

Social Media Pulse Report - Template

Friday, July 31 2015, 6:55 PM

Social Media Pulse Report - Date & Time

SCE OUTBOUND MESSAGES

SCE MENTIONS (Customers, Government and Media)

- Customers -
- Government/City
- Media -

VOLUME OF ACTIVITY

- Low
- Medium/Steady
- High

PAIN POINTS

- Customers
- Social Media Team

RUMOR CONTROL

ITEMS TO FLAG/ESCALATE

SUGGESTIONS/QUESTIONS/RECOMMENDATIONS

Sample: Social Media Pulse Report



Long Beach Outage

Social Media Pulse Report: Sat. Aug. 1, 8:50 AM

SCE Outbound Messages:

Tweeted out messages from the latest OVT update (4:40 AM).

- SCE staff are distributing water and ice starting at 8 a.m. Saturday, at Cesar Chavez Park Community Center, 401 Golden Avenue, Long Beach. 8:31 AM - 1 Aug 2015 <https://twitter.com/SCE/status/627501940851671040>
- **#LongBeach** update II: When these customers are transitioned off of generators (no current ETA), they may experience ~45-minute outages. 6:42 AM - 1 Aug 2015 <https://twitter.com/SCE/status/627474369489432576>
- **#LongBeach** UPDATE I: ~190 of the 260 remaining customers w/out power are on generator power; all should have gen. power by Sat. afternoon. 6:40 AM - 1 Aug 2015 <https://twitter.com/SCE/status/627473970489503744>
- @SCE_DavidS said: ".@sce online newsroom with the latest details: <http://newsroom.edison.com/stories/sce-crews-respond-to-power-outage-in-downtown-long-beach>" Aug 01, 2015 7:48 am https://twitter.com/SCE_DavidS/status/627491033375461376

SCE Mentions:

Customers:

Very low activity overnight.

- Tina B. Tessina left a comment on a Facebook Post: "Why is no one talking about what is causing the explosions and power outages? Is it faulty equipment? Vandalism? Terrorism? What is it?" Aug 01, 2015 12:09 am <http://www.facebook.com/366741496830/posts/10152894300931831>
- @AdamSteudle to : "We have generator power now which is great but your generator is blocking my garage so I had to park 4 blocks away <https://t.co/m11hGScwmH>" Aug 01, 2015 1:13 am

Government:

- @LongBeachCity said: "Ice+water available 2 those affected by pwr outage at Cesar Chavez Park starting at 8AM today. @LBMayorsOffice @SCE #lbPWRout2 #lbHELPout2" Aug 01, 2015 7:08 am <https://twitter.com/LongBeachCity/status/627480942735593472>

Media:

Many media stations picked up our latest update and have created stories and Tweets. Media has the largest reach on Twitter.

- @CBSLA said: "70 SoCal Edison customers in Long Beach still without power: <http://cbsloc.al/1DYTnij> <http://pic.twitter.com/R7qQehFv16>" Aug 01, 2015 7:53 am <https://twitter.com/CBSLA/status/627492359182356480>
- @ABC7 said: "70 customers still w/out power in Long Beach; @SCE estimates power to be back by afternoon <http://abc7.la/1MDRy3g> <http://pic.twitter.com/DpXQZM85Up>" Aug 01, 2015 7:45 am <https://twitter.com/ABC7/status/627490240760975360>
- @KTLA said "About 70 @SCE customers in Long Beach w/out power for 3rd day, 170 using generators after underground vault explodes <http://ktlane.ws/1JXnQ3f>" Aug 01, 2015 7:28 am <https://twitter.com/KTLA/status/627486015696052225>
- @NBCLA said: "UPDATE: Power could be fully restored to all Long Beach residents affected by the power outage by this afternoon: SCE <http://4.nbcla.com/3Gx19oa>" Aug 01, 2015 4:59 am <https://twitter.com/NBCLA/status/627448655193227264>

Volume of activity:

- Volume remains low on social media, especially among customers. Morning news cycle picked up our latest update, and we expect they will continue to follow the story.

Pain Points:

- Social Media Team: Photo and video approval process was too slow yesterday. We could still use fresh/current photos of crew working and volunteers at the distribution center today, especially as the news stations are still monitoring and reporting this story.

Rumor Control:

- None to report at this time.

Suggestion/Questions/Recommendations:

- It would be good to get photos of our crews and volunteers working at the Distribution Center.