



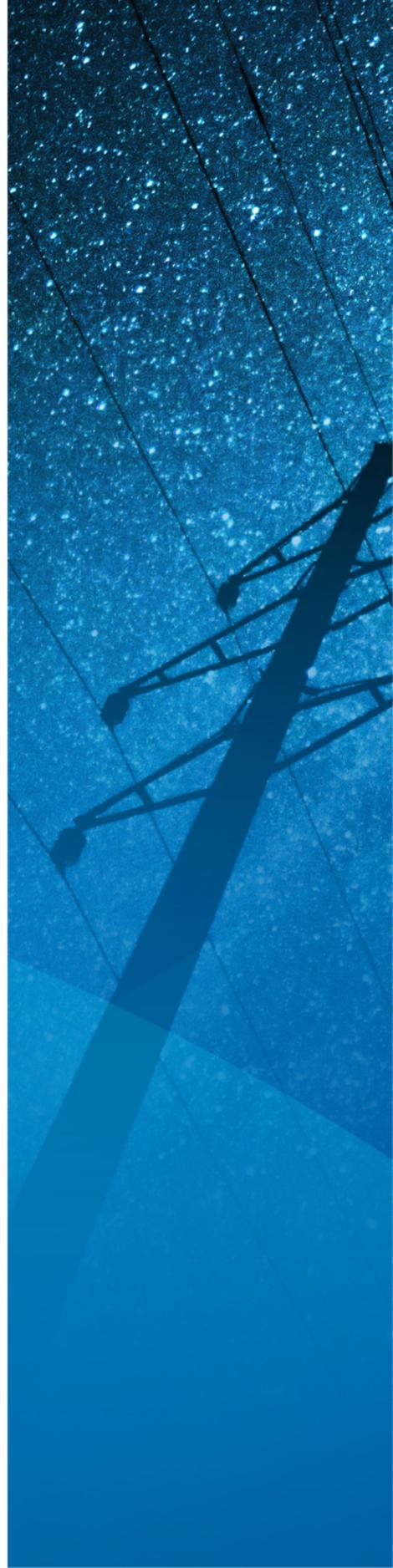
# **SOCIAL MEDIA USE IN LINE SITING OUTREACH**

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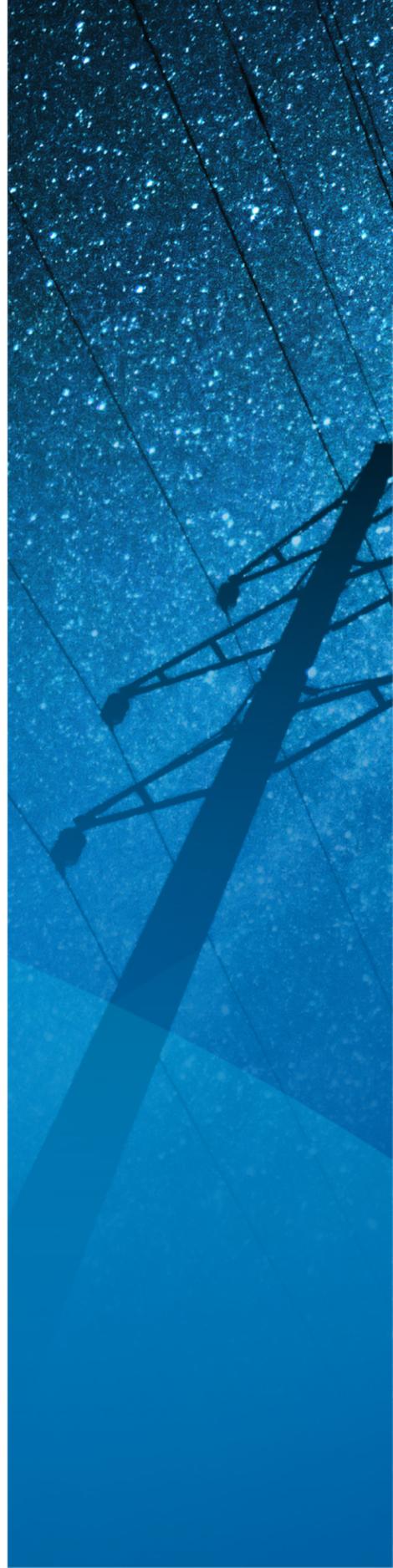
## **Our current approach to publicizing Line Siting open houses, public comment or hearings**

