS  
#HERSIndexScore #HERSIndex #SaveEnergy #EnergySaver**

HERS Index Promotional Video, by Georgia Power



Videos

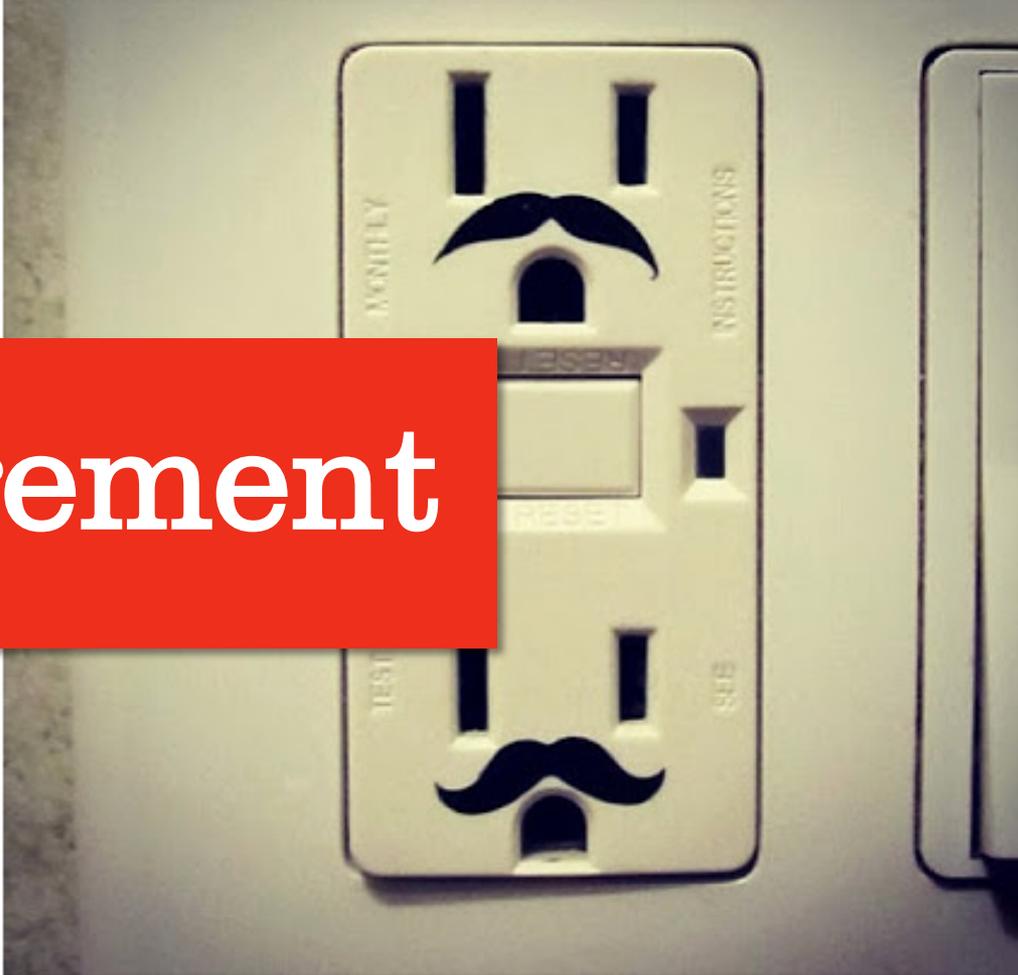
+2



Add a comment...

