Social media roundup: Q4 trends from the top-performing utility posts

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January 15, 2025

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Give us feedback about this article

If you work in utility social media, corporate communications, marketing, or channel management, we want to hear from you. Tell it to us straight in the comments below.

Utilities should be tracking social media metrics to understand:

- How often people interact with their content.
- How interested people are in their content.
- How familiar their audience is with utility products, programs, and services.

To stay on top of trends, we monitor over 150 utility social media accounts across the US and Canada and publish a monthly report for members of certain E Source subscriptions. We also publicly highlight some social successes in a quarterly blog post.

We use engagement metrics to determine the top-performing posts. This is a great way to tell whether your audience cares about what your utility posts on social media and what they want to see more of.

Here are some trends from the past three months and an award-winning campaign by Alabama Power Company.

Top trends from October, November, December

Tis the season to be jolly and safe! There was a lot of cheer spread in Q4 as the holiday season was in full swing. However, woven throughout the holiday chatter were updates about restoring power after hurricanes and other major storms.

Post-hurricane communications

Utilities kept customers informed during Hurricane Helene and Hilton by providing restoration updates, safety tips, and helpful resources on social media channels.

All the holidays!

Q4 is a holiday extravaganza and trending hashtags that resulted in plentiful engagement included #HappyThanksgiving, #VeteransDay, #GivingTuesday, and #HappyHolidays.

Announcing holiday giveaways

The end of the year is also the season of giving, and who doesn't want to win a free winter warm-up bundle? Utilities were engaging customers by offering holiday-themed giveaways, which are a great way to provide education, get new exposure, and start conversations in the comments.

The top-performing social media posts from Q4

Below are the top-performing utility social media posts from Facebook, Instagram, TikTok, X, and YouTube for the quarter.

Top-performing social media posts by platform

TikTok

Hydro-Québec used a trending audio trend on its TikTok video to reach potential employees. Many of the post's comments talk about its humor and creativity, and some of the comments express interest in job opportunities. The top TikTok post generated an engagement total of 49.8K (44.7K likes, 920 comments, 4.21K shares).

> @hydroquebec Viens travailler chez nous, on va t'aimer #hydroquebec #emploi original sound - Michelle Furtado

X

Nova Scotia Power's post about mobilizing to Tampa, Florida, to prepare for the anticipated impact of Hurricane Milton resonated with viewers. Using a mix of photos and video, the utility sent warm wishes and encouragement to those assisting. The top X post generated an engagement total of 6.01K (4.75K likes, 929 retweets, and 329 replies).

> After receiving the call only 24 hours ago, several of our crews from across the province packed up and safely started their drive to Tampa, Florida to be staged and ready to help in advance of the expected significant impact of #HurricaneMilton as it approaches the state this… pic.twitter.com/g3WFQhdIsp
>
> — Nova Scotia Power (@nspowerinc) October 8, 2024

Instagram

Hydro-Québec reported in early December that the North Shore region had faced severe weather, which led to about 75 mm of ice accumulation on transmission lines. The company posted a video showing its urgent de-icing operations, featuring a new drone technique. The top Instagram post generated an engagement total of 24.4K (24.2K likes and 125 comments).

View this post on Instagram

A post shared by Hydro-Québec (@hydroquebec)

Youtube

Tennessee Valley Authority's podcast, Back Roads, discussed road trip experiences in their November episode, emphasizing the unique attractions in its service area. The podcast is particularly focused on east Tennessee and surrounding states. The top YouTube post generated an engagement total of 2.43K (2.43K likes and one comment).

Facebook

Dominion Energy shared photos of a potential future line worker, Jackson, and his bucket truck, ready to hand out treats on Halloween. The post generated an engagement total of 73.4K (57.9K reactions, 6.42K comments, and 9.09K shares).

Utility campaign spotlight: Alabama Power

What's a creative way to share your organization's values while increasing awareness about initiatives like vegetation management? Focus on the people.

Explore more social media trends and be our next case study

Members of the E Source Corporate Communications Service can dive into all the metrics in our latest reports:

- Communicating after hurricanes and promoting workforce development
- Celebrating holidays and appreciating community
- Giving back during the holidays while saving energy

Members can also contact us to be featured in one of our upcoming reports.

Not a member but interested in exploring more? Contact us today.

In its award-winning promotional video for its Second-Chance Tree Trimming Program, Alabama Power puts people at the center of vegetation management and restoration efforts. It also highlights the key role the utility plays in workforce development.

The Second-Chance Tree Trimming Program, in partnership with Ingram State Technical College and the Alabama Bureau of Pardons and Paroles, helps formerly incarcerated people by equipping them with career-readiness preparation, safety training, climbing, and tree trimming skills to compete for sustainable careers.

Second-chance tree trimming program

Alabama Power in partnership with Cedar Creative made the video for employees and as part of an internal communication strategy to help build support for utility initiatives.



The video from the campaign received first place in the Internal Communications category of the E Source Utility Ad Awards winners 2024. The video also received a standing ovation from the crowd at the awards ceremony at E Source Forum 2024.

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