



Digital Communication Management

Enel Project

Academic Year: 2020/2021

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Project Introduction

Nowadays climate changes effects are more and more visible, and there is an urgent need to convert the consequences of global warming to the environment and people.

According to some researchers, it's important to act now, catching the opportunity raised after covid-19 and the recovery plans, to not further compromise our planet.

Part of the solution to the environmental problems lies in electricity: thanks to the continuous implementation of renewable energy and green economies, it is possible to reduce the negative impacts and be more neutral.

The circular economy is a new type of economy based on recycling and re-designing business models, based on the concept that whatever you produce is useful, in the future, to produce other products, without wasting resources.

Electricity is the future and now is the key conductor of our economy: societies are implementing electricity to run their activities without destroying the environment. In this context, electricity and circular economy need to work together to promote and incentivize sustainability.



Our project aim is to provide strategic recommendations on how to develop digital communication on different platforms to better communicate the role of electricity distribution infrastructure for the sustainable transformation of our world, through the analysis of some keywords concerning the topic of electricity, and the analysis of the major players in this field.

The report is structured in three different sections:

- Analysis of online conversations;
- Analysis of stakeholders communication
- Digital communication's recommendations.

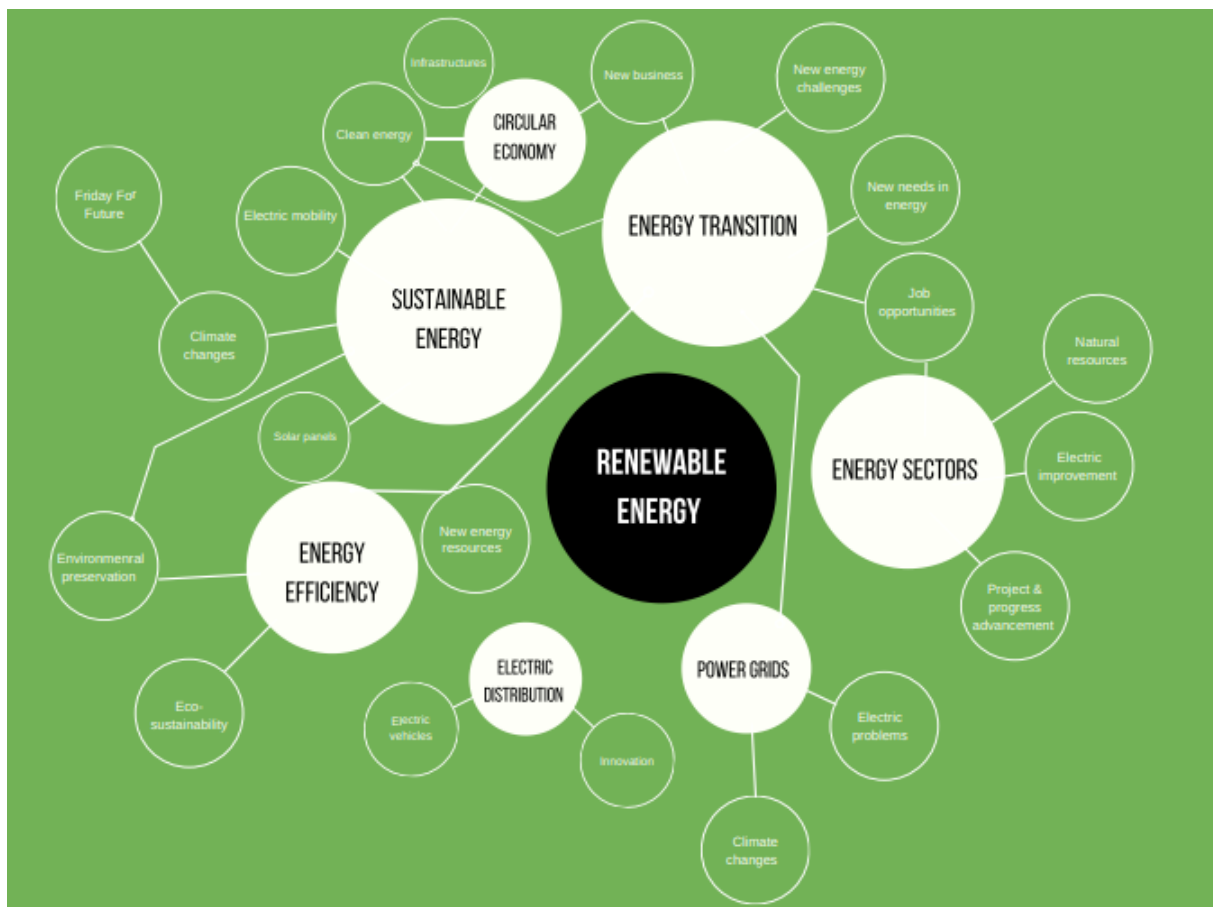
PHASE 1: Online conversations' analysis

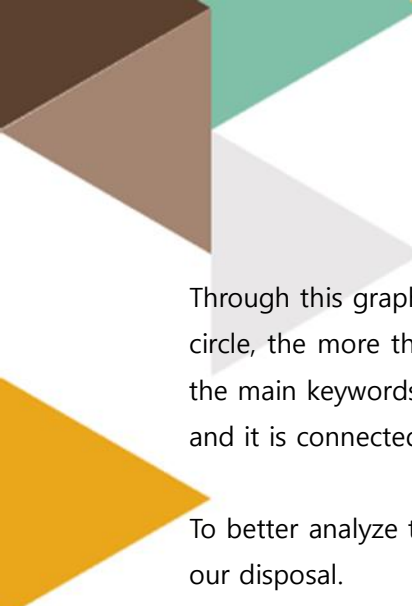
The first part of our communication plan consists of the analysis of online conversations.

To better understand the conversations about energy, we decided to analyse some keywords concerning the electricity sector and sustainable change. The keywords involved in the analysis are:

- Energy Transition;
- Circular Economy;
- Energy Efficiency;
- Sustainable Energy;
- Renewable Energy;
- Electric Distribution;
- Power Grid;
- Electricity Sectors.

