



# **There's an App for That... Social Media for Community Marketing**

CL&P/Yankee Gas' ED&CR Social Media Apps

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# Social Networking is...



- A virtual cocktail party
- Another communication tool - it does not necessarily replace traditional tools
- Generating real leads
- Not time consuming, it should only take **10-30 minutes** per day
- A way to enhance existing relationships and build new ones

# Our Social Media Sites



- Blog: [ctcommunitypartners.com](http://ctcommunitypartners.com)
- Twitter: [twitter.com/teamnewengland](https://twitter.com/teamnewengland)  
[twitter.com/hartfordspring](https://twitter.com/hartfordspring)
- LinkedIn Groups: CBI, Hartford Springfield Economic Partnership, Team New England
- Facebook: CL&P/Yankee Gas Community Relations
- Flickr: CL&P/Yankee Gas Community Relations
- All are managed at one site: [hootsuite.com](http://hootsuite.com)

**CTCommunityPartners.com**



- The ED&CR group's page to communicate with all of its audiences.
- Post events, information, downloads.
- Open a line of communication between each member of the department and the groups we serve.

# Team New England



- On Twitter at [twitter.com/teamnewengland](https://twitter.com/teamnewengland)
- On LinkedIn at [http://www.linkedin.com/groups?gid=2293630&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=2293630&trk=myg_ugrp_ovr)
- Blog: [blog.teamnewengland.com](http://blog.teamnewengland.com)

# Hartford-Springfield Economic Partnership



- On Twitter at  
[twitter.com/hartfordspring](https://twitter.com/hartfordspring)
- On LinkedIn at  
[http://www.linkedin.com/groups?gid=2293743&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=2293743&trk=myg_ugrp_ovr)

# Community Builder's Institute



- On LinkedIn at  
[http://www.linkedin.com/groups?gid=1822212&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=1822212&trk=myg_ugrp_ovr)

# Community Relations



- On Facebook at <http://www.facebook.com/profile.php?id=1055433267#!/group.php?gid=314496190427&ref=ts>
- On Flickr at [http://www.flickr.com/photos/clp\\_community/](http://www.flickr.com/photos/clp_community/)

# Results So Far...



- We have an active CBI group on LinkedIn
- We have some comments and consistent views on CTCommunityPartners.com
- 35 members on Facebook
- Retweets and about 50 followers on Twitter (for both pages)

# Tips

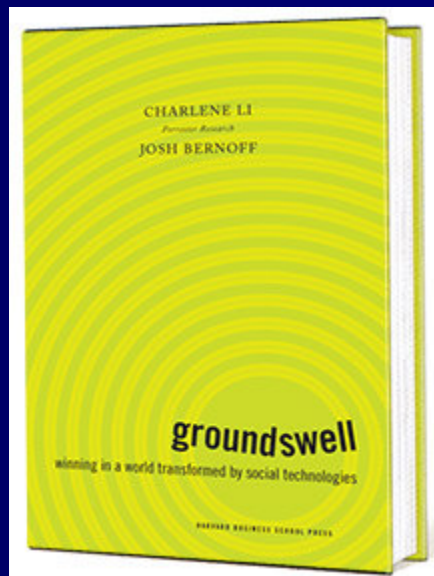


- Start with one platform, don't jump into all of them at once.
- Begin by observing the platform you choose, see what others are saying, then join the conversations.
- It takes time to set up your page(s), but once they're put together, you can manage them in 10 minutes a day.

# Recommended Reading



- Groundswell, Charlene Li



- [SocialMediagoernance.com/policies.php](http://SocialMediagoernance.com/policies.php)

# Questions?



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