

Technology: Is it Eating Away at Professionalism?

Adam Parnes

Manager Employee Communications and
Development

NRECA

Today's Agenda

- Is social media a fad?
- What is social media and who's using it?
- How will we manage?
- Society for Human Resource Management (SHRM) headlines
- How to deal with social media at work
- How co-ops are using social media



What is Social Media?

- **Networking Sites:**
 - Facebook, LinkedIn, Plaxo, MySpace
- **Location:**
 - Foursquare, Places, Gowalla, MyTown
- **Multimedia Sharing Services:**
 - YouTube, Vimeo, flickr
- **Review & Opinion Sites:**
 - Yelp, Yahoo, Amazon
- **Blogs:**
 - WordPress, Blogger, TypePad, Tumblr
- **Microblogs:**
 - Twitter, FriendFeed, Yammer

Are you using social media?

Are you a member of a social network?

What social sites do you use?

How do you use your networks?

Do you have and use a mobile phone?

Facebook

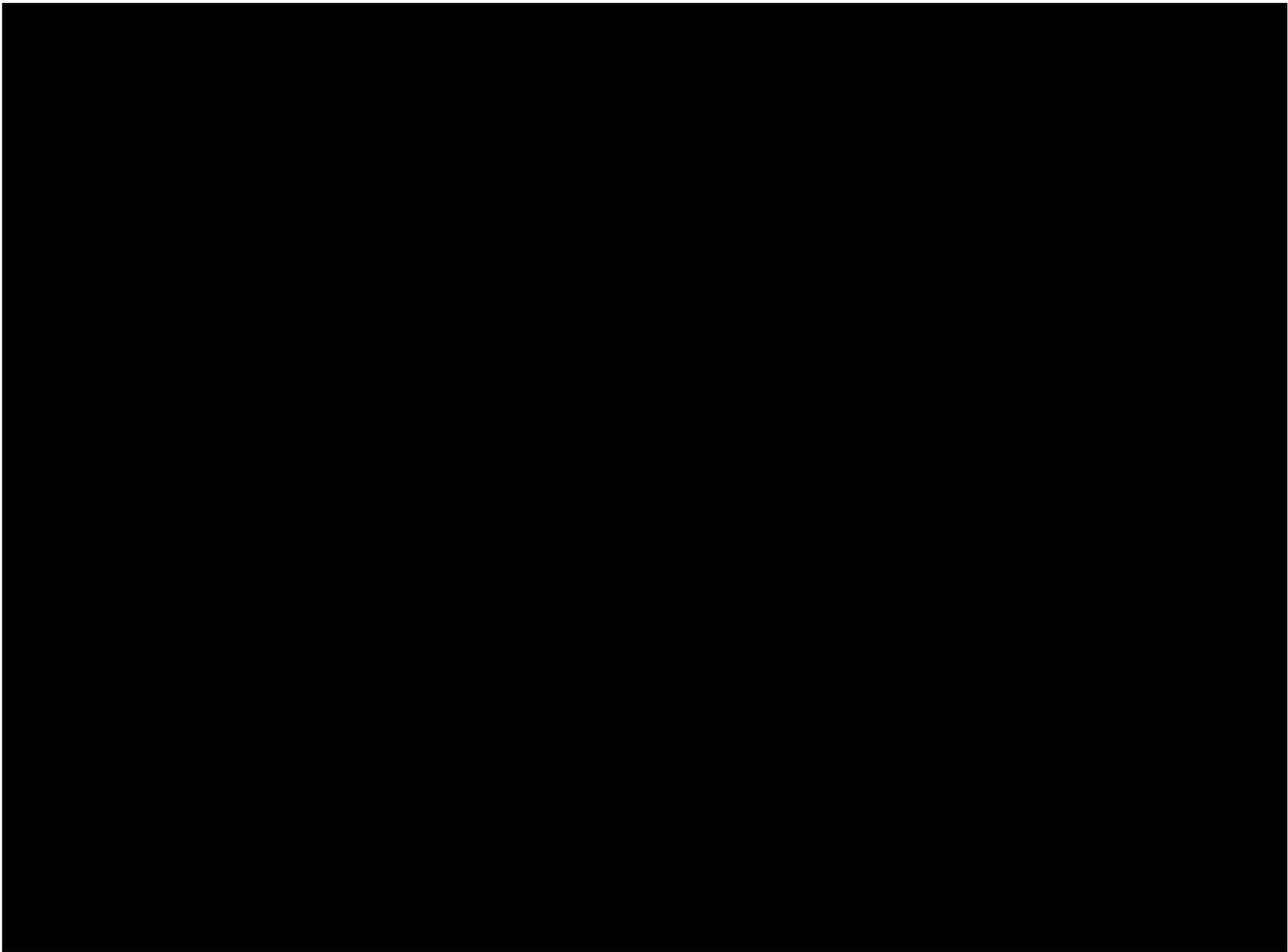
- More than 500 million active users
- 50% of active users log on to Facebook everyday
- Average user has 130 friends
- Average user creates 90 pieces of content each month
- 200 million active users currently access Facebook through their mobile device

