



## Item 9: Annual Communications Overview

*Gilbert Hughes*

ERCOT Vice President, Public Affairs

Human Resources and Governance  
Committee Meeting

ERCOT Public

December 2, 2024

# Overview

- **Purpose**

This presentation recaps ERCOT's 2024 Corporate Communications activities and highlights areas of strategic focus and implementation of proactive communications.

- **Voting Items/Requests**

No action is requested of the Human Resources and Governance (HR&G) Committee or Board; for discussion only

- **Key Takeaways**

- Continue to implement a comprehensive communications plan with effective strategies utilizing internal and external communications.
- Continue to utilize all resources and channels to educate and inform targeted audiences by communicating clear and reliable information on grid policies and issues during normal and emergency grid conditions to build credibility and trust with these targeted audiences.
- Continued efforts to get in front of issues and control narratives before these become public/gain media attention: Defining issues before they define ERCOT.
- Continued coordination with PUC and other state agencies during normal and emergency situations/crisis planning.
- Utilization of more in-depth analytics to gauge success in communications strategy.
- Collaborate with HR to engage, inform, and unite ERCOT employees: Powered by People, SharePoint, Connect, Meetings.

# Corporate Communications 2024 Highlights

- Mobile App Redesign Launch
- Speakers' Bureau Launch
- Instagram Launched ERCOT Education Campaign
- Inaugural Innovation Summit
- 2<sup>nd</sup> Annual Employee Summit
- Annual Membership Meeting
- ERCOT Monthly Report: Multiple Audiences (Board of Directors/Gov. Relations)
- Public Engagement: Increased involvement in external speaking engagements (>60) and media interviews (>20): increase visibility and build ERCOT's profile
- Texas Advisory and Notification System (TXANS): New informational video in English and Spanish
- Ways of Working: Communications efforts surrounding Ways of Working launch
- Supported various departments with their ongoing communications needs (IT, HR, Grid Dev Ops, etc.)
- Internal Audit/Crisis Communications


**Key Takeaway:** ERCOT will continue to create communications to inform and educate all stakeholders.



# Highlights



**Stay up-to-date with real-time updates on the Texas electric grid. Download the ERCOT app.**



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**SB Speakers' Bureau** Not following Site acc

Home Full Calendar Media Recordings Presentation Library Recycle bin Edit

+ New Page details Analytics Published 10/27/2024 Share Edit

- Getting Started**: Speaking engagement guidelines →
- Presentation Central**: Welcome
- Visit Our Library of Recently Given Presentations**
- Grid Transformation Speaker Series**
- Interviews & Recorded Presentations**

**Electric Reliability Council of Texas** 1 October

Gilbert Hughes, ERCOT vice president of Public Affairs, joined business and community leaders at the **YTEXAS** Summit in Arlington to explore the future of Texas' infrastructure and how ERCOT is continuously planning for economic and population growth.



# Corporate Communications: Ongoing Efforts

- Communications collateral/messaging for internal and external audiences:
  - One-pagers/Fact sheets
  - ERCOT presentations: review content, graphics, branding etc.
  - Trending Topics/staying in front of current issues
  - News releases as needed
  - Media inquiries
  - Corporate videos/photography
  - Internal content and outreach: Connect and SharePoint
- Powered by People program highlighting employees
- Plan/host internal/external meetings: Quarterly Managers Meeting, Internal Speaker Series, Market Participant Grid Communicators, ERCOT Tours
- Design and create new webpages and web interactive tools – e.g., Innovation Summit page, ERCOT Public API Applications; new page.
- Manage internal and external digital channels: ERCOT.com, mobile app, LISTSERV, social media, Connect, and SharePoint
  - MORA/CDR/Grid Announcements/Helpful Resources



# Grid Conditions Communications

- Plan and draft messaging in advance of weather events, new initiatives, legislative changes/initiatives, and operational needs.
- Update pages and documents on the website, including:
  - Winter/Spring/Summer/Fall pages
  - Grid conditions
  - EEA overview
  - TXANS updates in English and Spanish
  - News releases
- Regular meetings to discuss crisis and non-emergency communications policies and procedures and plan for potential significant grid events
- Built out processes to perform during a crisis including identifying and ensuring team back ups as needed.
- Practice TXANS (non-emergency) drills
- Practice EEA drills

