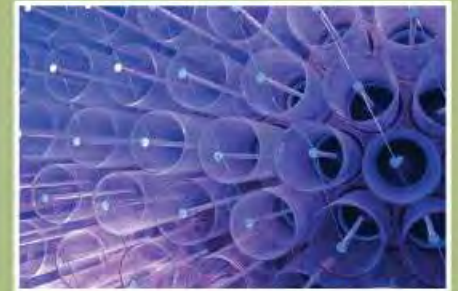




PENNSYLVANIA
AMERICAN WATER

Importance of Social Media in Customer Notification

Josephine Posti
External Affairs Specialist
@paamwater



Who Is American Water

We are the largest publicly traded water and wastewater utility in the United States

- Broad national footprint and strong local presence
- Services to an estimated 15 million people in more than 45 states and parts of Canada
- Approx. 6,400 dedicated employees
- Treats and delivers more than one billion gallons of water daily



Our Company

- **Subsidiary of American Water Works Co. Inc.**
- **Roots date back to early 1800s, Incorporated in 1904**
- **Largest regulated water and wastewater service provider in PA**
- **Serving approximately 2.2 million people in 36 counties**
- **Approximately 1,000 employees**
- **Customer base:**
 - **Approx. 650,000 water customers**
 - 92% residential
 - 7% commercial
 - 1% industrial/other
 - **Approx. 17,000 wastewater customers**



Pennsylvania American Water Service Area



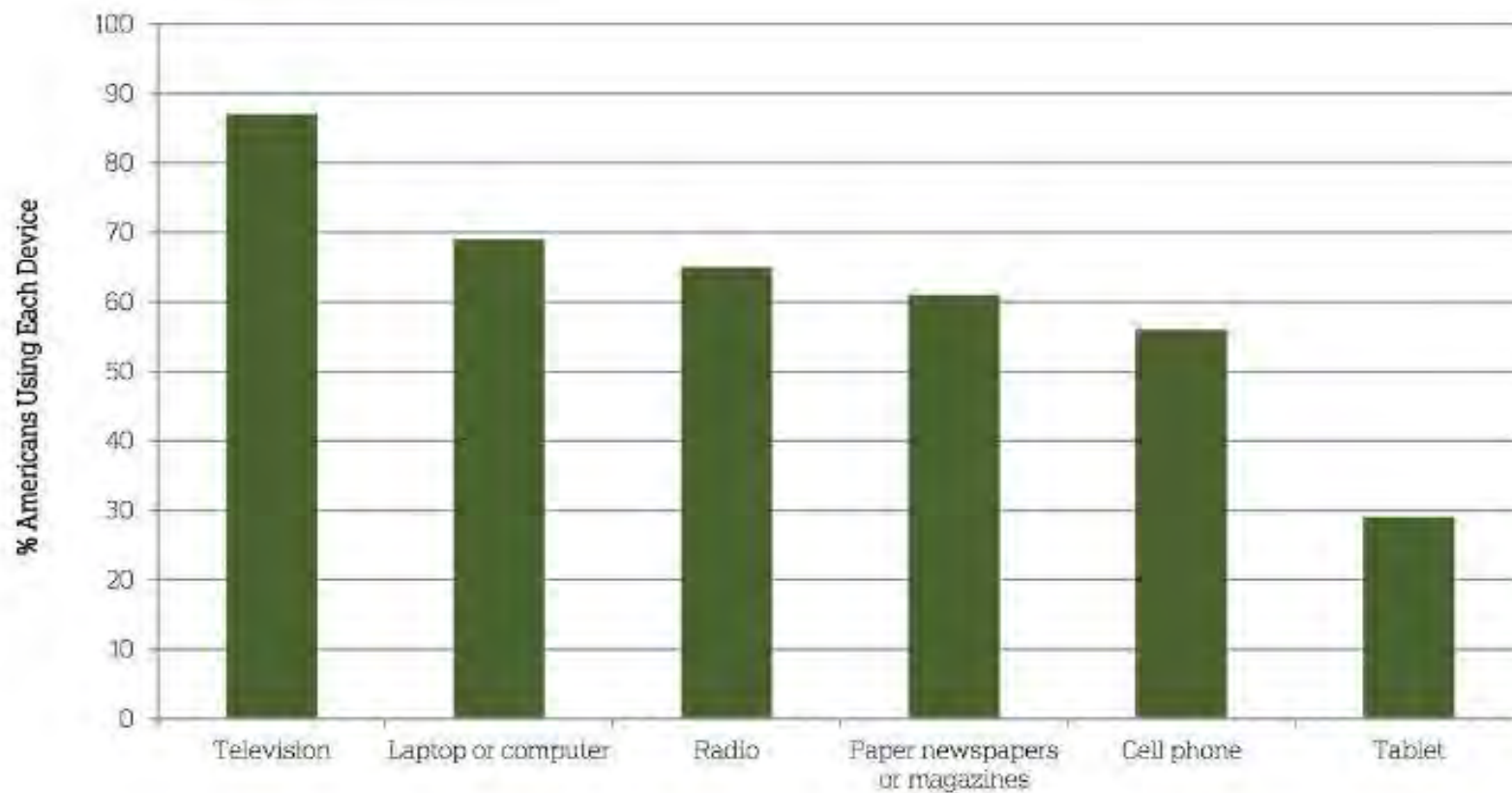
Serving 17 percent of the Commonwealth's population

How do You Want to Connect?