Twitter

- 200 million users
- 140 million tweets a day
- 500,000 accounts added daily

LinkedIn

- Over 100 million members
- In 2010, executives from every Fortune 500 company could be found on LinkedIn
- 68% of users are over the age of 35
- 74% of all users have a college degree or better



Recent SHRM Headlines

- “Colleges, HR Experts Wonder: Is Technology Eroding Professionalism?” Aliah Wright 2/3/11
- “Report: Social Media Can Disorient Employees” Kathy Gurchiek 11/15/10
- “Study Links Hand-Held Devices to Poor Workplace Manners” Howard Mann 2/23/10
- “Twittering and Facebooking While They Work” Jennifer Taylor Arnold 12/1/09

What's your experience with social media at work?

Does your co-op have a social media policy?

Have you had an employee relations issue related to social media?

How was it handled?

Dealing with New Technologies at Work

- Create a policy to explain your co-op's expectations of usage
 - Banning usage is impractical and unrealistic
- Ensure employees understand employer expectations
 - Communicate technology use policy
 - Consistently hold employees accountable
- Resources
 - [Cooperative.com >> Communications >> Social Media >> Policies and Plans](#)

How are co-ops using social
media?

Old Communications Reality

North Star
ELECTRIC COOPERATIVE
Your Touchstone Energy Partner

Enlightener
CIRCUITS
NEWS FOR DAKOTA ELECTRIC MEMBERS

2011 rebates

- Excior Star® LED lights
- Excior Star CFLs
- Excior Star new home certification
- Excior Star refrigerator and/or freezer only with recycling of replaced unit
- Excior Star ductless air-source heat pumps
- Central air-conditioner and air-source heat pump tune-ups
- High-efficiency ECM furnace motors
- Off-peak electric water heating
- Quality installed central air conditioners / air-source heat pumps
- Geothermal heat pumps

2011 residential rebate program changes

Dakota Electric continually works to provide rebates that not only save energy, but also save our members money.

Changes have been made to the 2011 residential rebate programs in an effort to reach Dakota Electric's state energy conservation goal in the most cost-effective way.

Since most dishwashers, clothes washers, dehumidifiers and light fixtures are now Energy Star® rated, rebates for these appliances have been eliminated in 2011. Dakota Electric will continue offering rebates on purchases of a new Energy Star refrigerator or freezer, but only if that purchase includes recycling of the replaced unit.

All of Dakota Electric's residential rebate programs are listed to the right. It is important to note that limited funds are available, and rebates are awarded on a first-come, first-served basis.

Members who purchased appliances in 2010 need to have their rebate request form submitted to Dakota Electric prior to March 1, 2011.