RESNET

# Engagement



Hide comments ^



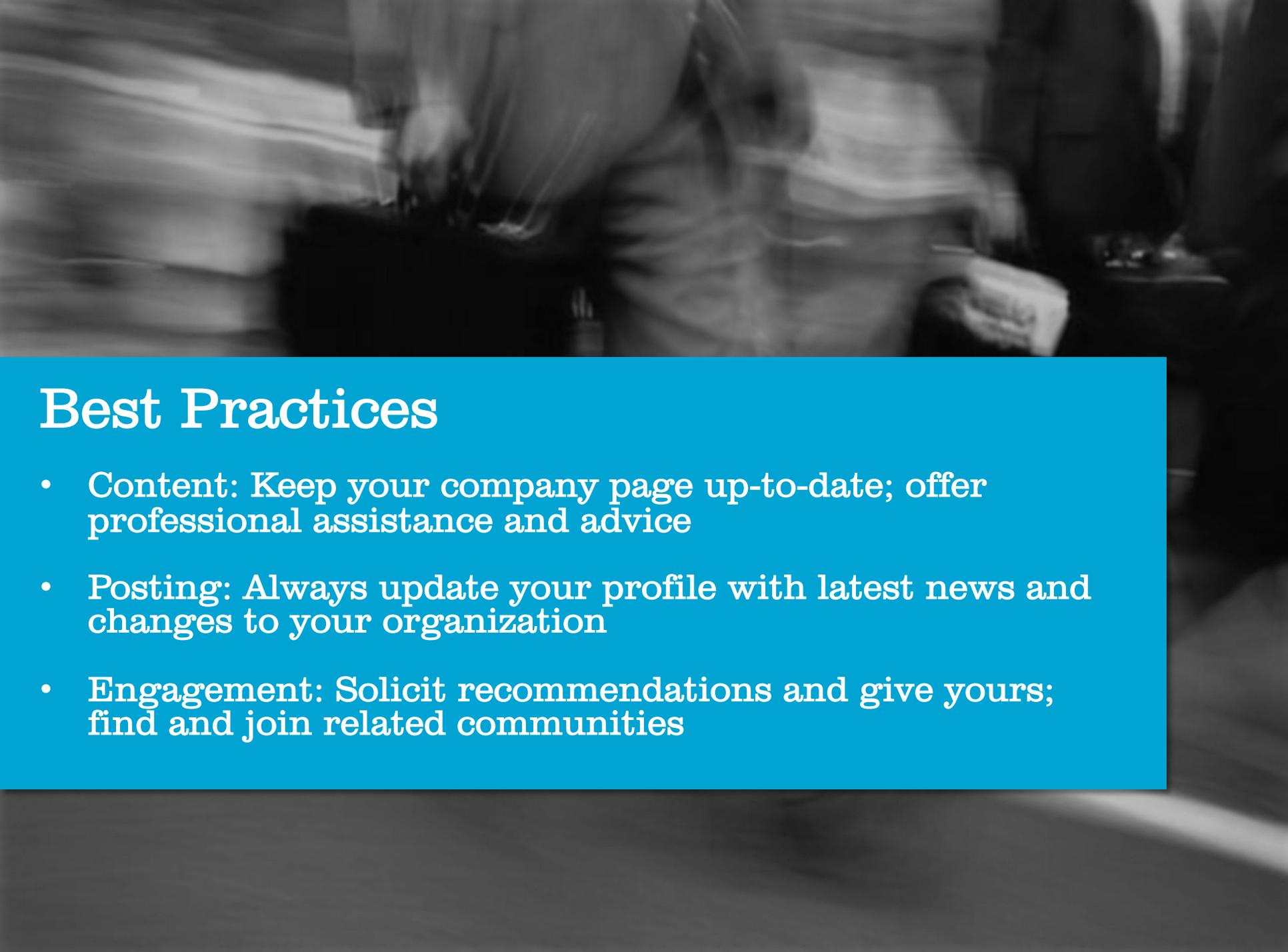
**Jeremy Begley**

Jan 30, 2014 +1

Nice one!

- 84 million users in US alone
- Over 3 million companies using it
- 33% of visits from mobile sites
- Available in 20 languages
- Facebook for professionals





# Best Practices

- **Content:** Keep your company page up-to-date; offer professional assistance and advice
- **Posting:** Always update your profile with latest news and changes to your organization
- **Engagement:** Solicit recommendations and give yours; find and join related communities



## What mobile data collection/rating/energy audit application and device do you think is best?

Mike Rogers

As we're rapidly heading into the Spring conference season with RESNET next week, NESEA the following, and ACI coming at the the end of April (to name a few), I'll get a chance to see ...

Like • Comment (1) • Follow • 1 day ago



Harold Orr Since the major heat loss in most houses is air leakage I think the one tool that can be used to determine tightness is the Blower Door, and ...  
15 hours ago

Add a Comment...



discussion in RESNET.US.  
Allison A. Bailes III, PhD Are We Off Track With Combustion Safety Testing?

Last week at the Dry Climate Forum, Dr. Vi Rapp of LBNL took a hard look at combustion safety testing protocols and found that one of the tests in particular may not be worth the time and effort we... more Are We Off Track With



Safety Testing? Energy lot combustion safety es. Is it a good use of their they assessing the risks ?

commented on a discussion RESNET.US. Mike Rogers at mobile data ection/rating/energy audit ication and device do you As we're rapidly heading g conference season with t week, NESEA the ACI coming at the the o name a few), I'll get a e what's new from... more  
15h ago



Jeff Gephart likes a discussion in RESNET.US. Pat O'Malley Appraisal Institute Form 820.04 I was glad to see RESNET partner with AI to have this Green Addendum partially populated through the HERS process. The 11/6/13 post on RESBlog indicates that this will be available "early in 2014".... more



## Senate Bipartisan Energy Legislation to Include SAVE Act

Laurel Elam

<http://myemail.constantcontact.com/Senate-Bipartisan-Energy-Legislation-to-Include-SAVE-Act.html?soid=1103032892159&aid=a9i-MDM71Es> myemail.constantcontact.com

Like (3) • Comment • Follow • 3 days ago

# Establish thought leadership

**Promotions****All Promotions**

Promotions You've Started

Promotions You've Joined

Promotions You're Following

**Recent Activity****John Tomaini REFLECTIVE INSULATION FOR HVAC SYSTEMS,**

As my sales reps go around the country with our newest product, The EZ-STRIP SPACER for Reflective & Polyester Insulation. We have been hearing some horror stories about local building departments not checking the insulation...