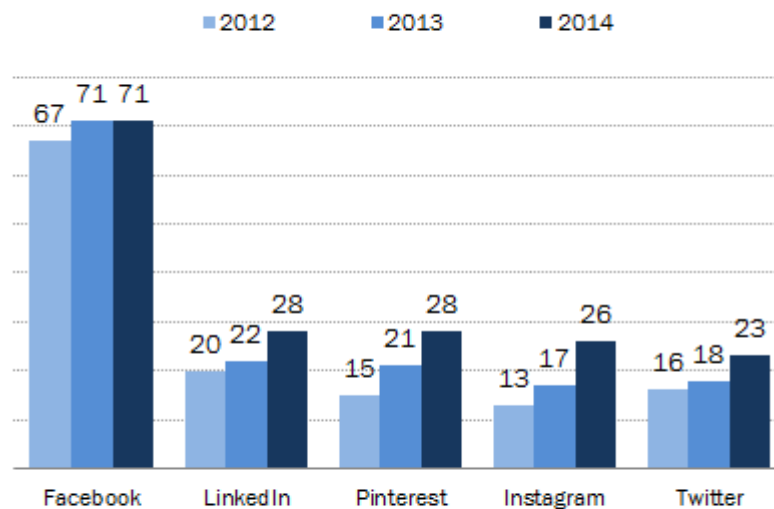
How do Customers Get News?



Why Use Social Media?

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER



What do You Want to Share?

- **“How to” videos**
- **CSR programs**
- **Contests**
- **Links to news stories**
- **Thought leadership**
- **Planned and emergency outages**
- **Prolonged events**

“How to” Videos



The image shows a YouTube video player interface. At the top left is the YouTube logo. A search bar is located at the top right. The video content shows a man with a goatee, wearing a dark blue polo shirt with the Pennsylvania American Water logo, standing in a water treatment facility. The background features large pipes and machinery. Overlaid on the video in blue text is the name "Jason Ciepley" and "Pennsylvania American Water". The video player controls at the bottom show a "Mute" button, a progress bar at 0:11 / 1:05, and various control icons.

YouTube

Search

Jason Ciepley
Pennsylvania American Water

Mute

0:11 / 1:05

Cross Connection

paamwater

Contests

Take the UTap Challenge -- our Facebook contest offers the chance to win a water bottle filling station for your college or university!

We all know that bottled water is more costly than tap water and creates waste that isn't often recycled. But how can we encourage people who use our facilities to use refillable water bottles when it's often difficult to do so from a water fountain?

Pennsylvania American Water is helping to make the transition from bottled to tap a little easier by awarding a bottle filling station to the college or university within our service area who collects the most votes through October 31. Encourage students, staff and alumni to vote for your school once every day during the contest. Your water fountain will thank you!

View All

Mine

Friends

15

Clarion University



TBD

225

Washington & Jefferson College



Rossin Campus Center

895

University of Scranton



DeNaples Student Center

CSR Activities

The screenshot shows a Facebook post from the official page of Pennsylvania American Water. The post is titled "CELEBRATE FIX-A-LEAK WEEK" and is dated March 16 - 22, 2015. The main text of the post reads: "We continually look for ways to detect and repair leaks in our pipes to protect and conserve our most precious resource — water. In celebration of Fix-a-Leak week, we're encouraging customers to do the same." Below the text is a link: "LEARN MORE: epa.gov/watersense/fixaleak". The post features a blue star logo with waves and a photo of a woman in a blue uniform holding a red pipe wrench. The post includes a "Sign Up" button and a "Share" button. On the right side of the post, there is a "Promote" dropdown menu showing statistics for "THIS WEEK": 18 Page Likes, 5,258 Post Reach, and 0 Sign Ups. Below the statistics, it shows "UNREAD" notifications with 0 Notifications.

News Stories



The pipes at our house in Hanover froze 3 weeks ago. We got them tha... See More

Like - Comment 1 6



Eric Carroll
March 12 at 7:10pm

So, when are we going to have the water turned back on around Lesnet... See More

Like - Comment 4



Phyllis Kearney
March 10 at 2:22pm

what's going on on east mountain.....no water again...no notification???