In This Issue

- Squares Deal Dairy converts waste heat into free hot water 2
- Staying safe during a power outage 4
- Touchstone Energy Award winner 4
- Energy consumption: myth vs. reality 5
- 2011 National Youth Tour information 8

Upcoming events

- Board meeting Jan. 27, 8:30 a.m.

DEPA
ASSOCIATION
Your Touchstone Energy Partner

Lake Country Power
A Touchstone Energy Cooperative

Building on the Power of Membership.

Home

Services

Products & Programs

Outage Center

Community & Kids

Quick tips about website navigation

Find what you're looking for on Lake Country Power's website. Go to the red tabs at the left, or go to the smaller red tabs to the right. The links below will direct you, as well as the "quick links" at the lower right side. Click the moving box below and take an energy tour. Thanks for visiting!

NEW! View the outage map for real time updates.

My Account Member's Area About Us

AUTO PAY YOUR ELECTRIC BILL! SIGN UP TODAY AND SAVE TIME.

CLICK HERE

Conservation Tip



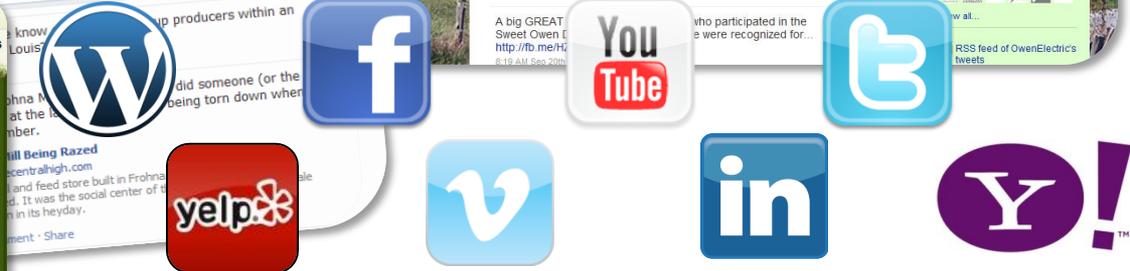
The New Reality

A screenshot of a Facebook page for "Rural Missouri". The page features a cover photo of a man in a white shirt and cap working with a large white bag. The main content area shows a post from "Ron McGinnis 'Mule Man'" with a photo of a mule and a comment from "Robert Kennedy" that says "Nice one!! have to go dig, I've got a good pix of ' Charlie somewhere...". Below the post are more comments and a "Write something..." text box. The page navigation includes "Wall", "Info", "Photos", "Boxes", "Video", and "Discussions".

A screenshot of a Twitter profile for "OwenElectric". The profile includes a bio: "Name Owen Electric Location Owenenton, Kentucky Web http://www.owenel... Bio We're NKY's rural electric cooperative, serving over 57,000 members in Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen, Fendleton, and Scott counties!". It shows 146 following, 308 followers, and 34 lists. Recent tweets include: "SouthRiverEMC Plug your electronics into a power strip and when not in use flip the switch off. Off means no power flowing to electronics. 8:11 AM Sep 20th via web Retweeted by OwenElectric and 2 others", "Seven energy saving tips from Consumer Rep http://fb.me/GbN3hZT1 about 23 hours ago via Facebook", "OurEnergyTweet Consumers Resist Stimulus Push (via @bloomberg) http://t.co/... 10:44 AM Sep 20th via SocialOmph Retweeted by OwenElectric and 1 other", and "ShelbyEnergyCo if you have R-19 or less attic, consider bringing it up to R-38 to help make energy efficient. about 23 hours ago via Facebook Retweeted by OwenElectric".

An advertisement for "BeltramiECoop" featuring the organization's logo and the text: "BEC is now accepting applications for the 2011 Youth Tour of Washington, D.C. For more information, please visit www.beltramielectric.com. 2:04 PM Jan 12th via web".