- A multi-channel approach using paid advertising and direct outreach
- Direct mail (printed newsletters), email, public notice newspaper advertising, Facebook ads, website
- Social media can be an effective part of this overall mix

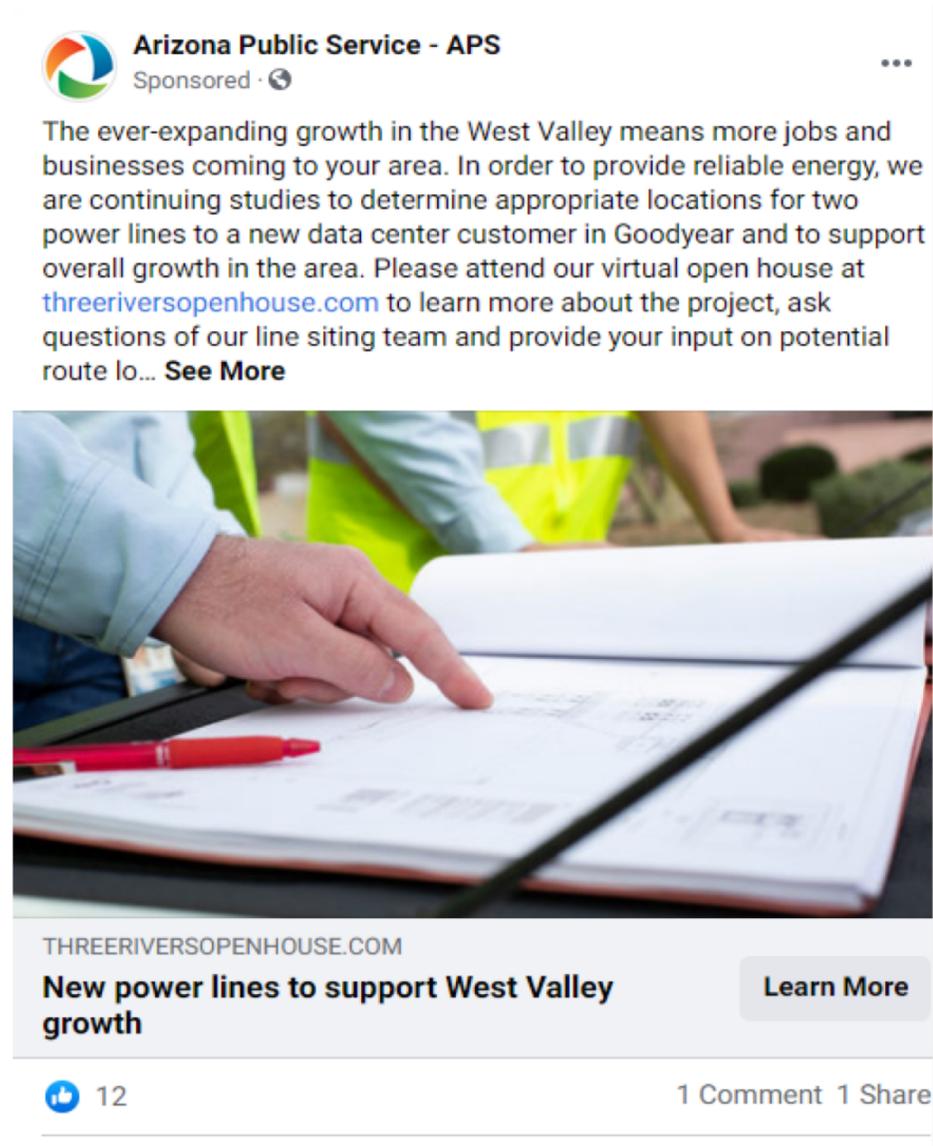


## **APS is currently using social media for Line Siting**

- Facebook advertisements that link to the virtual open house websites
- Attempt to reach customers geographically based on the impacted areas of the project
- Run advertisements during the virtual open house period
- Invite customers to the website or virtual open house to learn more, ask questions or provide input
- Use existing brand Facebook page with built-in audience and advertising capabilities rather than create new social media accounts by project
- Gear posts to a specific audience rather than organic posts on the company's page or timeline.



