Gray Matter Systems Overview

Smart Social Media

Alan Hinchman | Vice President

Communication is a Team Sport

Define person's role and build distinct rules on how and what to communicate.

Members of the team need to be: Legal, Marketing, Leadership, Operations and Customer Service. Once the team is formed then you have a number of items to solve.

Know WHO Your Utility WANTS To Be

Utility Identity – "Reliable", "Innovator", "Quality", etc.

Utilities need to define what will be identity they want to build. All messaging should connect back to this common theme. Everyone in the Utility should know the theme and be able to provide simple talking points.

Understand Your Options

Even if you don't use every social channel own your name on everyone.

Once you own the different channels understand who you want to communicate with and who use each. Facebook for example provides a completely different segment of people than Instagram.

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than $30,000/yr	76	77
$30,000-$49,999	76	69
$50,000-$74,999	68	74
$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

71% of adult internet users/58% of entire adult population

FACEBOOK STATS

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n=685)	18	30*
Less than $30,000/yr	17	20
$30,000-$49,999	18	21
$50,000-$74,999	15	27*
$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

23% of adult internet users/19% of entire adult population

Instagram users

Among online adults, the % who use Instagram

	2013	2014
All internet users	17%	26%*
Men	15	22*
Women	20	29*
White, Non-Hispanic	12	21*
Black, Non-Hispanic	34	38
Hispanic	23	34*
18-29	37	53*
30-49	18	25*
50-64	6	11*
65+	1	6*
High school grad or less	16	23*
Some college	21	31*
College+ (n=685)	15	24*
Less than $30,000/yr	18	28*
$30,000-$49,999	20	23
$50,000-$74,999	15	26*
$75,000+	16	26*
Urban	22	28
Suburban	18	26*
Rural	6	19*

26% of adult internet users/21% of entire adult population

Know WHO Your Utility WANTS To Be

Utility Identity – "Reliable", "Innovator", "Quality", etc.

Utilities need to define what will be identity they want to build. All messaging should connect back to this common theme. Everyone in the Utility should know the theme and be able to provide simple talking points.

Gray Matter Systems Overview

Smart Solutions, Superior Service

James Gillespie | CEO