A screenshot of the website for "Arrowhead Electric Cooperative - Lutsen, MN". The page has a green header with navigation links: "home", "monthly newsletter", and "about arrowhead electric cooperative". A red banner at the top left says "22 DEC". The main content area is titled "Committed to our Members" and includes the text: "Of all the assets at Arrowhead Electric Cooperative, the group of dedicated employees whose job it is to keep the lights on and the member's satisfied are at the top of the list. As the new General Manager/CEO I can tell you from experience that the employees work together for you. It could be answering the phone to restore service following a storm, helping a member with a new service installation or heating options, explaining new technologies or legislation affecting utilities, working in the worst possible weather to restore your electric service, or helping with billing questions. Each and every one of the employees is committed to the safe, reliable delivery of electricity and services to our cooperative members."

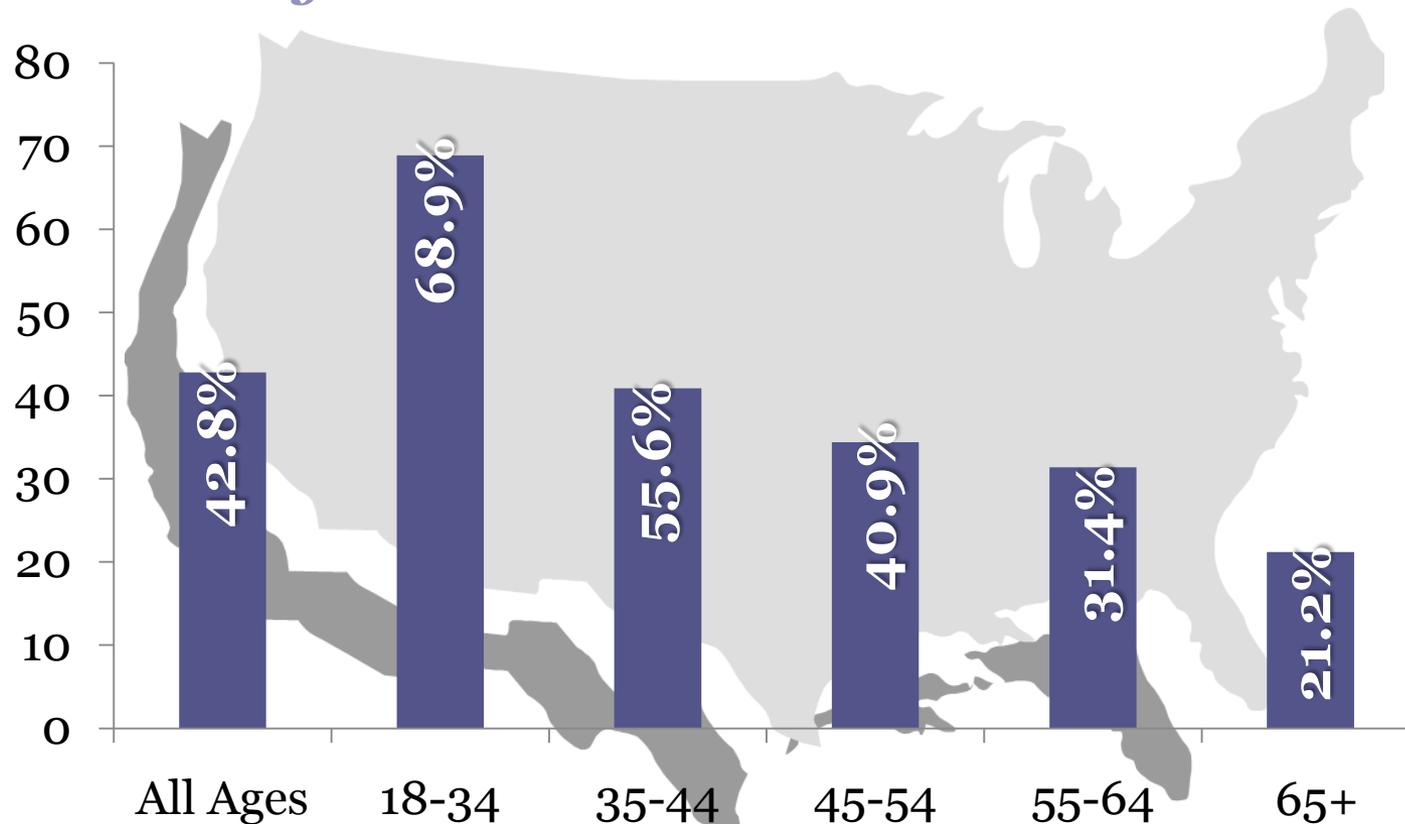


Cooperative Difference Survey 2009



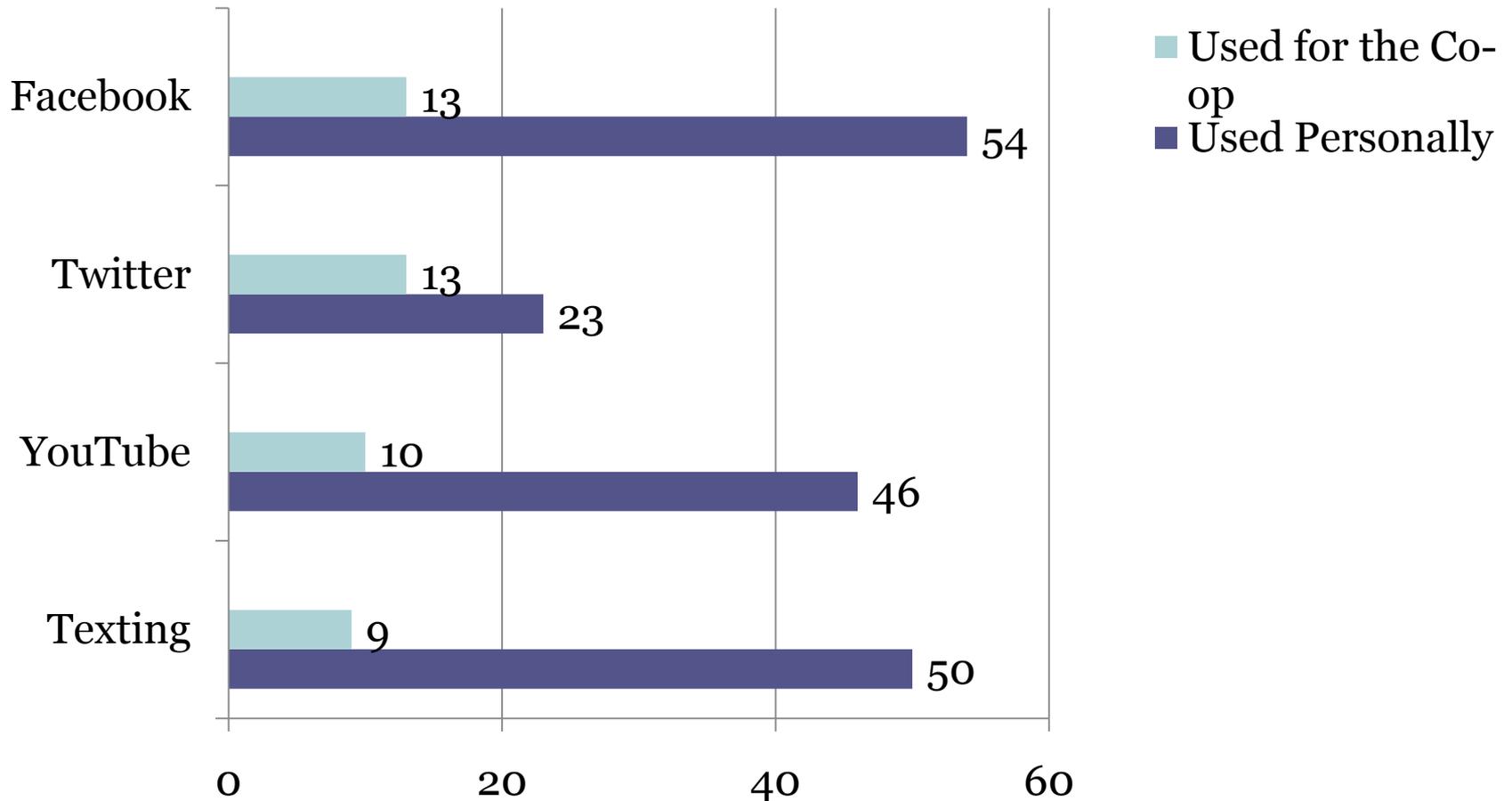
Do you participate in Social Networking Websites?

