How are utilities engaging customers on social media?

By Heather Hilgenkamp, Cory Coggins
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According to the 2018 E Source Social Media Survey, Twitter is still the social media channel utilities use most often to connect with their customers. Facebook, LinkedIn, and YouTube aren't far behind in popularity. We also asked utilities about successful techniques they've developed for boosting engagement on social media. Many utilities use videos and images of two topics—puppies and linemen—to increase organic, nonpaid engagement.

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