Like • Comment • Follow • 9 days ago • Flag ▾

# Promote services

ners for Duct Wrap and EZ-  
www.zip-ez.com

g Sense<sup>®</sup> DocAir's training

course is accredited by the Tennessee Real Estate Commission for 2.0 CE credits. When you get an unfavorable home...

Like • Comment • Share Link • Follow • 10 days ago • Flag ▾

**Kristin Hall Cockroach Allergen- New Tech Tip Video from IAQA**

When it comes to allergy triggers, most people first think of pollen, mold and dust mites. However, cockroach allergen should also be considered as a possible indoor allergen. In this Tech Tip video from the Indoor Air...

[Cockroach Allergen youtube.com](http://youtube.com)

In this Tech Tip video from the Indoor Air Quality Association (<http://iaqa.org>), you'll learn about cockroach allergens, which can trigger allergy symptoms even if cockroaches are not seen.

Like • Comment • Share Link • Follow • 18 days ago • Flag ▾

- 175 million users in US alone
- Reaches more US adults in age range 18-34 than cable
- Mobile devices account for 1 billion views each day
- 6 billion hours of video watched each month

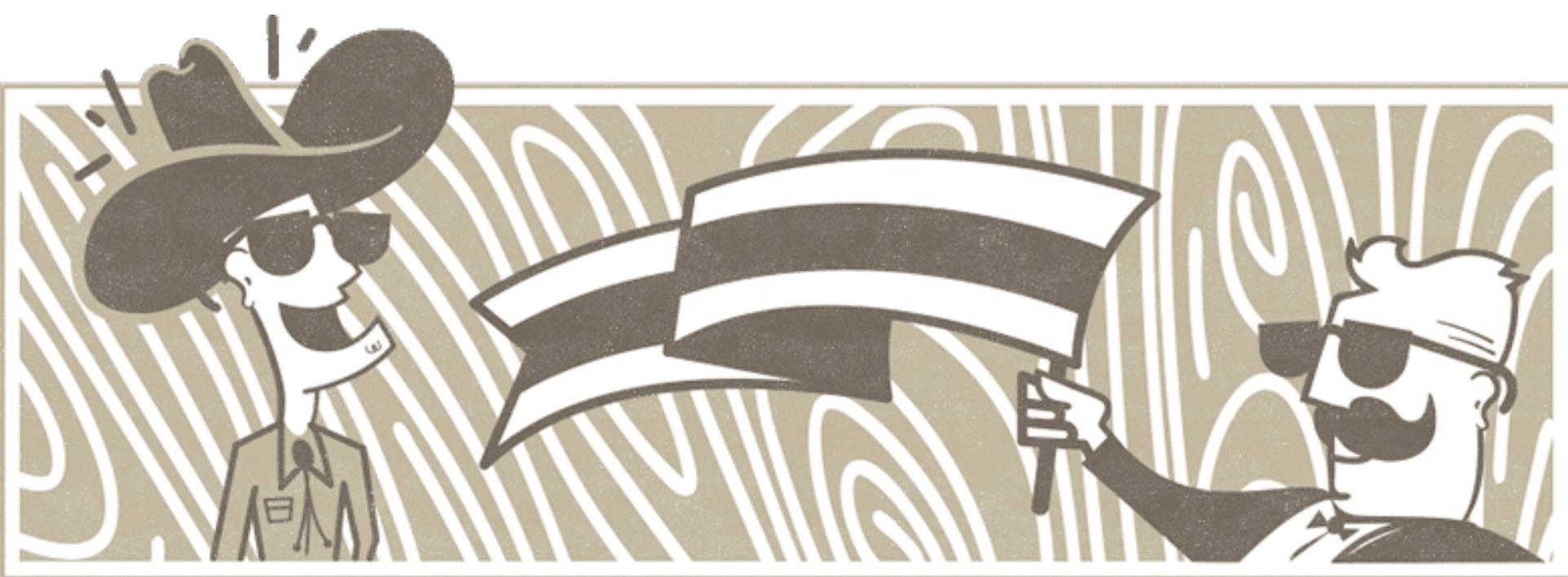


# Best Practices

- Content: Videos giving tutorials, advice and how-tos are very popular
- Posting: There's no hard and fast rule for posting here; do it whenever you have the time and inspiration!
- Engagement: Respond to positive feedback by creating new videos based on what your customers want

00:49 / 11:07

Blower Door Quick Guide Part 1



**Taking RESNET's  
message to consumers**

Email or Phone

Password

Log In

Keep me logged in

[Forgot your password?](#)

RESNET SmartHome  
is on Facebook.

