

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 Coca-Cola advertisement featuring three polar bears and a penguin in an icy, blue-toned landscape. The largest polar bear on the left wears a red scarf and holds a Coca-Cola bottle. A medium-sized bear in the center wears a brown scarf. A small cub on the right wears a pink and blue striped scarf. A penguin stands on the left. Several Coca-Cola bottles are scattered in the snow. The red Coca-Cola script logo is 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
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^eENERGYBILL.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



8,546

Likes



Sign Petition



Welcome

Highlig... ▾



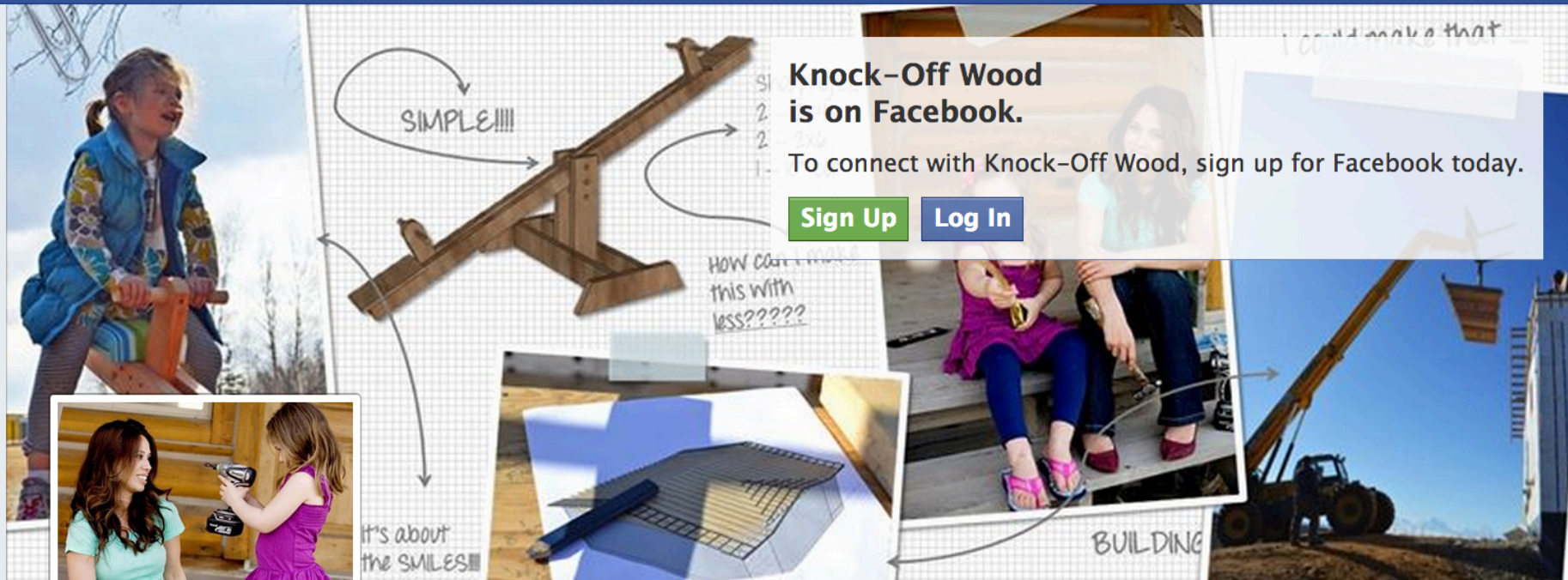
Fix My Energy Bill shared a link.
October 8, 2013

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.

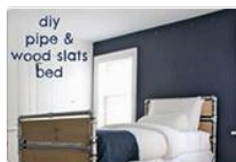
[Sign Up](#)[Log In](#)

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.

Tw

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

Gg

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.

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.