% Indicating "Yes"



National Benchmark

It's about being where members are...



How Co-ops Use Facebook

- Outage/Restoration Updates and Planned Outages
- Promote Youth Programs
- News (co-ops, national)
- Event Promotion (Annual Meetings, Community Events)
- Member Questions/Answers
- Promote Operation Round Up/Other Charities
- Incentives (Rebates, Discounts)
- Legislative Call to Action
- Trivia Questions
- Demand Alerts
- Share Photos, Videos
- Social Media 'One-Stop Shop'

How Co-ops Use Twitter

- Outage/Restoration Updates
- Demand Alerts
- News Links
- Member Question/Answers
- Widgets on Websites for Instant Updates
- Often Co-ops tie Tweets to Facebook accounts, sharing the same information

How Co-ops Use flickr and YouTube

- **Flickr**
 - Community Event Pictures
 - Lineman's Rodeo Albums
 - General Press Images
- **YouTube**
 - How-To's
 - Press Releases
 - Plan/Co-op Tours
 - Efficiency Tips
 - Safety Tips
 - CEO Messages



Delaware Electric Cooperative

- Wall
- Info
- Photos
- Discussions
- Reviews
- Events
- >>

Delaware Electric Cooperative Just Fans

Suggest to Friends
 Subscribe via SMS

Delaware Electric Cooperative is a member-owned electric distribution company serving over 75,000 members in Kent and Sussex County, Delaware. Our commitment is "Keeping the Lights On" by providing safe, reliable and competitively priced energy

Information

Location:
 14198 Sussex Highway
 Greenwood, DE, 19950
 Phone:
 302-349-9090
 Mon - Fri:
 8:00 am - 4:30 pm

Fans

6 of 444 fans [See All](#)



Linda Formelio



Donald Donovan



Adrel Stone Langley



Kevin Yingling



Scott Powers



SaraKate West Hammer



Delaware Electric Cooperative | Home

www.delaware.coop
 As of Monday evening 5:00 P.M., 4,577 circuits are restored and restoration of s

Yesterday at 7:15pm · Comment · Like · Share



Michael Potter At Wharton's Bluff between Millsboro and Dagsboro, 6:30 tonite for 10 minutes, but th earlier today when this happened their power, only Wharton's Bluff tells me there is something wrong development. We have 80 homes currently occupied. Thanks for yo
 Yesterday at 7:28pm · Report



Julie Gladden I know you are dealing with impatient people such as me, so I would like to tha 31 hours, but we are back up now froze or burst. Based on the prob weekend's storm, do you thing th with the storm tomorrow in Wedn predict, but I was wondering if yo outages suggested it might be an hope you all get well deserved re
 Yesterday at 7:50pm · Report



Delaware Electric Cooperative where there was tremendous damage to the system and large outages, we have replaced the equipment. That in itself should help. However, there is still the more routine type outages that occur during storms. For example: wind blowing a tree into a line, ice/snow build up on the line or a vehicle sliding into a pole.
 Yesterday at 8:12pm · Report