Of course, the research is limited to specific geographical areas which include the following countries: Italy, Spain, France, Germany, Holland, Scandinavian countries, and the United Kingdom.





Through this graphic, it is possible to see how all those keywords are connected. The bigger is the circle, the more the keyword is used in online conversations. The small ones are topics related to the main keywords. We put in the center *Renewable Energy* because it is the most discussed topic and it is connected with all the micro – topics showed in the mind map.

To better analyze the conversations, we decided to do it on each platform, using different tools at our disposal.

Twitter

Because of the nature and the structure of this social media, it was easier for us to collect and cluster the conversations around the theme of energy.

By analysing the conversations around the *electricity sector*, we have understood that this keyword has not a high level of engagement on Twitter: this means that the contents are not attracting people and maybe, the Twitter audience is not interested in this type of topic, as we could deduct from the low to insistent number of likes and retweet. The accounts that tweet about this topic are mostly private companies and people.

In some countries, the conversations on *power grids* are almost monopolized by a private company. In fact, the greater part of the tweets are interactions between users and companies. On the other hand, we can see conversations regarding renewable energy and their implementation to charge power grids, especially from associations' accounts, whose aim is to deliver new types of energy.

About the analysis of *electricity distribution*, we have found three main trends: electric vehicles, renewable energy, and innovation. This makes us understand that we must increase the electricity distribution, taking into consideration the respect of the environment.

By analysing carefully the data concerning *energy efficiency*, we have found that it touched different topics, such as how energy efficiency can be improved in buildings to alleviate energy poverty, and the allocation of resources to pursue the transition to renewable energy.

The analysis of *energy transition* showed us how energy is changing over time. Indeed, there are some conversations regarding the transformation of energy, current challenges, needs, and opportunities of the energy sector. All these conversations have in common the transition to a new type of energy cleaner and more sustainable, with positive effects on its implementation. Also, what emerges from the discussions is the active presence of the European Union.

Moreover, topics as economy and jobs are very discussed in these conversations.

If we analyse the conversations around *renewable energy*, results show it is a topic that touches different fields of the social sphere: from the politics to the impact that renewable energy can have on the economy. Other tweets, instead, can be summarized around proposals related to the green economy, suggestions related to the use of solar panels, and how different countries are behaving about to renewable energy.

On Twitter, *sustainable energy* is mentioned to promote solar panels of private enterprises around the world. Another topic connected to it, is about cars, and to be more specific about the electric vehicles, with an emphasis on how rechargeable batteries can be a greener solution for the environment.

Looking at the *circular economy's* conversations, we can see that many actors explain how it works and how it should be applied. Most tweets are posted by associations and government departments: they discuss investing in a circular economy and sustainability to create new work opportunities

Considerations:

What emerges from the Twitter analysis is that there are different trends, concerning especially how renewable energy, and all the arguments connected, can impact the lives of people.

From the analysis, we have understood that users who are tweeting the most are institutions and companies, but it is important to consider that also citizens have an active role in these conversations.

LinkedIn

Looking at *electricity sectors'* results, the most common results are obtained from companies that show their projects and progress in the electricity sector. Moreover, we have found some posts about hiring experts in the electricity sector.

Concerning *power grids*, we can see posts about companies that build power grids around the world. Some of them emphasize the sustainable aspect as an adding value to their proposition.

Looking at the *energy efficiency* keyword, we can see that many posts are related to energy emission and there are also short videos on energy sources.

Most of the results on *energy transition* are related to energy distribution companies, events/webinar, promotions of initiatives related to the renewable and green energy and energy transition, statistical analysis about the transition of fuel and carbon energy to renewable and more sustainable ones, offshore wind towers to produce green energy. An important result is also a link to a weekly episode of a series published on YouTube called "Energy transition Thursday" in which banks and financial institutions, interested in carbon capture as an element of clean energy investment portfolio and energy transition, are asked to expose their view on the matter.

For what concerns the keyword *sustainable energy*, many results refer to the automotive sector, especially for the electric cars. There are also professional articles talking about the green energy and sustainability, shared by managers and employees from energy companies. Energy suppliers too show their work, i.e. with the photovoltaic or solar panels.

Considerations:

Due to the professional approach of this social media, most of the conversations are around the practical side of energy, which is constructions and implementation.

At the same time, we can see how companies are very interested in the topic of renewable energy and their efforts to implement it within their businesses.

The last interesting aspect is that companies want also to raise awareness about the topic, and they show their stakeholder how they are constructing and improving a more sustainable world.

Instagram

Analyzing the posts about the *electricity sector*, *power grids*, and *electric distribution*, we can see that they are not very discussed on this platform and do not provide results. On the other hand, other keywords give us more information.

Energy efficiency is related to many subjects that allow us to understand how it is important, for our planet, the energy efficiency and everything that could be related to eco-sustainable energy.

Most of the conversations on *energy transition* are related to other keywords such as solar panels, renewable energy, energy efficiency, floating offshore wind technologies, climate change and new energy sources.

The keyword for *renewable energy* is very popular on Instagram. The total number of usages is around 818K, and about one post every two minutes is shared. Some of them are related to ideas and news regarding climate change, green economics, and the use of coal. However, many other posts portray the daily life of people who have decided to respect the environment. In addition to posts about daily life activities, we also find several sustainability clothing brands that use the keyword to reach an audience that is interested in the topic.

In the Instagram news feed, the hashtag *sustainable energy* is very efficient. There are almost 100K posts, made by companies and common users.

For what concerns the hashtag *circular economy*, it can be found in 480K posts and, if we take a closer look at some of them, we can see how the hashtag is often related to pictures involving sustainability, recycling, and the environment.

Considerations:

On Instagram, the greater part of the posts is about how the renewable energy is important, and the technical part on how it really works and how it is a bit underestimated.

In the conversations, everyone takes an active part and most of the post are images and motivation quotes, to spread the relevance of this crucial topic.

Facebook

About *the electricity sector*, there are not so specific posts and they do not come from authoritative sources. So, we can say that the conversations about this keyword in this platform is more personal statements or opinions, rather than official statements due to inform and educate the audience.