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

Save

Top / All

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
books 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 · Refresh · View all



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



All communities

Recommended for you



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

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



Inviting Home

General Discussion - 9:22 AM

#LAMPS

The 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>

#crystallamps

Communities

Carpentry

100

Electrical

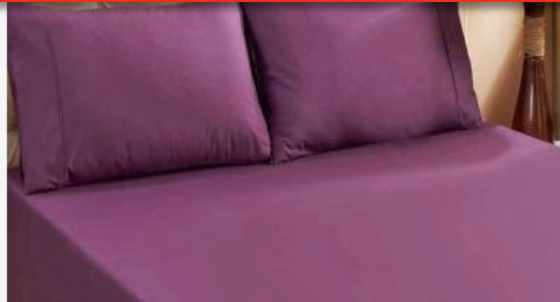
100

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

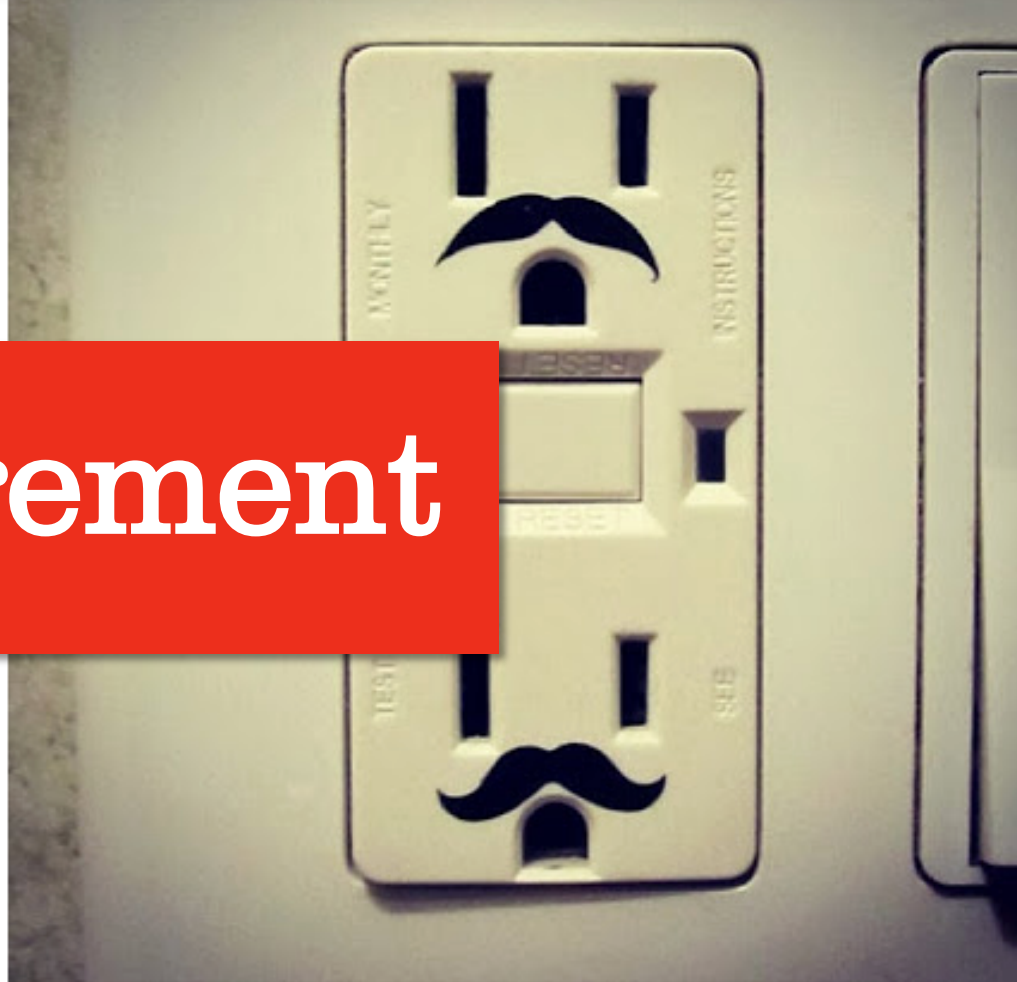
+2



Add a comment...