To connect with RESNET SmartHome, sign up for Facebook today.

Sign Up

Log In



## RESNET SmartHome

### Non-Profit Organization

RESNET is an independent, non-profit organization that helps homeowners reduce the cost of their utility bills by making their homes more energy efficient.

About



Photos



Likes



Twitter

Energy Efficient  
Homes Tax Credit  
OCEANSIDE,  
CALIFORNIA--

Notes 2

Highlig... ▾



RESNET SmartHome shared a link.

February 6

Georgia Power got the HERS Index Score right on the money. Thanks for the great video!

<http://youtu.be/hDwIA1zbuqA>

Promotional Video, by Georgia Power

Video

What is the  
HERS Index?



0:02 / 3:32



YouTube





RESNET SmartHome shared a link.

Posted by Fourth Dimension [?] · about an hour ago

Feel a draft coming from your window frame? Then you probably have a leaky window.

Fix this problem by sealing it properly.

<http://www.resnet.us/library/how-to-seal-windows/>



# Articles

## How to Seal Windows

[www.resnet.us](http://www.resnet.us)

If you're looking at ways to seal windows, consider options like applying weather stripping or plugging holes with caulking for example.



RESNET SmartHome shared a link.

Posted by Fourth Dimension [?] · February 21

Take advantage of FREE home energy audits offered by the City of #Tallahassee and find an Energy Auditor on #RESNET – <http://ow.ly/tSz9n>



Find a Contractor, Auditor or Builder | RESNET

[www.resnet.us](http://www.resnet.us)

Find a Certified RESNET EnergySmart Contractor, Auditor, or Builder in your area and take the first step towards making...

Promote services



Liberty Homes Custom Builders and David Barlup like this.

### Reach more people by boosting your post

Learn More

- Audience**
- People who like your Page and their friends [?]
  - People you choose through targeting [?]

**Location**

Cities Within 25 miles

Tallahassee, FL

**Age**

13 - No max

# Find a Certified RESNET EnergySmart Contractor, Auditor,



## a Contractor, Auditor or Builder |

RESNET  
<http://ow.ly/tSz9n>

👍 1 💬 1

**Boost Post**

# Paid promotions

+ HGTV + Energy conservation

**Maximum Budget**

\$23

**Est. People Reached**

1,900 - 5,100 of 17,000

Your budget and targeting determine how many people your post will reach.

**Duration**

Boost this post for 1 day [?]

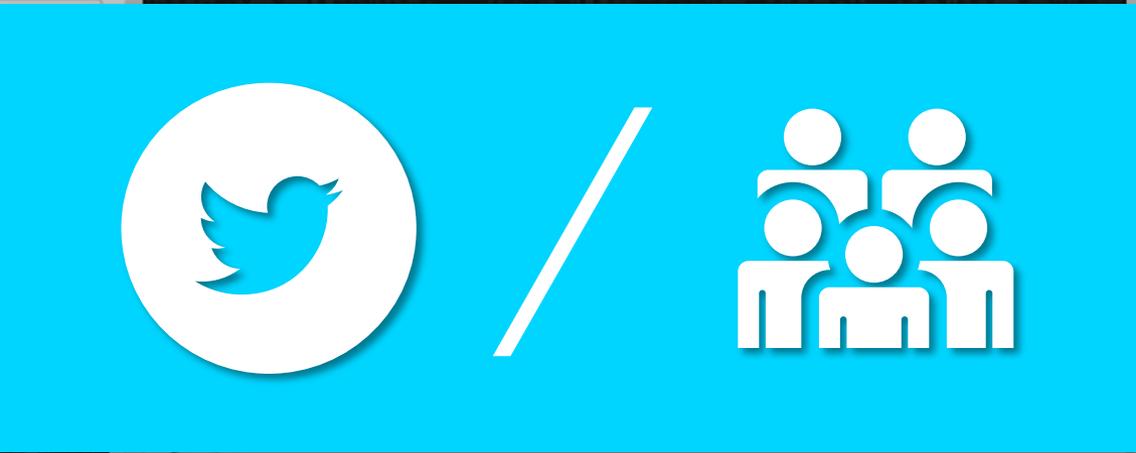


# RESNET SmartHome

@ResnetSmartHome

Energy efficient tweets from the organization setting the standards for America's home energy industry. Chat with us on Facebook [facebook.com/ResnetSmartHome](https://facebook.com/ResnetSmartHome)

USA · [resnet.us](https://resnet.us)



Spring will be here before you know it. Be prepared to save energy and money with @ResnetSmartHome: [bit.ly/1f6zEpK](https://bit.ly/1f6zEpK)