The conversations about *power grids* are about the construction of power grids and some concerns about power grids and climate change.

Looking at the discussion around *energy efficiency*, the most common topics are eco-sustainability and companies that offer personalized efficiency plans.

The energy transition is not very discussed, indeed there are not sufficient and relevant results about this topic.

On the contrary, *renewable energy* is a trending trend on this social media. Most of the shared posts are articles about green solutions, which are highly appreciated on this platform. This is proved by the high level of engagement and positive reactions to the posts. From this Facebook analysis, we can observe that the most popular posts are those related to positive news, regarding present and future improvements.

Sustainable energy revolves around the promotion of products and their sustainability. There are also some relevant posts concerning the famous "FridayforFuture", created by Greta Thunberg, in which people demonstrate against global warming and pollution for a better future world. Moreover, we can find some groups that provide education of information and help the communities with the topic of renewable energy.

For what concerns *the circular economy*, most of the conversations are posted by politicians and news media. The keyword is mostly used with the intention to encourage Italy in taking this "road", in order to become more efficient and sustainable, and to use the Recovery Fund to reach this goal.

Considerations:

From this analysis and according to our knowledge about the target audience, we can assume that users in this type of social network are very concerned about the topic, because there are more involved in it, and they are willing to share contents made by official sources.

Blogs and others

Through the analysis of the keyword *electricity sector*, it is possible to say that it is not discussed and not popular. Looking at the conversations there are only few people that talk about this keyword, repeatedly and with recurrency. Linked to the topic, we can find other keywords such as natural, energy, plan, hydrogen, clean, global, building, sector. What appears from these data study, is that the keyword is used specially to talk about events related to it but does not focus mainly on projects or innovations in the sectors.

Concerning *power grids*, the most relevant topics in blogs are energy complaining and the opening of some new electric supply companies. The articles on this keyword are not about energy transition or renewable energy but they are more about electric problems or political problems concerning energy. Indeed, the related keywords are health, energy, and attack. On YouTube, in the last month, there are no relevant conversations on the power grid.

On *electric distribution*, there are numerous websites in Italian and English language, more or less specialized in the electronic field, that treat innovation of electricity distribution in Europe. In particular, emerges the topic of electric vehicles and their diffusion and implementation.

Around *energy efficiency*, there are some conversations that exalt a vision related to the solar panel, and some that lead to the birth of *cloud of efficiency*, a platform used to monitor and analyse energy data, identifying at the same time waste and optimization margins.

Most of the conversations of *energy transition* used the keyword with the same meaning and in the same context, we are considering. The topic is usually related to the research of new types of energy and climate change but can be referred also to as sustainability, a transition of workers from the oil industry to the renewable energy industry, and politics.

Conversations on *renewable energy* on the blogs and communities are very similar to those on Twitter. People often talk about who to vote between Biden and Trump, the number of jobs the green economy could bring, how renewable energy regulations are enforced in the rest of the world.

Discussions about *sustainable energy* refers to Tesla and their electric cars, mentioning the CEO Elon Musk and his choices. Then, there are articles talking about sustainable constructions, by groups of architects that use solar panels. Therefore, a lot of activists against climate change are posting on communities supporting sustainable energy and trying to achieve consensus from other users.

Circular Economy is rather used and discussed on Reddit channels in relation to the economy. Most of these discussions are supported by some articles concerning how a circular economy can improve ecological sustainability. We can also read some discussions on how investing in a good circular economy based on clean energy, and infrastructures could create many new jobs. The Italian environmentalist association Legambiente described the improvement of circular economy as an idea for the recovery found use. Circular Economy is the pillar of a sustainable business model, though organizations often find difficulties in defining their main objectives in terms of circularity and sustainability.

Considerations:

From this analysis, it is possible to note that blogs and articles are wider than other social media's conversations, because they touch different aspects of sustainable energy: from politics, to implementations, to institutional. So, we can affirm that people are very interested in how sustainable energy impacts the aspects of their lives, and companies and associations want to show their commitment to raise awareness about the topic.

PHASE 2: Stakeholder's Analysis

The analysis of the keyword was useful to understand which are the major players who talk about energy and, more precisely, renewable energy. As a result, we understood that there are two main groups of stakeholders: private and public.

For our analysis, based on the results obtained, we decide to examine these two actors' groups involved in online conversations.

Specifically, for each group category, we choose different stakeholders.

Private sector:

- ❖ **E.ON SE** is a European renewable energy company founded in 2000 in Düsseldorf and now based in Essen, Germany. Operating in Europe, Russia, and North America, it is also present in Brazil and Turkey where it manages business together with other partners.
- ❖ **Edison** is a leading company in Italy and Europe. It operates in the supply, production, and sale of electric power and gas, in the energy and environmental services, and in the exploration and production of hydrocarbon.
- ❖ **GE Renewable Energy** is a division of General Electric and a \$15 billion business based in Paris. Its main focus is on the production of energy from renewable sources with a variety of products that includes onshore and offshore wind, hydroelectric, and solar power generating solutions.
- ❖ **Vattenfall** is the leading energy provider in Europe, founded in the Scandinavian territory, in Stockholm, and is still under Swedish state rule. The main markets in which it is located are Sweden, Germany, Holland, Denmark, and the UK, thus representing one of the most important players in northern Europe. Its goal is very clear: live fossil-free and fight every day the challenge of global warming.

Public sector:

- ❖ **The Ministry of Economic Development** (Ministero dello Sviluppo Economico or **MISE**) is a government ministry of the Italian Republic. It deals with production, economic activities, energy and mineral resources, telecommunications, consumers, tourism, internationalization, and business incentives.
- ❖ **Friends of the Earth Europe** is the largest grassroots environmental network in Europe, uniting more than 30 national organisations with thousands of local groups. It is the European section of Friends of the Earth International.

They campaign on today's most urgent environmental and social issues, challenging the current model of economic and corporate globalization, and promoting solutions that will help to create environmentally sustainable and socially just societies.

