

How Green Energy Companies Can Use Social Media

By turning entertainment into advocacy, here's three social media platforms to include in a renewable energy marketing strategy

How Green Energy Companies Can Use Social Media
Green energy companies can harness the power of solar, wind and water but social media, too. By turning entertainment into advocacy, here's three social media platforms that can be included in an effective renewable energy marketing strategy. Pinterest is where DIY types flock to find crafty ideas on home improvement.

How you can use it: Target those who are interested in redecorating their house. Focus on the beauty of your designs and the ease of installation. For example, solar tiles that seamlessly and effortlessly blend into the roof shingles add the aesthetic that Pinteresters seek. Highlight these products on your own Pinterest page, and support other renewable businesses or cool ideas you love with a pin.

Benefits: Normally back-end stats of a conventional webpage are made public, so that everyone can see how many repins, followers, or likes your company receives.

Tip: Give step-by-step instructions and accompanying photos to show how easy it is to install your product. Try clever infographics to break down the benefits of wind or solar power and biofuels in numbers and images.

Beyond cute baby and engagement pictures, Facebook is an alternative news source.

How you can use it: Social media has the powerful potential to transform thoughts and purchasing power with the quick and easy Facebook "share" button. Capitalize on this form of entertainment and education to build awareness and interest in your alternative energy ideas.

Benefits: Friends link to news-worthy items that they dig up on obscure sites, and enough of such coverage might be the only way such pieces will eventually make it into mainstream news already dominated by oil, coal, and other conventional energy interest groups.

Tip: Post short blurbs, breaking a long article into digestible mini-paragraphs, with plenty of pictures. Try an image with an imbedded link to your website.

What was a hit for musicians with MTV is now available to absolutely anyone with a video camera and Internet connection to upload for free to YouTube.

How you can use it: Approach it not as a publicity piece, but as a movie trailer that will hook viewers to read more on your website or other social media platforms. Look at the categories in TED talks (e.g. funny, ingenious) and find the adjective that best resonates with your mission, then evoke that emotion in a concise video.

Benefits: Pamphlets, banners, and even posters are a thing of the past in advertising; the chosen outlet today is video, and it uses no paper or ink! Even in just a flow of images with a moving soundtrack you can inspire and persuade viewers on the benefits of green energy.

Tip: Stick to no longer than two minutes to not risk losing interest in our fast-paced world. Try hand-drawn cartoons to visually explain complicated technical concepts.

Want to get started with social media? Short on time? Leave it to us! Media Junky will manage your posts, engage your readers, and build up your branding. Learn more.

Contacts

Whisper Wels
1300 956 905
mailto:whisper@mediajunky.com.au