View summary Reply Retweet Favorite More



**RESNET SmartHome** @ResnetSmartHome · Feb 18  
#EnergyEfficient tip: Check your filters! Dirty filters = Reduced Efficiency = Higher Utility Bills. #EnergyConservation

Expand Reply Retweet Favorite More



**RESNET SmartHome** @ResnetSmartHome · Feb 18  
Great infographic on keeping your home warm this winter [resnet.us/library/home-w...](https://resnet.us/library/home-w...) #energy #energyefficiency #energyefficiency

Expand Reply Retweet Favorite More



Retweeted by RESNET SmartHome





Search



**Energy Rescue Plus** @Energy\_Rescue · Oct 1

Share your favorite #energysavingtips. We would love to know what things work best for you!

#savingmoney #NC #Graham pic.twitter.com/OEo8xoTNTs

View photo

Reply Retweeted Favorite ... More

# Conversations

...ces and electronics

Favorite ... More

## Energy Saving Tips for Spring

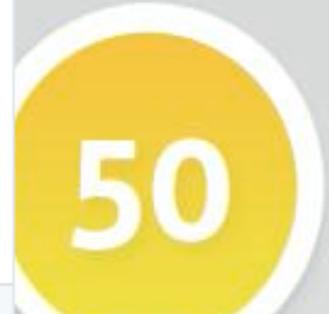
Time flies so fast! It seems like just yesterday we were celebrating the holidays and now... spring is around the corner! Soon we can look forward to warmer weather, flowers blooming and longer,...

[View on web](#)



12:06 PM - 12 Feb 2014 · Details

Flag media



- Campaign set up
- Online sales
- Gain followers
- Lead generation
- Brand awareness

Measurement

Bidding strategies

Targeting

Writing Tweets

- Drive action
- Build brand

# Bidding strategies

Tweet

The first step for bidding effectively on Twitter Ads is to understand how our auction works:

## How pricing works on Twitter

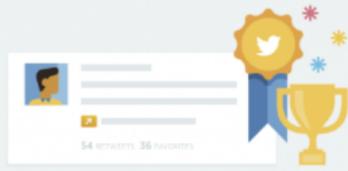
- 1 Select your target audience.**  
The demand to show ads to this audience will factor in to how much you eventually pay.



**#PROTIP:** The most successful advertisers target a broad, relevant audience.
- 2 Set your bid.**  
Determine how much you value a follow or engagement and set your bid accordingly.



**#PROTIP:** The Estimated Reach bar will show you how much of your targeted audience is likely to see your ad.
- 3 Great ads are rewarded.**  
The auction will take both your bid and ad quality into account.



**#PROTIP:** Increase the quality score of your ads by raising the engagement rate on your campaigns.

Paid ads

#TwitterAds101



Visit Twitter Ads now

Let's go!

Additional resources

- Contact support
- Ads Help Center



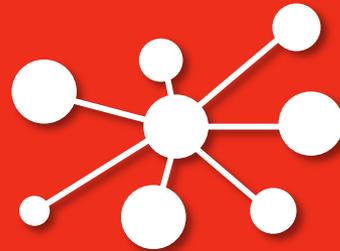


RESNET

<http://www.resnet.us>



So, what's your HERS Index Score?



Videos

... - Yesterday 2:30 PM

#EnergyEfficiency

For today:  
... filters = Reduced Efficiency = Higher Utility Bills.

close attention to your furnace:  
#EnergyEfficient #LowerUtilityBills #IncreasedEfficiency

An Energy Efficient Furnace Can Help Cut Home Energy Costs

<http://www.resnet.us/library/energy-efficient-furnace/>



RESNET

Shared publicly - Yesterday 11:00 AM

#warmhome

Take a look at this great infographic on keeping your home warm this winter.

#warmhome #warmhouse #energyefficiency #energysavingtips



Is Your Home Warm Enough this Winter? – Infographic

<http://www.resnet.us/library/home-warm-enough-winter-infog...>

+2



Add a comment...



In their circles



David Maschke



Harris CapRock

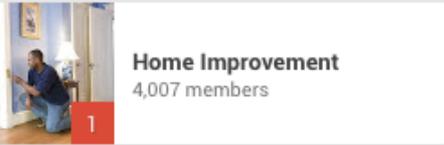


Matthew Sheaffer

Have them in circles

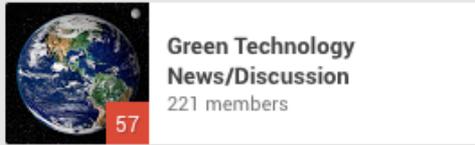


Communities you've joined



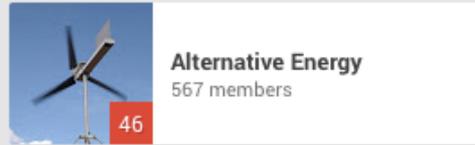
**Home Improvement**  
4,007 members

1



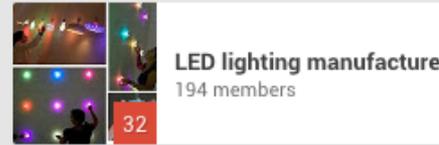
**Green Technology News/Discussion**  
221 members