In our analysis the majority of the stakeholders involved are private, and only two are public.

The analysis of the stakeholders was helpful in finding the strengths and weaknesses of the social media platforms in which they are present, in order to then elaborate our strategy to suggest.

In this part firstly we will go through some tables that summarize the strengths and weaknesses of each social media.

First of all, we identified the socials where these companies operate.

	FB	INSTAGRAM	TWITTER	LINKEDIN	YOUTUBE	MEDIUM	FLICKR	SOUNDCLOUD
FoEEurope								
E.ON								
Edison								
GERenewable Energy								
Ministero dello Sviluppo Economico								
Vattenfall								

We analyzed every single platform of these stakeholders in order to see how they talk and share information about the topics.

We realized that some techniques used by some players were more effective than others.

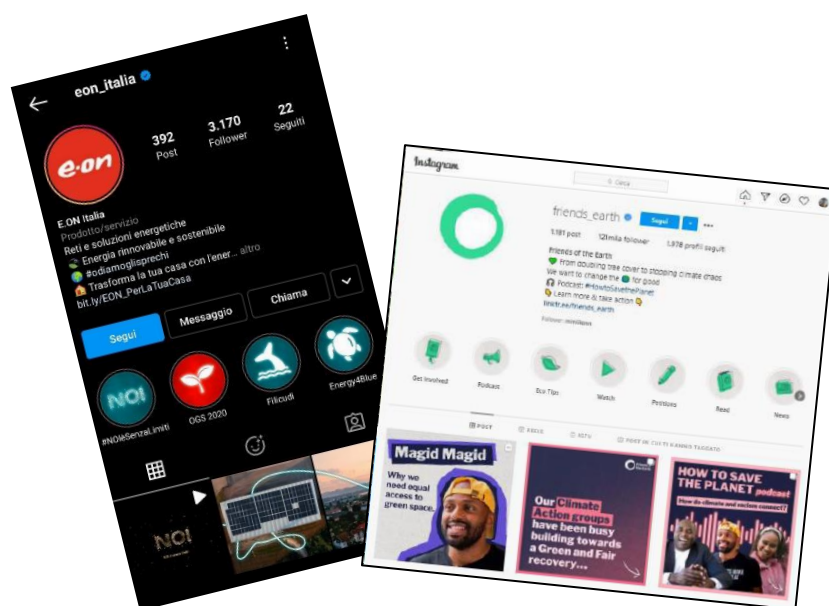
For this reason, in the next section, there are tables that summarize the strenghtness and the weaknesses of every communication technique used by them, divided according to the correspondent platform.

In our opinion, this analysis per social media and according to the advantages and disadvantages is very important to understand how the stakeholders take part in these conversations; moreover it has been essential in giving useful recommendations.

In the following pages, there will be summary tables with the positive and negative aspects we have discovered of each social platform during our research about the energy sector. For further and more detailed information about the data used to create these tables, we invite you to consult the appendix attached to this document.

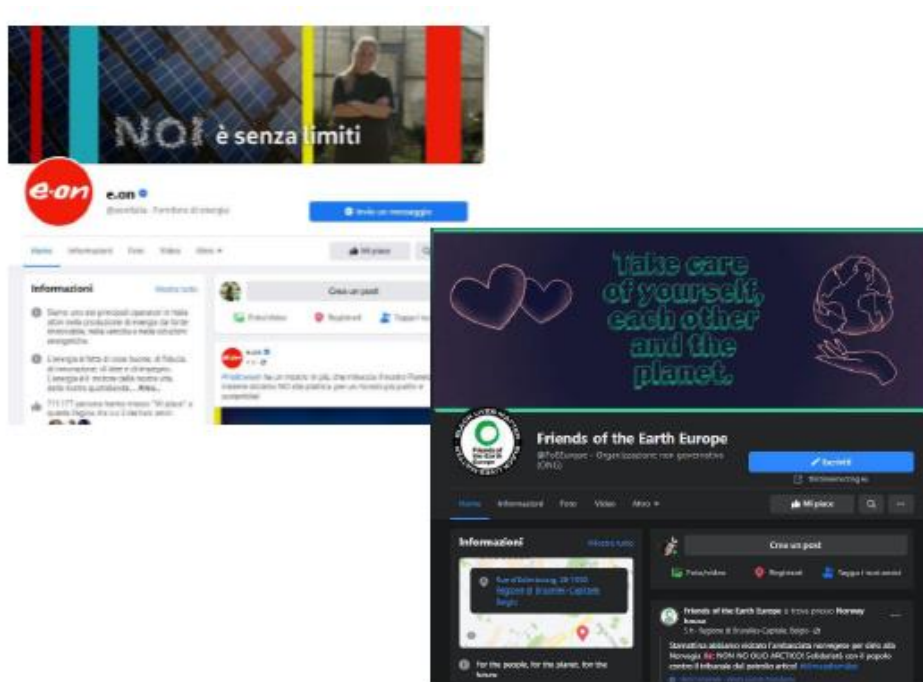
INSTAGRAM

Positive Aspects	Negative Aspects
• High activity • Regularity of posting • Proper post design and layout • Contents well connected between each other • Networking and collaboration with other institutions • Proper hashtag strategy • Proper tone of voice (engaging) • Interconnection with other social media • Daily stories update • Accurate organization of highlight stories • High quality of images and videos • Highly communicative contents • Simplicity and clearness of posts • Contents about current events and problems • Use of influencer marketing	• Absence of a European page • Discordance between used colours and themes • Low activity • Not original contents • Unsuitable tone of voice (scientific, professional) • Incorrect use of hashtags • Low quality of posts



FACEBOOK

Positive Aspects	Negative Aspects
• Use of catching photos and videos • Connections with other social media • Correct tone of voice and approach (informal, engaging, emojis) • Highly informative contents • Diversity between contents • Use of Call to Action • Interactivity and exchange with the community • Frequent post update • Networking and collaborations with other institutions • Good layout (horizontal images) • Coherence between images/video and copywriting • Proper hashtag strategy	• Lack of original contents for the platform • Repetitiveness • Low use of hashtags • Lack of community curation