Don J Hickman Still out.
 Yesterday at 8:13pm · Report



Julie Gladden Thank you for answering me. that makes complete sense. I will keep my fingers crossed that the trees stay put. Thank you...
 Yesterday at 8:16pm · Report



Neil Trugman We are also still out in Briarwood off 24, and totally understand the how difficult the job is....so whatever can be done we would be grateful....
 6 hours ago · Report



Neil Trugman Thank you and we understand how difficult a job you guys have, hope we get to see the light soon...:)
 Yesterday at 8:11pm · Report



Denise Heimbaugh benson road in lincoln was out.yesterday....on last night at 7 pm....on all day....just went out at 8....uh oh! Good job though coop guys....we know you're working hard....enjoying candlelight and woodstove!!
 Sun at 9:05pm · Report



Michelle Kraft Cook THANK YOU DE COOP - no more than a total of about 4 hours without electric! it came back on last night just as it was really starting to get chilly... =) you guys (and girls) rock!!
 Sun at 10:28am · Report



COTTON ELECTRIC CO-OP

A Touchstone Energy® Cooperative

Add to My Page's Favorites

Suggest to Friends

Subscribe via SMS

Cotton Electric Cooperative is currently providing electric service to over 20,000 meters in eight counties of Southwest Oklahoma.

779 People Like This



Mark Sylvester



Misty Helton-Copeland



Chris Montgomery



Heather McPherson



Ssg Johnston



Pauleta Shirel

Cotton Electric Cooperative

Wall

Info

Photos

Video

Events

Notes

Cotton Electric Cooperative + Others

Cotton Electric Cooperative

Just Others



Cotton Electric Cooperative Power restored to all residential accounts on record that have been without electricity since the January ice storm. Repair work will continue as crews restore power to the remaining 38 meters serving oil fields, water wells or fence chargers without power. To ensure that all locations have their power restored, p...

[See More](#)

February 10 at 6:01pm · [Comment](#) · [Unlike](#)

You and 20 others like this.



Kim Kelly awesome work ya'll,,,God less you

February 10 at 6:20pm · [Like](#)



Cindy Logue Thank you for evrything.....You guys are great!

February 10 at 6:20pm · [Like](#)



Dallas Gibbs Cowen Thank you for evrything.....You guys are great!

February 7 at 8:51pm · [Comment](#) · [Like](#) · [Flag](#)



Sandy Clary Dealing with the hazardous, cold, sometimes dark conditions; my thoughts and prayers are with you!!!!

February 10 at 6:20pm · [Like](#)



Cotton Electric Cooperative Cotton Electric crews continued work this weekend to restore power to an additional 1,300 members on Sunday. When crews complete work tonight, the total number of outages remaining is estimated to be 500.

February 7 at 6:26pm · [Comment](#) · [Like](#)

7 people like this.

[View all 10 comments](#)



Pamela Kay Carmon Thanks so so much!! You guys are awesome. To all of those dealing with the hazardous, cold, sometimes dark conditions; my thoughts and prayers are with you!!!!

February 7 at 10:56pm · [Like](#) · [Report](#)



Charity Edwards McGarvey Thank you Cotton Electric!! THANKS for all the hard work ya'll did!!!

February 7 at 11:09pm · [Like](#) · [Report](#)

Easy Ways for Staff to Listen

- **Google Alerts:** Sends email alerts (immediately, daily or weekly) whenever your keyword(s) appear anywhere online except Twitter. You can narrow the search to blogs, videos, or news items. www.google.com/alerts
- **NutshellMail:** takes copies of all your latest updates in your social networking accounts and places them in a snapshot email. www.nutshellmail.com



Questions?

Thoughts about social media?

Adam Parnes

- **Email:** adam.parnes@nreca.coop
- **Phone:** 703.907.5988
- **Facebook:** facebook.com/adamparnes
- **Twitter:** [@adamparnes](https://twitter.com/adamparnes)
- **LinkedIn:** linkedin.com/in/adamparnes