Engagement



+4

➡ 2



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
e they assessing the risks
?

commented on a discussion
RESNET.US. Mike Rogers
at mobile data
ection/rating/energy audit
lication 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

**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](#)

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**

facebook

Email or Phone

☐ Keep me logged in

Password

Log 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>

Video

Promotional Video, by Georgia Power



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

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

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>**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

USA · resnet.us



DUCTZ

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

View summary

Reply Retweet Favorite More

RESNET

RESNET SmartHome @ResnetSmartHome · Feb 18

#EnergyEfficient tip: Check your filters! Dirty filters = Reduced Efficiency = Higher Utility Bills. #EnergyConservation

Expand

Reply Retweet Favorite More

RESNET

RESNET SmartHome @ResnetSmartHome · Feb 18

Great infographic on keeping your home warm this winter
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

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](#)

...es and electronics

...
★ Favorite ... More



12:06 PM - 12 Feb 2014 · Details

Flag media

50

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.



When the suggested range is too competitive, you may see a message that says "Your bid is too high" or "Your bid is too low".

#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.

54 retweets 36 favorites

Paid ads

#TwitterAds101



Visit Twitter Ads now

Let's go!

Additional resources

Contact support

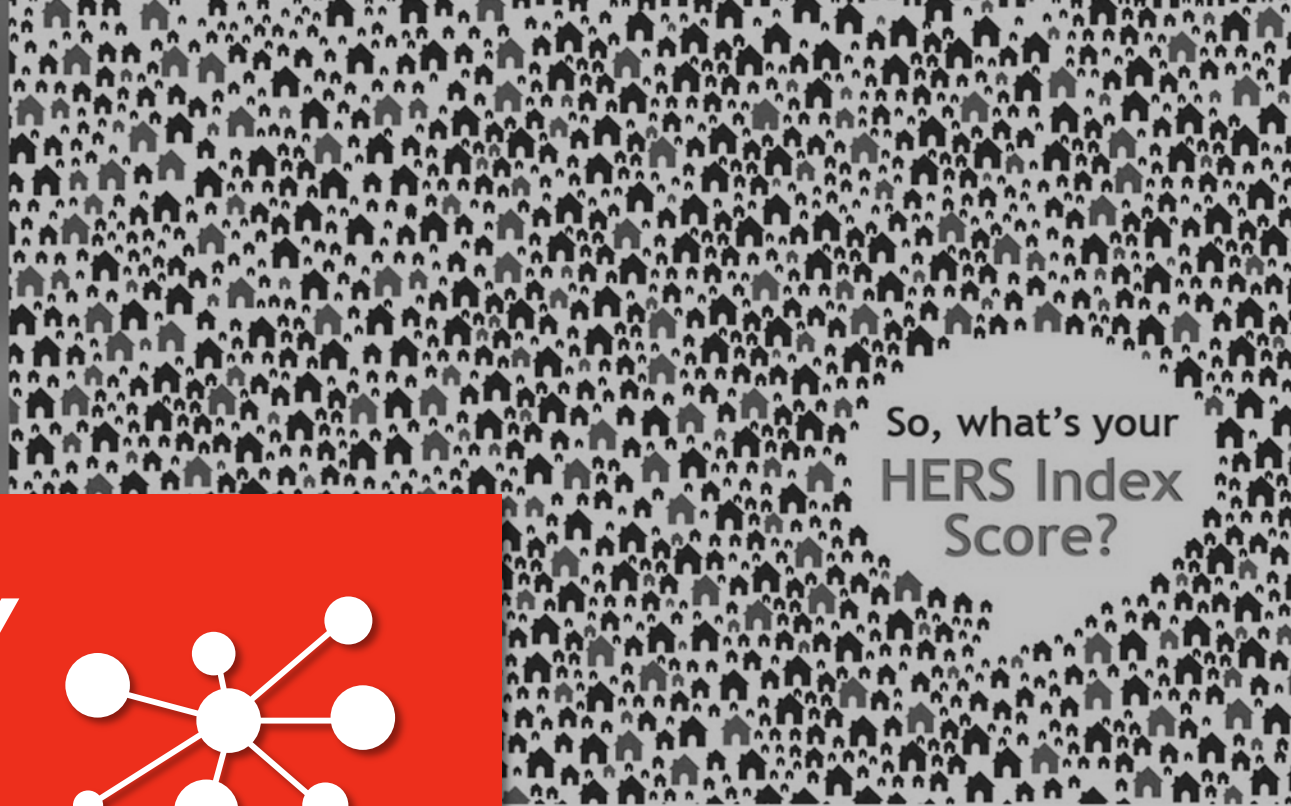
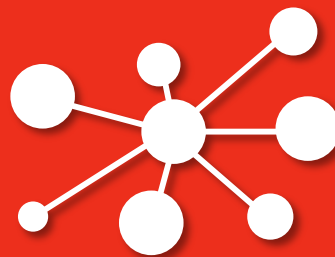
Ads Help Center