TWITTER

Positive Aspects	Negative Aspects
• "Starters" and "Amplifier" role • Proper retweeting activity (from both own pages and third parties) • High consistency of tweeting • Proper tone of voice (formal, informative, synthetic) • High connection with other platforms (use of hyperlinks) • High interactivity (pools questions to the followers, etc.) • Stories of experts and employees • Contents about current events and problems • Proper hashtag strategy	• Lack of original contents • Lack of content diversification toward other platforms • Number of daily tweets below the average

YOUTUBE

Positive Aspects	Negative Aspects
• European channel • Variety of contents (interviews, informative videos, spots, how-to videos, tips, seminars etc.) • Interconnection with other platforms • Proper videos' format and duration • High quality of videos	• Inconsistency in contents' publication and quality • Lack of an editorial plan / calendar • Lack of interactivity/ communication with the subscribers (disabled comments) • Low activity • Lack of attention to the videos' descriptions • Lack of original contents

LINKEDIN	
Positive Aspects	Negative Aspects
• Specific contents • Highly informative contents • Always updated vacancies and job positions • Contents about events directed to students	• Repetitiveness of contents

FLICKR	
Positive Aspects	Negative Aspects
• Used like Instagram, with contents about events	• Missing connection with contents published on other platforms

MEDIUM	
Positive Aspects	Negative Aspects
	• Incorrect tone of voice (too institutional) • Lack of editorial plan • Low activity

SOUNDCLOUD	
STRENGTHS	WEAKNESSES
• Functionality of the podcast feature	

PHASE 3: Recommendations

After analyzing online conversations and stakeholders' communication, we decide to recommend some strategies that, in our opinion, could be useful to raise awareness about the topic of renewable energy and energy transition.

We took into consideration the profiles of Enel Green Power, on different social networks, because we think it is Enel's best branch to communicate this sensitive topic. Nevertheless, we think some improvements can be done in their communication technique.

First, we recommend basing their communication on two key concepts: synergy and differentiation. **Synergy** because we think that every channel should talk about the same topics. Social media must coordinate their communication to send the same message to all the stakeholders and citizens interested in this topic.

Differentiation because the company should differentiate the way they convey the message based on the typology of target and social media. For this reason, they must adapt the messages they want to communicate by taking into consideration these differences, in order to reach as many people as possible.

Topic of the Month

Our idea consists in the creation of an as-much-as-possible common editorial plan, based on the sharing of contents related to a common topic chosen by the Company each month. Each content will be modified and adapted to the type of social platforms we decided to include in our recommendations and shared based on different schedules.

We also suggested some extra activities, i.e. the creation of an official quiz on the website for people who are following constantly the contents' monthly publication in each profile, in order to maximize and stimulate their engagement.

Editorial plan: Topics to discuss

After analyzing online conversations, we can see that conversations revolve around some pillar topics. Indeed, people are interested in clean energy and its production. It means that the company should create awareness about these new forms of energy.

Moreover, people are really interested in impacts that these new kinds of energy can have on their lives. For this reason, the company should also encourage the adoption of electricity basing their communication on how this energy transition can lead to a better life and how it can also improve jobs, environment, economics, and politics.



Finally, people want to know how companies, governments and associations are committed to this new energy. On the other hand, they should demonstrate that they care about this transition. So, we suggest the company underlining its commitment to the topic by highlighting its actions and its way of being a company.

Editorial plan: How to talk about topics

We think that the best way to promote these topics is to touch every aspect of it, by ideating a story. In fact, we suggest creating a monthly program where a topic is discussed in every aspect. It is a good way to engage users and to give a 360° vision of the main topic.

For example, if we choose to talk about solar panels, we should start by talking about what they are, then how they work, what can they do, which are the benefits for the environment and communities, how the company uses them in running their activity and so on.

In this way, we can engage conversations with our stakeholders in a story that lasts a month, and support them in understanding the main topic.

Of course, this plan must be complementary to the communication that Enel Green Power already had planned.

The following paragraphs will be dedicated to the application of our idea concerning the Topic of the Month in each social media platform and other suggestions about their management.

Facebook

Target: 35+ / citizens - construction cluster -architects.

Brand voice:

- Character: Professorial and inspiring
- Tone: Scientific – direct
- Language: simple-serious
- Purpose: Engage - educate- inform - amplify - promotion

Page structure:

The cover photo can be used as an advertisement as it is the first thing the user sees, perhaps change it periodically depending on the topic covered by the page. There must be a video or photo that represents the mission of the company.

It must contain all the information, such as the link to the website, a rich but short biography, explanation of what the page deals with, mission, vision and values.

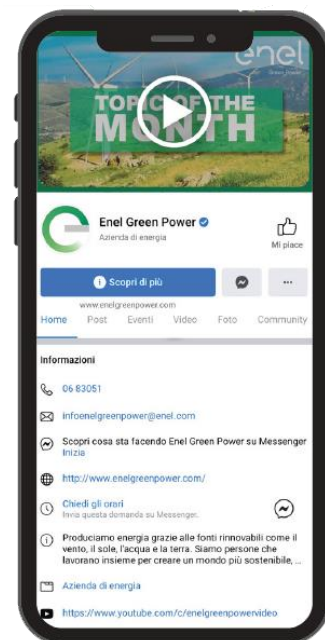
We suggest the creation of a community on the social platform through the Group Section, aimed at strengthening the dialogue with the target and keeping the engagement high.

Posts' schedule:

To apply the strategy, we decided to post content scanned by day to be repeated for all weeks of the month.

There will be one post a day with gradually increasing difficulty, dedicated to the topic, sometimes accompanied by a post related to Enel (such as offers or interviews with employees) or something topical relating to climate change.