# Sample ads



**Arizona Public Service - APS**  
Sponsored · 

The ever-expanding growth in the West Valley means more jobs and businesses coming to your area. In order to provide reliable energy, we are continuing studies to determine appropriate locations for two power lines to a new data center customer in Goodyear and to support overall growth in the area. Please attend our virtual open house at [threeriversopenhouse.com](http://threeriversopenhouse.com) to learn more about the project, ask questions of our line siting team and provide your input on potential route lo... **See More**

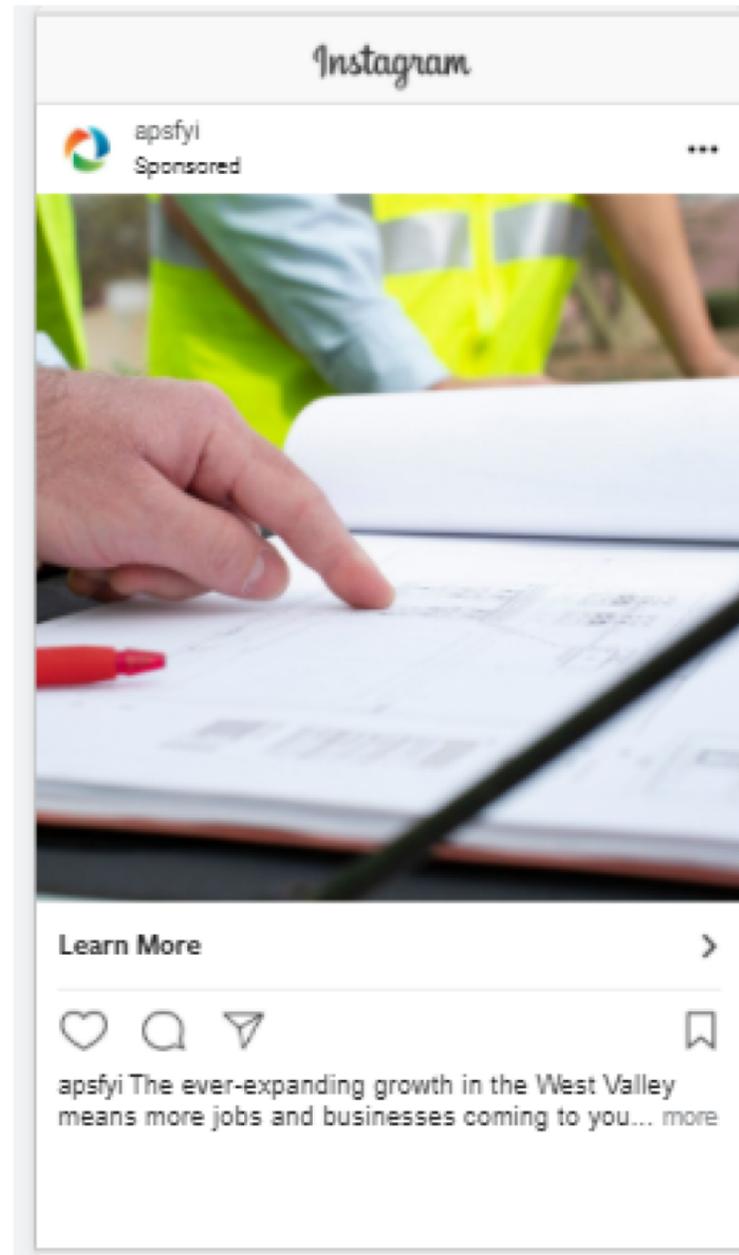


THREERIVERSOPENHOUSE.COM

**New power lines to support West Valley growth** [Learn More](#)

 12  1 Comment  1 Share