57



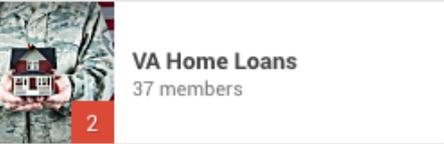
**Alternative Energy**  
567 members

46



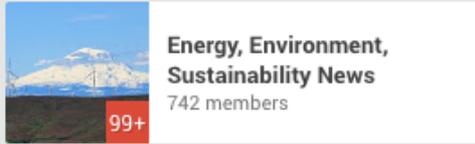
**LED lighting manufacture**  
194 members

32



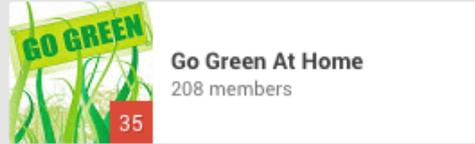
**VA Home Loans**  
37 members

2



**Energy, Environment, Sustainability News**  
742 members

99+



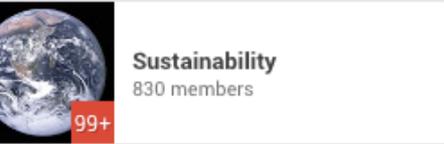
**Go Green At Home**  
208 members

35



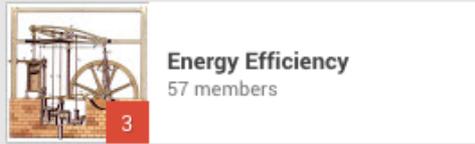
**UK's Home Maintenance and Improvement**  
154 members

41



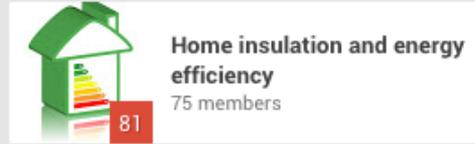
**Sustainability**  
830 members

99+



**Energy Efficiency**  
57 members

3



**Home insulation and energy efficiency**  
75 members

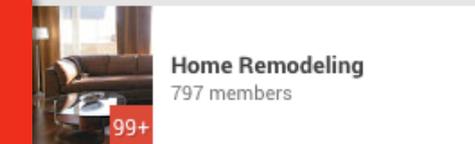
81



**Energy efficiency**  
490 members

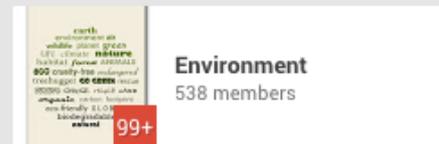
99+

# Communities



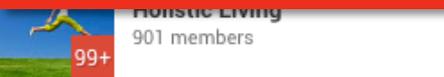
**Home Remodeling**  
797 members

99+



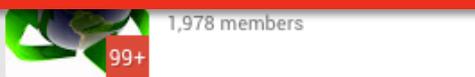
**Environment**  
538 members

99+



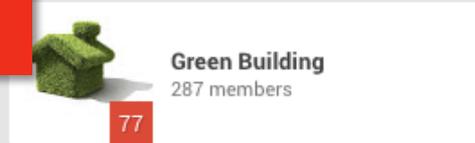
**Holistic Living**  
901 members

99+



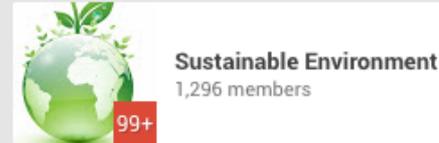
**Green Building**  
287 members

77



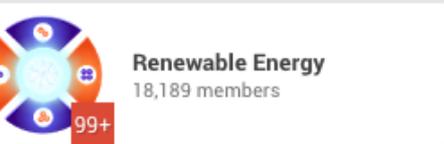
**Green Building**  
287 members

77



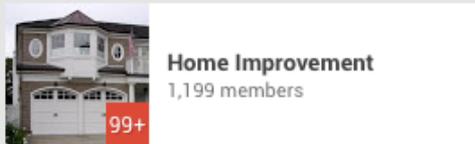
**Sustainable Environment**  
1,296 members