- Day 1: information post with a day dedicated to the monthly topic (without explaining the level of information)
- Day 2: post (video or photo) dedicated to Enel services
- Day 3: post dedicated to what Enel is doing about the topic of the month + post on current events always related to energy or climate change. (like green peace)
- Day 4: post dedicated to the Call To Action with advice to readers + video on how Enel's internal activities work (WORKING AT ENEL)
- Day 5: post (video or photo) dedicated to Enel services
- Day 6: quiz dedicated to everything they have learned during the week. (see LinkedIn for certification details)



- Day 7: post dedicated to photos of the week relating to renewable energy and climate change (an example will Italy) to be taken up in the podcast as a topic to be discussed.

Moreover, we think it is also useful to add a podcast with briefs of the week's topic, with an expert inside or outside Enel as a protagonist.

On Sunday, as the target is freer from their professions and can spend more time listening to the podcast to stay updated on the topic.

Examples of speakers can be Abenergyofficial, different_group, greenpeace_ita, legambiente, Mise_gov.

The use of the hashtag: they can allow you to reach a target similar to the one you already have. These hashtags must be chosen strategically because if used incorrectly they can have an impact on the page's engagement, content, mission, and vision.

The company can also consider the use of influencers to increase the engagement rate - a study of followers to understand who the influencer may be.

By analysing Facebook, it is possible to understand what its strengths and its limits are compared to other social networks/media. From this analysis, it emerges that it differs from other social networks for the average age range of active users (age 35+), and for this reason, the use of a more professional and specific social media voice is more effective than a social media in which the audience is younger.

Another fundamental aspect to consider is the structure and format of the social network. Facebook allows you to give more visibility to posts that take up more space in the users' home and this allows a better reading not only of the description (which can be a little longer and specific) but also of the images and videos (especially in the horizontal ones).

Facebook, in addition to allowing you to share images and videos, allows you to share also other types of content directly on the home page, such as articles shared from websites, surveys and live videos. Taking these characteristics into account, different types of content have been suggested and divided according to the day of the week.

Depending on the day, it is possible to share videos, images relating to Enel services, external news, annual recurrences and articles posted on the website.

This project aims to inform readers and keep the level of engagement high. In support of this choice, a quiz relating to the covered topics was also included among the contents of the week. One of the projects includes the creation of a podcast and in order to support this, the page will share some contents on Facebook that will report the transcript of a small part of the podcast itself (the most important and capable of capturing the attention of the Facebook audience) with a relative link with which readers can access the entire content.

Instagram

Target: People between 18 and 35 years old, interested in sustainability and in nature, are already inclined to social sharing on environmental awareness issues.

Brand voice:

- Tone of voice: friendly, engaging, direct, first-person and one-to-one
- Language: simple, within everyone's reach; not too serious and integrated with emoji
- Character: inspiring, informative, professional but not institutional:

Contents follow 3 main themes:

- A monthly theme regarding sustainability, which is the same across all the other social media
- Current events, latest news and innovations concerning the environment and issues concerning energy and electricity (e.g. institutional initiatives, relevant conferences and events)
- Recurring events, national and international days pertinent to the brand's values (e.g. World Day of Nature, International Day for Biological Diversity, International Workers' Day etc.)

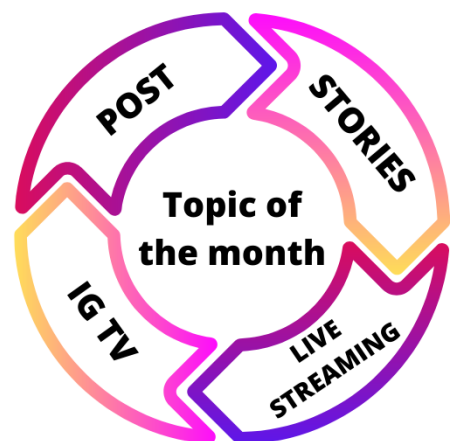
Scheduler:

Contents are scheduled in 5-weeks blocks and are so organized:

- Everyday stories;
- 3 posts per week, for all the 5 weeks;
- 1 live stream in the 4th week;
- 1 IG TV in the 5th week.

Posts and stories cover all the three main themes, while the live stream and the IG TV video are focused only on addressing the topic of the month.

The graph below shows how the four tools are used to offer a 360° degrees experience to the users, with the ultimate aim to inform, engage and build loyalty towards the brand.



Stories:

The stories' objective is to keep the page active, to stimulate the users' interaction through interactive tools (question boxes, quizzes, and polls connected to the other contents), and to provide external links to the other platforms and to the website, so that followers have the access to more contents.

The more relevant stories will be stored and organized in highlights, in order to be always available even after 24 hours.

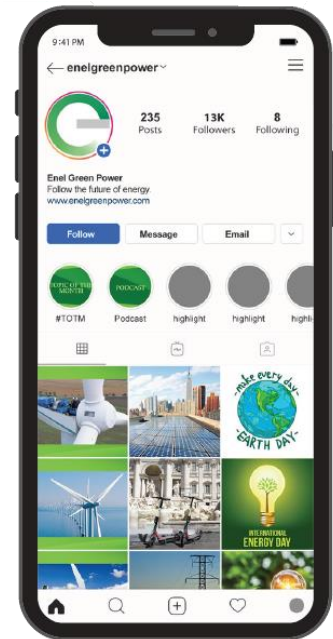
The stories' layout is dynamic, engaging, and consistent with the look and the colours used for the other contents.

Posts:

The posts' objective is to inform, educate, inform, and attract the users' interest in sustainability themes and the brand's values. Posts will also be used to promote products and services offered by the company. As said before, there will be 3 posts per week, scheduled on a 5-weeks scheme:

The first post of the week is committed to the topic of the month and follows this series, that goes from the general to the particular in dealing with the issue:

- 1st week: general introduction (what is it, what is about, how does it work etc.);
- 2nd week: speech of an expert in the field (a scientist, a professor, an activist etc.;
- 3rd week: the role of the company in dealing with the issue (what does the organization do?)
- 4th week: advice on sustainable actions users can take concerning the issue (everyday choices, responsible behaviours etc.)



The second post of the week regards the latest news about sustainability, energy, and the environment.

The third post of the week is dedicated to recurring events and celebrations.