Like - Comment 2

LIKED BY THIS PAGE >



Perkiomen Watershed Conservancy

Like - Comment - Share - 3 1



Pennsylvania American Water

Posted by Susan Turcmanovich (?) - February 12

Kudos to these kids for helping out in their community! You can help too by keeping fire hydrants clear of snow.



Kids Helping Shovel Snow from Fire Hydrants

COOLBAUGH TOWNSHIP -- It was another snow day Monday for many school districts in our area. But a fire department in Monroe County is giving kids a job when they're off from school, and the work co...

WNBP.COM

Thought Leadership



 **Pennsylvania American Water**
Posted by Josephine Posti [?] · January 21

During last night's State of the Union address, President Obama spoke about the importance of prudent investment in aging infrastructure.

What's Beneath Your Feet - Whiteboard Video on Water Infrastructure

Most people don't give the nation's water infrastructure a second thought. It's easy to be...

[YOUTUBE.COM](#)

 AMERICAN WATER

[AMERICAN WATER](#) [ON YOUTUBE](#) [LEARNING CENTER](#) [FACEBOOK](#) [TWITTER](#)

THE TIP OF THE FATBERG!

Posted on March 2nd, 2015 by Dr. Mark LaChewer

Most people are aware that certain things shouldn't be flushed down the toilet or washed down the sink. However, if I venture to guess that at some time or another, many people have also acted on the belief that, "Flushing this wipe just this once won't hurt," or "I'm in a hurry, missing the bacon grease down the drain won't be the end of the world."

Try justifying those thoughts to the crews in London who worked tirelessly for four straight days last year to break up a "fatberg" the size of a potato field found in a stretch of West London sewer lines. They worked hard and they acted fast. Because they knew where it could lead – the shutdown of the sewer lines, or even worse, the breakdown of the lines causing not just a "minor inconvenience" for residents



AUTHORS

Dr. Mark LaChewer (140)

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- March 2015 (3)
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Planned and Emergency Outages

Lawrence County



Washington County



Prolonged Event

f Search for people, places and things		★ Pennsylvania American Water Home				
Overview	Likes	Reach	Visits	Posts	People	
03/06/2015 8:01 pm	★ Baldwin / Brentwood customers: service should be fully restored by approximately 7PM tonight. All			943	66 45	Boost Post
03/06/2015 2:40 pm	★ Just a reminder that those communicating with us on Facebook and Twitter must refrain from			679	90 45	Boost Post
03/06/2015 12:08 pm	Our crews continue to work to isolate the leak on a 30" main on Burgess Street in Baldwin so that we			878	83 53	Boost Post
03/06/2015 8:27 am	Baldwin / Brentwood customers who have had service impacted by an emergency repair to a 30"			4.4K	671 195	Boost Post
03/06/2015 7:12 am	UPDATE for Baldwin customers on Circle Drive, Elma Street, Burgess Street, Churchview Avenue,			4.1K	550 175	Boost Post
03/05/2015 4:08 pm	★ Did you know: Approx. 400 surface water treatment plants in the U.S. are part of EPA's			411	4 2	Boost Post
03/05/2015 11:00 am	UPDATE (8:32 pm) : Crews are continuing to make repairs and the anticipated resumption of			3.7K	492 200	Boost Post

Prolonged Event



Tina Grimes Well another plea for help from those neighbors who can't get out to get water from the water tankers that Pa American Water has available. Please before you head to the store or the water tankers check with your neighbors that can't get out to get wat... [See More](#)

Like · Reply ·  1 · March 6 at 11:54am

 View 1 more reply



Pennsylvania American Water Customers can bring containers to water tankers staged at 2926 Churchview Avenue Pittsburgh, PA 15227 ... [See More](#)

Like · Commented on by Josephine Posti (?) · March 6 at 12:18pm



Kathleen Bono I am a nurse and work until 730pm Will water trucks still be available for me this evening

Like · Reply · March 6 at 11:49am



Pennsylvania American Water Yes

Like · Commented on by Josephine Posti (?) · March 6 at 12:21pm



Melissa Daurora My husband is home with our infant son and I have the car at work. How are we to get water. I asked customer service yesterday to get water delivered and none showed up.

Like · Reply · March 6 at 10:57am



Pennsylvania American Water Please PM us with your address and phone.

Prolonged Event



Home Notifications Messages Discover Search Twitter Tweet

PA American Water @paamwater · Feb 27
LUZERNE COUNTY CUSTOMERS: Repairs on the broken 10-inch main in Kingston were completed overnight and service was...
<fb.me/7oJmgfMyL>

PA American Water @paamwater · Feb 26
UPDATE for Boggs Twp Customers: Repairs completed on main break on Old Erie Pk, and water service restored for...
<fb.me/1TqInWXWn>