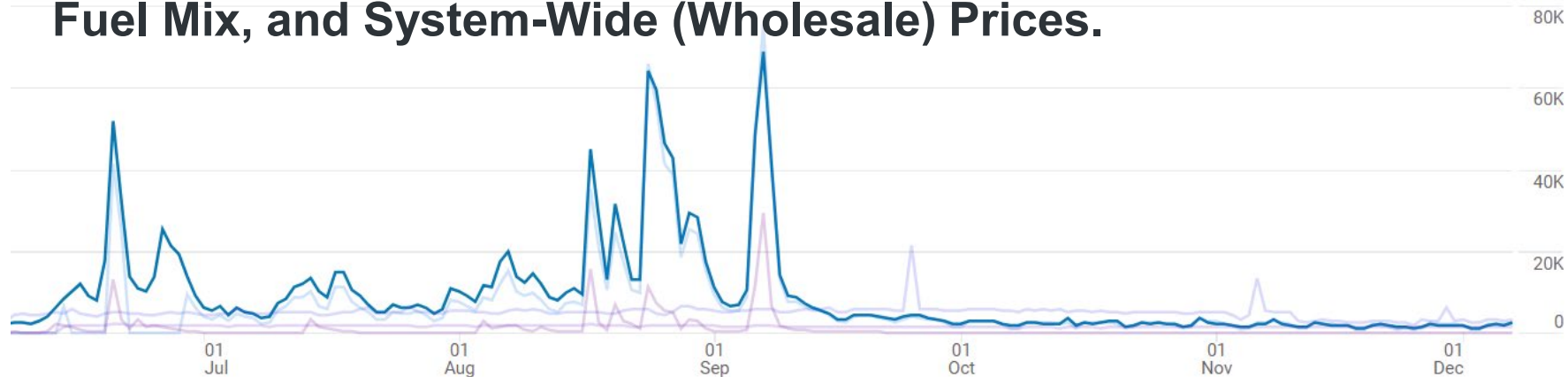


# Dashboards

Our interactive dashboards have been a tremendous success. Stakeholders visit these daily, and media outlets refer to these dashboards in articles, during live newscasts, and on social media.

## New in 2024:

- **The ERCOT mobile app was redesigned and enhanced, with more dashboards integrated: Interactive views of Supply & Demand (Current Day and 6-Day Forecast), Grid Conditions, Fuel Mix, and System-Wide (Wholesale) Prices.**



**Key Takeaway:** Dashboards are the most visited destination for data on our website and mobile app, especially in periods of tight grid conditions.



## Social Media Metrics

Performance summary across all 4 platforms: Jan. 1 – Nov. 11, 2024, compared to Jan. 1 – Nov. 11, 2023

- Audience grew by 9.4%
- Number of posts grew by 25.8% - 468 posts so far in '24 (372 in 2023)
- Impressions: 6,891,625 (down 39.5% from 2023: due only to posting FEWER TXANS posts: Weather Watches, Conservation etc., resulting in less engagements.
- Engagements: 414,721 (down 33.4% from 2023 due only to posting FEWER TXANS posts, resulting in less impressions.
- Perspective: 2024: issued 2 Weather Watches & 2 Conservation Appeals  
2023 issued 6 Weather Watches, 3 Voluntary Conservation appeals, 8 Conservation Appeals, and 1 EEA.

**Major milestones:** Launched Instagram and the first-ever Educational Campaign. Re-implemented holiday/observance day posts. Significant neutral or positive engagement (comments); **fewer negative comments.**

**Key Takeaway:** ERCOT continues to build on the social media program implemented in 2023. **2 key metric areas (audience growth and post frequency) still grew in 2024 despite having almost 5 x less TXANS and “grid-related” posts than 2023.**





# Social Media Followers: ERCOT and Other Operating Regions

- **X (Formerly Twitter)**

<b>ERCOT</b>	<b>119,002</b>
California ISO (CAISO)	39,842
PJM	14,977
Southwest Power Pool (SPP)	9,988
Midcontinent ISO (MISO)	8,589
ISO New England	5,818
New York ISO (NYISO)	4,238

- **Facebook**

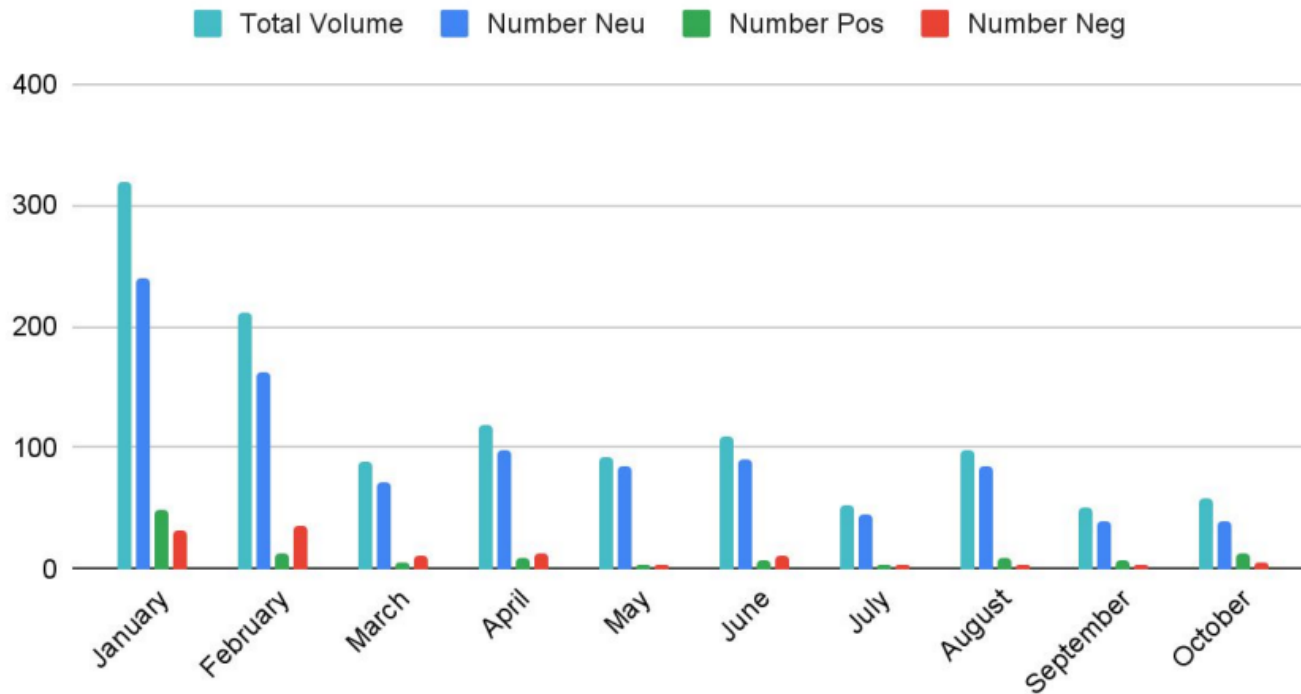
<b>ERCOT</b>	<b>45K</b>
Southwest Power Pool (SPP)	14K
California ISO (CAISO)	8.3K
PJM	2K
ISO New England	368