The first 4 weeks follow this organization, while the 5th one will be dedicated to UGC connected to the topic of the month. The users will send their contents (texts, photos or videos) responding to a call to action monthly run through the stories. The aim of this call to action is to ask the community to share sustainable actions taken during the month.

Posts are carousels with more types of content: photos, videos, infographics and texts.

The layout is and consistent with the look and the colours used for the other contents.

Live Streaming:

In the 4th week, the same expert of the speech will host live streaming where he will answer the question users have submitted through the question box on the IG stories, and he will go deeper into the topic of the month with more curiosities and food for thoughts

IG TV:

in the 5th week it be will be posted a video summary of all the contents and information regarding the topic of the month, with the intent of giving the possibility to new users to easily learn and see topics from the previous months by going on the Instagram TV section of the profile without having to search them by going down on the feed

All the contents will have 3 hashtags:

- 1 hashtag that identifies the company.
- 1 hashtag that reflects the brand identity and values of the company / or even the claim of the communication campaign.
- 1 hashtag that will change every time based on the topic of the content.

Twitter

Target: 25+ / citizens; construction clusters/architects etc. by residential sector; industrial cluster for electrification of industrial enterprises.

Brand voice:

- Professional and informative
- Tone: formal, persuasive
- Language: simple
- Purpose: inform, promote, educate, create engagement

Profile structure:

Header image: (1500x500 pixel) the platform allows us to put only a static image, so we suggest to create original images related to the topic of that month with every social media account names on the side or to adapt an image used on Facebook or Instagram, to create a sense of coherence and continuity between the different social profiles.

The bio needs to be brief but self-explanatory about the purpose of the page and organization and twitter allows the user to put a link to the website under the bio, so we suggest doing it too (@enelgreenpower already has it).

Since Twitter profile only have "one" section and it can't be extremely customized, we suggest to pin the first tweet about the topic of the month and, inside it, create a thread with all the related tweets and update it each time a new tweet is created, so that the user can find more easily all the tweets about the same topic.

Since on Twitter, differently from the other platforms, the number of contents that each user posts every day is high, to be noticeable on the timeline we need to tweet frequently. Since we could not find the average number of the tweets for this specific industry sector, we suggest to posting around 15 tweets per day, since this is the average general number.

The number of 15 posts can be reached creating tweets and or by retweeting.

If we are the ones creating the tweets, we recommend the use of the hashtags #renewableenergy, #energytransition and #sustainableenergy, since during the first phase of our research we noticed that these are the keywords with the best results in terms of quality and quantity. We also suggest using a common hashtag for all the platforms for the format's tweets.





Moreover, we also want to recommend the following pages as possible sources of a retweet: SEforAll, Friends of the Earth, LegAmbiente, Greenpeace, WWF and Wired, but there are many others.

As we decided to do in other platforms, we suggest supporting the standard publication of tweets, created and retweeted by Enel, with the same monthly format, explained above: the topic of the month will be the same in all platforms, but the way we expose it will be different, since the type of social media and targets are different.

For what concerns the tweets of the format, the contents will be custom-made for Twitter: each tweet will contain links and hyperlinks to external pages (our website, third parties' websites, academic papers, scientific magazines etc.) with a brief explanation of the contents, and a multimedia element to attract people and, hopefully, gain their attention. The multimedia element can be the same as of the other platforms, but also can be specifically created for twitter (for an image, for example, the size should be 1024x512 pixel and we suggest to use the framing technique with a specific colour to highlight the fact that this post are part of the same series and we suggest the use of an informative image with texts inside the picture instead of a plain realistic image; the logo should be always visible).

Besides this specific publication plan, we suggest continuing with the standard publication that the profile already used to do, with particular attention to trends, social issues or International/National Days, if they are related to our cause: for example, the World Water day (22nd of March), the Earth Hour (28th of March) or the International day for Biological Diversity (22nd of May). We also suggest collaborating, if possible, with those who organize these events in some way or with other authority, and trying to promote events, parades or days (always mention – by tag – the promoter/s or the organisation).

To create this strategy, we took into consideration our personal knowledge about social media platforms, but also our research about the strategies used by other organizations, private companies, players, stakeholders' groups etc.

For what concerns Twitter, we decided to take inspiration from two of the players we analysed, Eon and FoE Europe, since we consider them as the best practices and examples in this platform. Both of them use a very efficient communication strategy to create engagement, with large use of multimedia contents and hyperlinks and they stimulate the interaction of their followers by asking them, for example, to fill surveys and stimulating in this way conversations with their publics.



LinkedIn

Target: construction clusters/architects etc. by residential sector; industrial cluster for electrification of industrial enterprises.

Brand voice:

- Professional and informative
- Tone: formal, persuasive
- Language: simple
- Purpose: inform, promote, educate, create engagement

Profile structure:

The first suggestion is to enable the English version of the profile.

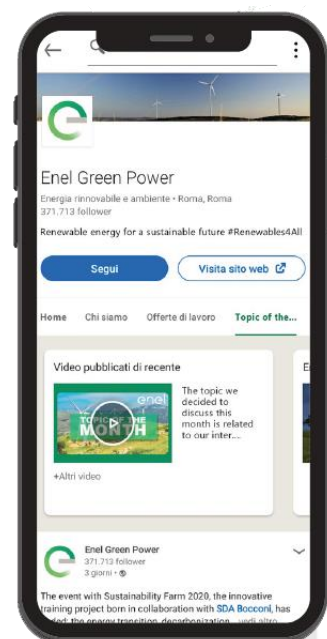
In this case, being the type of social network more marked by a work and professional environment, we suggest the creation of a fixed cover image, which represents the company and its activities. (≠ Twitter)

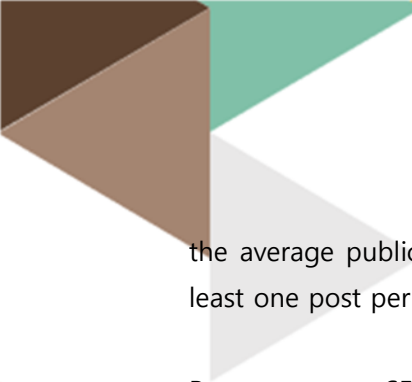
In the bio, it would be better to use an identifying slogan or the mission statement of the company and its core values (i.e. "L'energia che ti ascolta" - Enel slogan, # renewable4all - already present in the bio)

For the description, we suggest the translation of the body of the text in English, to facilitate the understanding of the text also to non-Italian audiences.