Three Rivers - Facebook



Instagram

 apsfyi  
Sponsored

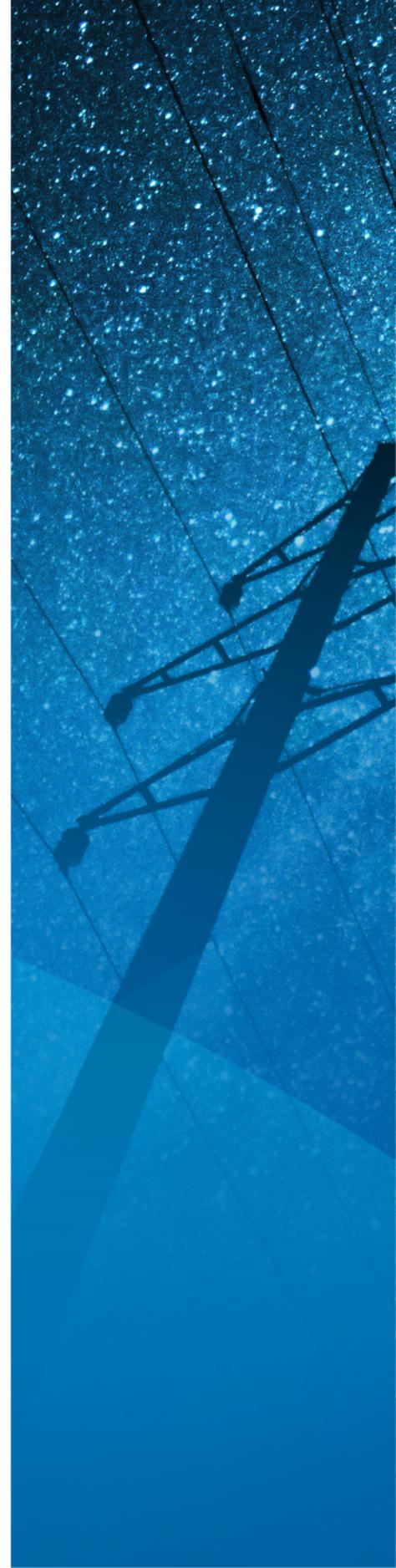


[Learn More](#) >

apsfyi The ever-expanding growth in the West Valley means more jobs and businesses coming to you... more

West Valley Central - Instagram

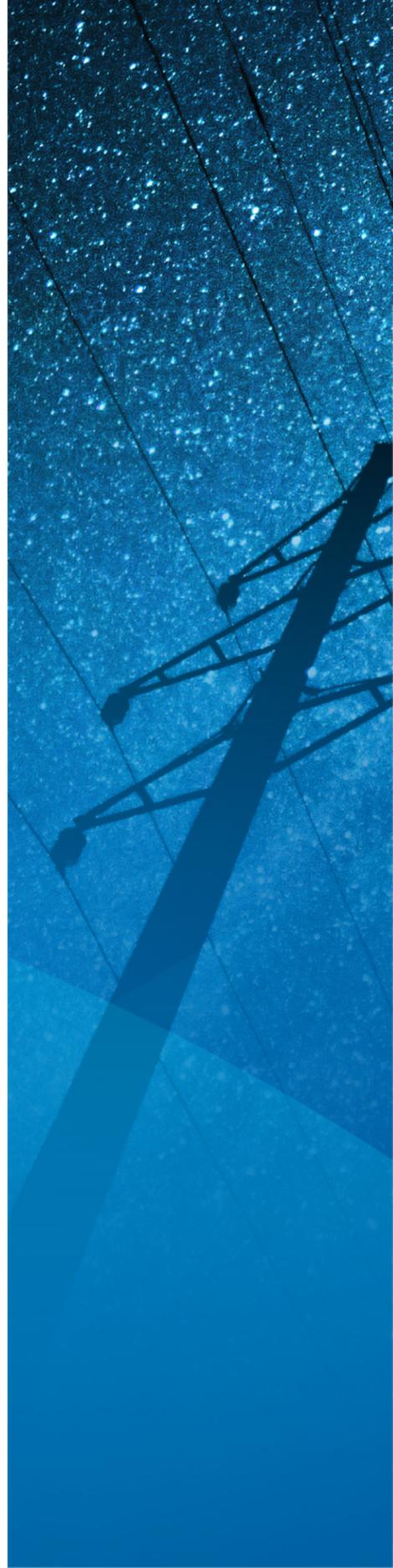


## Why Facebook ads?

- Facebook provides the best combination of total readership and audience capabilities
- About 69% of U.S. adults use Facebook, vs. 28% on LinkedIn, 23% on Twitter and 13% on NextDoor\*
- Facebook use is relatively consistent across ages and other demographics\*
- Can focus on customers effectively based on a radius surrounding a certain area, not just by zip code
- Also reach Instagram and Messenger users because of connected platforms