RESNET

<http://www.resnet.us>



So, what's your
HERS Index
Score?

Videos

clly - Yesterday 2:30 PM

#EnergyEfficiency

for today:

y 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

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

1

Add a comment...

#warmhome

In their circles



David Maschke




Harris CapRock



Matthew Sheaffer

Have them in circles

Communities you've joined



Home Improvement
4,007 members



Green Technology News/Discussion
221 members



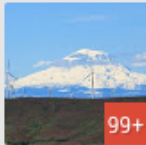
Alternative Energy
567 members




LED lighting manufacture
194 members



VA Home Loans
37 members



Energy, Environment, Sustainability News
742 members



Go Green At Home
208 members




UK's Home Maintenance and Improvement
154 members



Sustainability
830 members



Energy Efficiency
57 members



Home insulation and energy efficiency
75 members




Energy efficiency
490 members



Home Remodeling
797 members



Environment
538 members



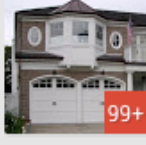
Green Building
287 members



Sustainable Environment
1,296 members




Renewable Energy
18,189 members




Home Improvement
1,199 members




Building, renovation and home improvement
2,087 members




Architecture
6,524 members



Solar Energy
2,090 members



Energy Friend
99 members



New Mexico Mortgage & Real estate
-- members



Home G+ Inspectors
258 members

Communities



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**

Hidden Mold in Homes & Buildings



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...>

+2



1

Add a comment...





RESNET.US

Join

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.

RESNET is a leading "first" in the U.S. to create a certification for building's energy performance. RESNET is the only national organization dedicated to the ENERGY

About this Group

Created: October 7, 2010

Type: Professional Group

Members: 3,748

Owner: Laurel E.

Website: <http://resnet.us>



Superior Home Insulation



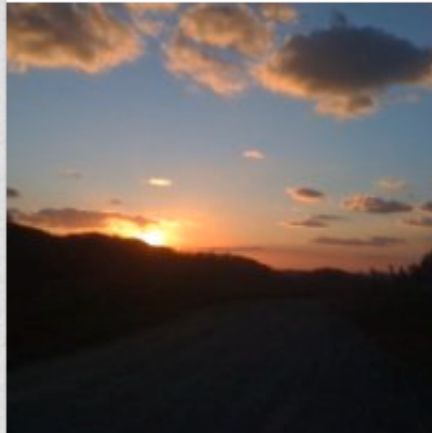
U.S. Green Building Council (USGBC)



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?>

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

Thought leadership

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

 2 comments



Thomas
A.

Thomas A. Peterson

CEO at Solar Design & Construction

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

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



Bret

Bret Houck

Director of Business Development at Stego Industries

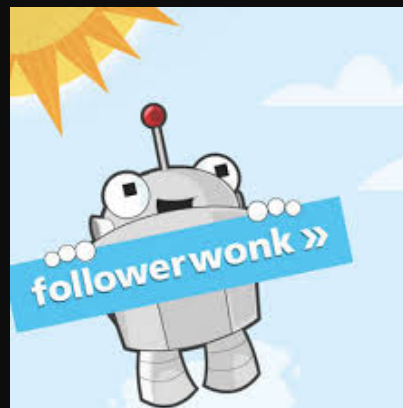
This is an encouraging sign of things to come. Although I couldn't help notice the 1 home in Hawaii which scored an 18.





Listen
Post
Measure







Questions?



Fourth
Dimension