99+



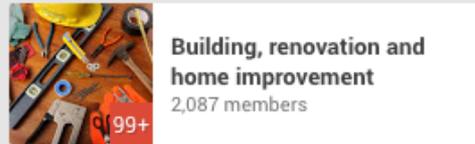
**Renewable Energy**  
18,189 members

99+



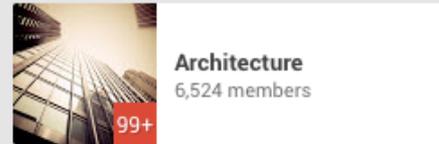
**Home Improvement**  
1,199 members

99+



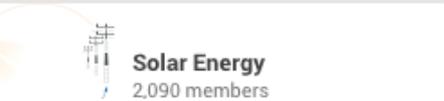
**Building, renovation and home improvement**  
2,087 members

99+



**Architecture**  
6,524 members

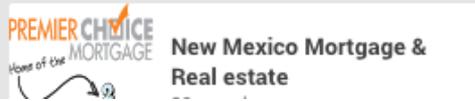
99+



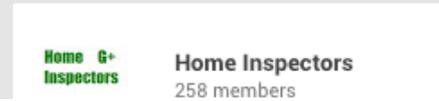
**Solar Energy**  
2,090 members



**Energy Friend**  
99 members



**New Mexico Mortgage & Real estate**



**Home G+ Inspectors**  
258 members



**RESNET**

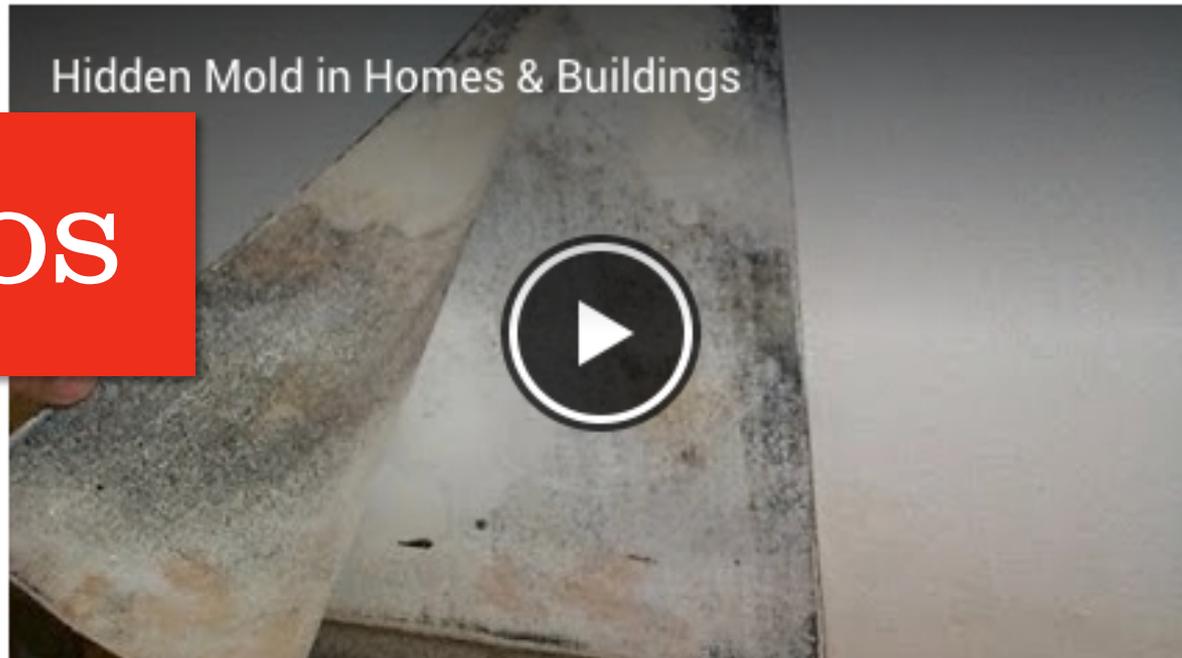
Shared publicly ·

#Mold

Mold in your home is a serious problem that can effect both health and home values. This video tells you what you should look out for.

**#moldremoval #moldrestoration #energysavings  
#energyefficiency #mold #homeimprovement #tips**

Videos



+2

↪ 1

Add a comment...