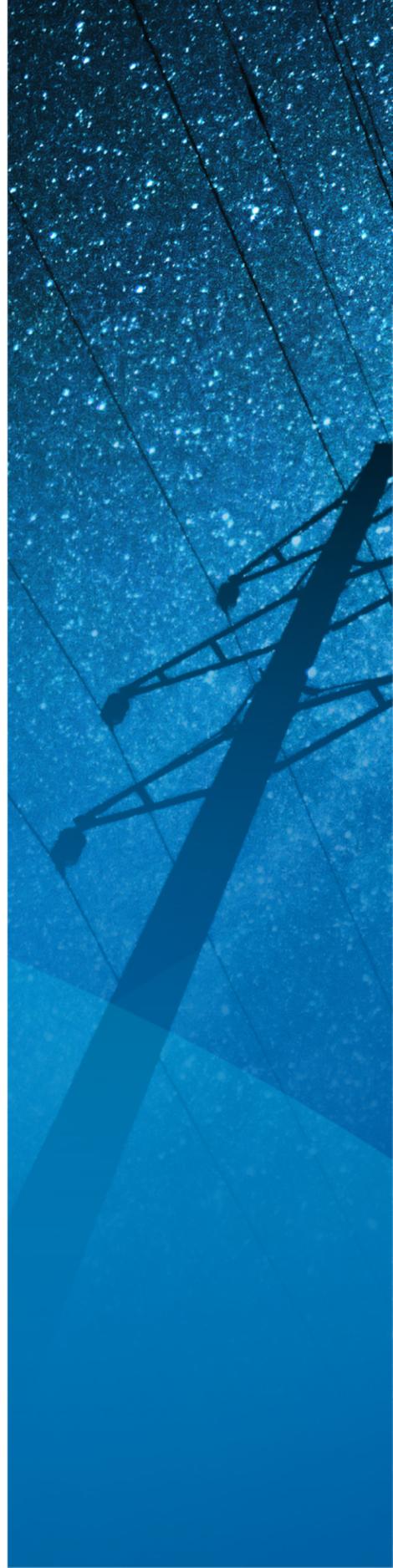
# Social media has benefits but also limitations

- Benefits
  - Social media provides an additional way of reaching customers as part of a multi-channel mix.
  - It can be cost effective, can reach the affected area and point people directly to a virtual open house or other website.
- Limitations
  - Not everyone is on it, or on all channels, and there's no guarantee those on the channels will see the ads.
  - In addition, like the traditional line siting outreach, social media only is effective and appropriate if highly targeted.



## **Social media is a two-way conversation**

- Most traditional notices of open houses are one-way communication. Social media by its nature invites the audience to engage.
- The intent is to invite customers to the virtual open house where they can ask questions of the project team or provide official input.
- Comments posted on social media are shared with the project team, and followed up on as appropriate, as if the comments came in via email or the virtual open house site.



## Other channels

- Twitter use is limited. Can reach customers by zip code but not radius.
- NextDoor is relatively new; it is growing and evolving. Pew Research does not have data for NextDoor earlier than 2021.
  - Businesses cannot engage in the discussions started by community members
  - Businesses can make up to 2 free posts per month in communities where they have been tagged or invited
  - Businesses can pay to become a NextDoor partner, allowing more posts in neighborhoods
  - Limited data – do not get the same reporting as with Facebook ads
- We continue to monitor and evaluate social media channels, and adjust our best practices accordingly.

## Recommendations

- Support use of social media as part of the media mix to publicize open houses, public comment opportunity or hearings
- Comments on social media notices should be treated like other comments received about a line siting project
- Social media requirements should be left as broad as possible to allow for flexibility
  - Utilities should use the channels that are most effective
  - Drives conversations and comments to a project's website
  - Social media channels are continuously evolving
  - APS has seen the best benefits from targeted Facebook ads and email