The Enel Green Power's profile is already well organized. For this reason, we only suggest adding a section dedicated to the monthly format we have talked about so far and a section dedicated to events or congresses in which the company participates and is interested.

Also, in this social network there will be link to articles from the website and to other sources such as online magazines, academic journals or even other profiles of entities that deal with sustainability. In these posts, the differences compared to Twitter will be the longer and more detailed description of the content of the linked articles, but the hashtags will be the same used on the other social platforms – so one related to the monthly topic, the second one is the name of the company and the third one is a keyword related to the link. The shared images will have the same visual aspect as those used on Twitter but adapted to the dimensions used on LinkedIn (1200x1200), therefore images characterized by an informative content in the form of text and the use of framing and colours to identify which posts are related to the monthly format and which are not. Because of the lack of data on





the average publication number of posts for the energy sector, we suggest the publication of at least one post per day.

Repost sources: SEforAll, Friends of the Earth, LegAmbiente, Greenpeace, WWF and Wired, but there are many others



Contents: As regards the content of the posts, since the audience is made up of professionals with knowledge of the sector, we suggest the publication of content of a suitable level and always related to the theme of sustainability and energy. In addition, we also recommend the publication of posts about Enel's employer branding and EVP, with content on the activities of employees and on the internal company climate.

Inspiration: For this social network, we consider Vattenfall to be the best example. The company profile is well organized and has a good following. Unlike what we recommend, however, it lacks originality in the posts, as they are homogeneous with those present in the company's other social networks.

Schedule: On LinkedIn, following the schedule that was created for YouTube, the publication of the posts will be organised as follows: during the first week it will be published a post with the YouTube link to the extended version of the video in which the expert of the topic of the month speaks; during the third week of the month, the link to the YouTube video on the employer branding will be shared, accompanied by posts created ad hoc on the subject. In the other weeks of the month, the publication of articles related to the topic of the month will be determined by the amount of useful material that can be found on it while the standard publication of posts not related to the topic of the month is free.

YouTube

Target: 25-45 / interested in the environment and sustainability, already inclined to be deeply informed on environmental awareness issues.

Brand voice:

- Tone of voice: academic, engaging, direct and scientific but not in such an advanced level
- Language: documentary-style language, understandable for those interested in the sector
- Character: inspiring, informative, professional but not institutional

Contents:

Shared contents can be divided in 3 categories:

- Speeches related to the topic of the month held by an expert of the sector (which is the same one that will be posted in other platforms)
- Podcasts, in which topical subjects related to innovation, energy, and sustainability (i.e. institutional initiatives, events) will be discussed
- Employer branding

Schedule: Contents will be scheduled in 5-weeks block, and will be organized as follows:

- 1° video: the extended and complete version of speeches held by experts regarding the topic of the month (differently from Instagram, where there is only an extract of it). The choice of publishing it on the first week is justified by the intention of giving a "plus" content to the users that follow the company even on YouTube.
- 2° video: Podcast's video.
- 3° video: Video dedicated to the employer branding, in which it will be shared the working experience inside the company from the point of view of employees.
- 4° video: Podcast's video.
- 5° video: The same summary video published during the 5th week on IG TV but adapted for the YouTube's format.



The length of the videos will always be at least of 5 minutes.

Video descriptions will always be filled up with useful information about subjects nominated in the video and all the links of the other social networks' profiles.

All the videos will also be organized in playlists, based on the 3 categories previously explained.

Of course, these videos will be uploaded in all the other platforms (as a multimedia element or link to the actual YouTube video) to complete the information the company will want to share with its stakeholders.

Podcast

From our analysis, we noticed that only one of the players analyzed used the podcast as a possible way of sharing contents. That player has not made good use of the possibilities that this tool offers, publishing episodes inconsistently and without advertising the existence of these contents on his social profiles.

Since we thought that this could be another useful tool to spread knowledge and arise awareness about energy, we decided to include it in our recommendations.

The podcast's contents consist in the audio version of the videos published on YouTube and, consequently, they will have the same **tone of voice**, **target**, and **contents**. The channel we suggest using for the publication of the podcast is Spotify, since the free version is available to everyone.

For what concern the **schedule**, the episodes will be uploaded twice per month, following the YouTube schedule explained before.

Each episode will be advertised on the company's social media profiles, above all Twitter, to increase its visibility.

The length of each episode will be of max. 10 minutes, to be engaging and easy to follow to the audience, without requiring too much attention from people who are listening to it.



Website

Since the Enel Green Power website already has a blog section, the idea is to create another complementary one. This section should consist in two sub-sections: the first one is the Wall, where the contents shared on the different social media platforms will be showed together in one place in chronological order of publication; the second one should consist in a page dedicated to the Topic of the Month, with an index of hyperlinks to contents related to the monthly format.

This website section will be easy to access and the topics' consultation should be intuitive.

The contents of the Wall will be also grouped according to the topic analyzed each month, to be always in evidence and consultable at any time.

The index subsection will be divided into clusters, one for each topic that will be discussed in the monthly plan.

By opening these clusters, all the posts and contents related to the topic and published in each social media will be displayed. These elements should contain other hypertextual links that allow users to get directly to their source and the platform in which they were published at the beginning. The aim of this sub-section is to avoid that contents will get lost within social networks when new ones are published.

SOCIAL WALL



As for the proposal of a quiz on the company website that we anticipated in the Recommendations intro, we would like to suggest to give the possibility to the most interested users to take a quiz about the information that were shared on the company social media platform and we want to recommend the idea of releasing a formal certificate of participation to the users with the highest score.

We would also suggest giving the possibility to upload a pdf of the certificate of participation in the personal section of each LinkedIn profile and allow those who attended it to include it also in CVs.



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