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?

% Americans Using Each Device

- Television
- Laptop or computer
- Radio
- Paper newspapers or magazines
- Cell phone
- Tablet
Why Use Social Media?

Social media sites, 2012-2014
% of online adults who use the following social media websites, by year

- Facebook: 67, 71, 71
- LinkedIn: 20, 22, 28
- Pinterest: 15, 21, 28
- Instagram: 13, 17, 26
- Twitter: 16, 18, 23


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

Cross Connection

Jason Ciepley
Pennsylvania American Water
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!
CSR Activities

Celebrate Fix-a-Leak Week
March 16 - 22, 2015

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.

Learn More: epa.gov/watersense/fixaleak

Pennsylvania American Water
Product/Service

Timeline  About  Vote  Photos  More ·
News Stories

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

Like · Comment

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

Phyllis Kearney
March 10 at 2:22pm

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

Like · Comment

Pennsylvania American Water
Posted by Susan Turcmanovich on February 12

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

Like · Comment · Share

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...
Thought Leadership

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...
Planned and Emergency Outages

Lawrence County

EMERGENCY REPAIR UNDERWAY

Washington County

PIPELINE IMPROVEMENT PROJECT UNDERWAY
Prolonged Event

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Status</th>
<th>Likes</th>
<th>Comments</th>
<th>Visits</th>
<th>Shares</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/06/2015</td>
<td>6:01 pm</td>
<td>Baldwin / Brentwood customers: service should be fully restored by approx. 7PM tonight.</td>
<td>943</td>
<td></td>
<td>66</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>03/06/2015</td>
<td>2:40 pm</td>
<td>Just a reminder that those communicating with us on Facebook and Twitter must refrain from</td>
<td>679</td>
<td></td>
<td>90</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>03/06/2015</td>
<td>12:08 pm</td>
<td>Our crews continue to work to isolate the leak on a 30&quot; main on Burgess Street in Baldwin so that we</td>
<td>878</td>
<td></td>
<td>83</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>03/06/2015</td>
<td>8:27 am</td>
<td>Baldwin / Brentwood customers who have had service impacted by an emergency repair to a 30&quot;</td>
<td>4.4K</td>
<td></td>
<td>671</td>
<td>195</td>
<td></td>
</tr>
<tr>
<td>03/06/2015</td>
<td>7:12 am</td>
<td>UPDATE for Baldwin customers on Circle Drive, Elma Street, Burgess Street, Churchview Avenue,</td>
<td>4.1K</td>
<td></td>
<td>550</td>
<td>175</td>
<td></td>
</tr>
<tr>
<td>03/05/2015</td>
<td>4:08 pm</td>
<td>Did you know: Approx. 400 surface water treatment plants in the U.S. are part of EPA's</td>
<td>411</td>
<td></td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>03/05/2015</td>
<td>11:00 am</td>
<td>UPDATE (3:32 pm): Crews are continuing to make repairs and the anticipated resumption of</td>
<td>3.7K</td>
<td></td>
<td>492</td>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>
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

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 7:30pm 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

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