# Media Coverage: January – End October 2024

Volume of reporting and sentiment to ERCOT coverage

Volume of news: Total, Positive, Neutral, and Negative



**Key Takeaway:** Maintained 'neutral' and 'positive' ERCOT sentiment across traditional and digital media platforms. Negative sentiment decreased.

## Leading the Way: Industry Recognition

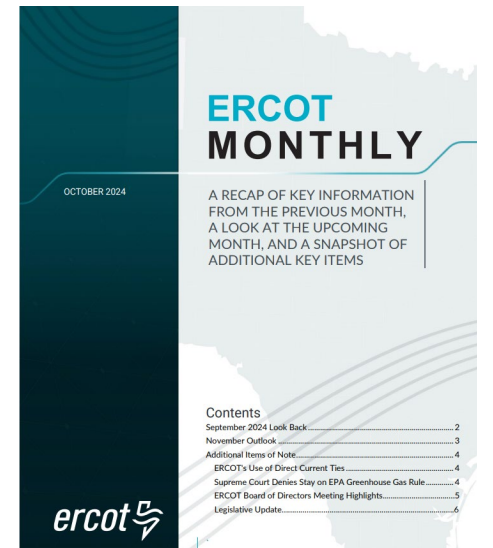
- **TXANS:** Continues to be recognized by other ISOs as a successful communications tool and is used as a model for non-emergency communications programs and tools.
- **Internal:** Recognized among other ISOs for analytical approach to Connect communications (number of engagements to inform type of content most valued by employees); ongoing Powered by People campaign that highlights employees on a regular basis.
- **Monthly Report:** Recognized by various audiences including BOD and external Government Relations groups as a valuable grid information resource: look back, current, and future topics.

**Key Takeaway:** ERCOT Corporate Communications is viewed by industry and non-industry stakeholders as being a leader in effective and efficient internal and external communications.



# Leading the Way: Industry Recognition

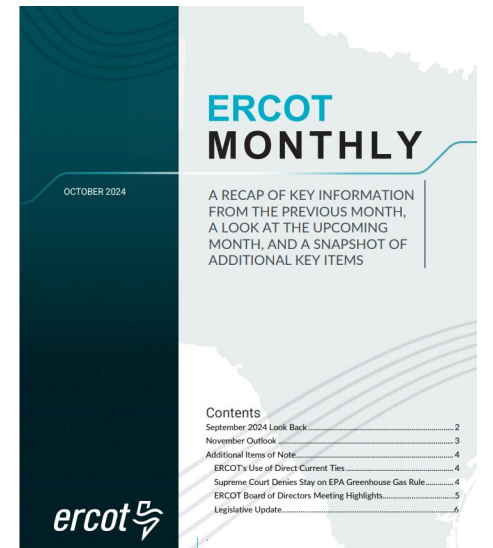
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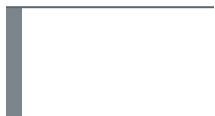
## Looking Ahead: 2025

- Continue to stay ahead of issues and defining narratives: *Trending Topics/one-pagers*
- Website Redesign Launch
- 2025 Innovation Summit
- 2025 Employee Summit
- Continued expansion of social media presence
- Annual Report
- Monthly Report
- Website Redesign Launch
- Continued Development of ERCOT Tour Structure/Guidelines
- Develop Speech Coaching Program
- Legacy dashboards redesign and tech update on ercot.com
- Highlighting employees through Powered by People program

**Key Takeaway:** ERCOT's internal and external communications continue to provide transparency and educate and inform our various stakeholder audiences.







Thank You