**RESNET**

Shared publicly - Feb 18, 2014

#warmhome

Take a look at this great infographic on keeping your home warm

# Infographics

energyefficiency #energysavingtips



Is Your Home Warm Enough this Winter? – Infographic

<http://www.resnet.us/library/home-warm-enou...>



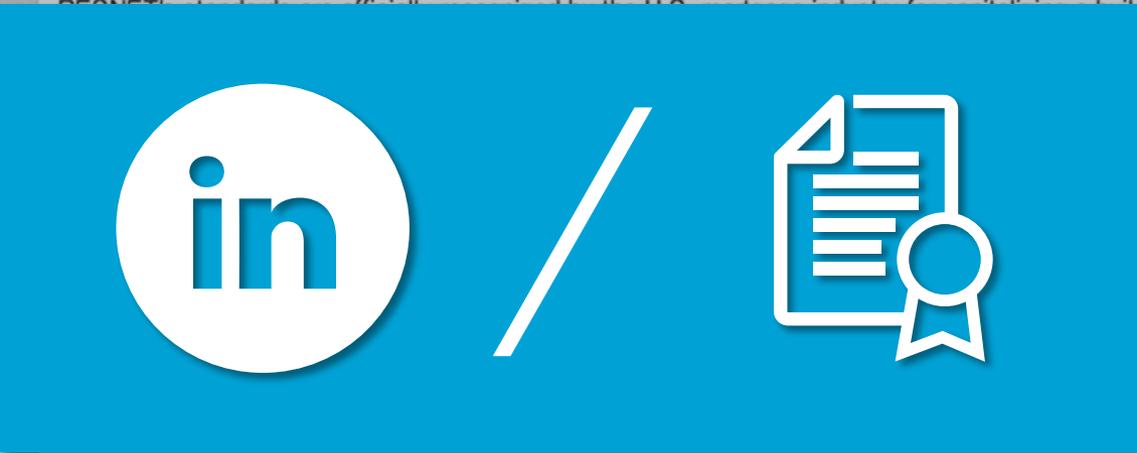
**Group Profile**

**Private group.** To request membership, click Join and your request will be reviewed by the group manager.

The Residential Energy Services Network's (RESNET®) mission is to ensure the success of the building energy performance certification industry, set the standards of quality, and increase the opportunity for ownership of high performance buildings. RESNET is a membership 501-C-3 non profit organization.

**About this Group**

Created: October 7, 2010  
Type: Professional Group  
Members: 3,748  
Owner: Laurel E.  
Website: <http://resnet.us>



Superior Home Insulation



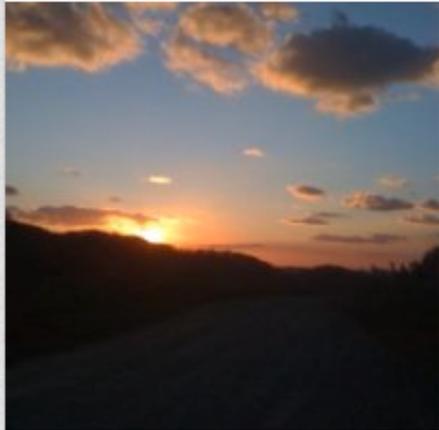
U.S. Green Building Council (USGBC)



Ultra Energy-Efficient Home Performance Group



ACI (Affordable Comfort, Inc.)



## Demand for Home Energy Ratings Soar in 2013 – Up 70% from 2012

**Laurel Elam**

RESNET Program Manager and Conference Coordinator

[http://myemail.constantcontact.com/Demand-for-Home-Energy-Ratings-Soar-in-2013---Up-70--from-2012.html?](http://myemail.constantcontact.com/Demand-for-Home-Energy-Ratings-Soar-in-2013---Up-70--from-2012.html?soid=1103032892159&aid=dHuZbtMiimk)

[myemail.constantcontact.com](http://myemail.constantcontact.com/Demand-for-Home-Energy-Ratings-Soar-in-2013---Up-70--from-2012.html?soid=1103032892159&aid=dHuZbtMiimk)

# Thought leadership

Thomas A. Peterson, Sheba Shimoji and 1 other like this

2 comments



**Thomas A. Peterson**

CEO at Solar Design & Construction

This should come as no surprise, other than we all expected it a lot sooner!

Thomas A.

Like • Reply privately • Flag as inappropriate • 1 month ago

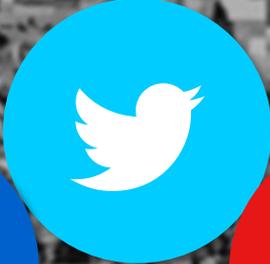
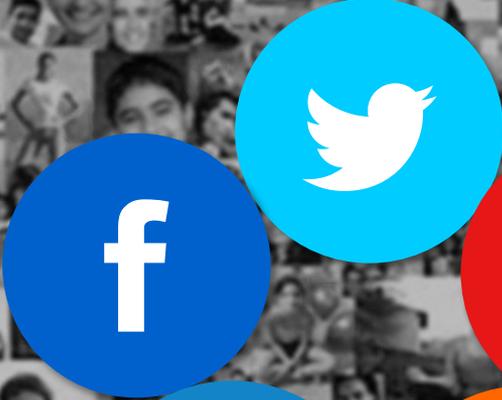


**Bret Houck**

Director of Business Development at Stego Industries

This is an encouraging sign of things to come. Although I couldn't help notice the 1 home in Hawaii which scored an 18.

Bret





Listen  
Post  
Measure





Questions?



Fourth  
Dimension