

**Social Media Resources**  
**Including Literature and Case Studies from**  
**Clean Energy Ambassadors**

This list includes many of the sources provided by [Clean Energy Ambassadors](#) for the presentations at the August 2011 New Marketing Approaches workshop.

1. *Never mind what people believe-how can we change what they do? A chat with Robert Cialdini, David Roberts*, <http://www.grist.org/people/David+Roberts>

Notes: Cialdini is a well-known behavioral researcher, who discusses six ways to influence what people do

- Reciprocity: people will repay favors
- Commitment and consistency: people will stick to commitments made publically
- Social proof: people will do what other people do
- Authority: people obey authority figures
- Liking: people are more influenced by those they like
- Scarcity: people desire what is perceived as scarce

2. *Using Social Marketing to Promote Energy Efficiency and Conservation*, Jane Hummer, <http://www.environmentalleader.com/2010/03/22/using-social-marketing-to-promote-energy-efficiency-and-conservation/>

Notes:

- Hummer is a consultant with the Summit Blue division of Navigant Consulting and co-author, along with Jan Harris and Kevin Cooney, of an important study, *Evaluation of Consumer Behavioral Research* for the Northwest Energy Efficiency Alliance, April 2010.
3. *Good Teaching Matters*, Barbara Martin, Ph.D., [www.irecusa.org](http://www.irecusa.org)
  4. Behavioral Assumptions in Energy Efficiency Potential Studies, <http://uc-ciee.org/downloads/energyefficiency.pdf> (CIEE, Moezzi 2009)
  5. *Visible and Concrete Savings: Case Studies of Effective Behavioral Approaches to Improving Customer Energy Efficiency*, American Council for an Energy-Efficient Economy, Katherine Friedrich, Jennifer Amann, Shruti Vaidyanathan, and R. Neal Elliott, October 2010  
<http://www.aceee.org/research-report/e108> (ACEEE 2010)
    - This is a great document that illustrates other case studies that have changed the way people think about energy efficiency and conservation.
    - It outlines the steps that were taken to implement these programs and what the pro's and con's were.
  6. *Best Practices in Community Energy Efficiency Programs Marketing Strategies*, <http://cleanenergysol.com/news/BPs%20Marketing%20Strategies%209-3-10.pdf> (Clean Energy Solution, Inc. 2010)
  7. *10 Things All Businesses Should Do to Market More Effectively on Facebook*, Justin Smith, <http://www.insidefacebook.com/2009/01/27/10-things-all-businesses-should-do-to-market-more-effectively-on-facebook/>

8. *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*, Doug McKenzie-Mohr, [www.cbsm.com](http://www.cbsm.com)
9. *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and more) that Engage Customers and Ignite Your Business*, Ann Handley and C.C. Chapman
10. *The Social Media Marketing Book*, Dan Zarrella

An excellent source for social marketing information and case studies that are relevant to utilities is the Behavior and Energy for Climate Change conference, which is cosponsored with ACEEE. Here are a few relevant papers. More are downloadable from the conference site.

11. *Targeted Marketing Strategies that Increase Energy Efficiency Program Participation of Commercial Companies* (Franklin Energy) <http://www.beccconference.org/>
12. *A Community-Based Approach to Promoting Residential Efficiency Improvements*, Efficiency Vermont, <http://www.beccconference.org/>
  - This is a good case study example for using a mix of conventional and social marketing tools. Note, however, that VEIC implements programs statewide, so marketing is often targeted to local influencers, but not to the end-use target consumer.
13. *Community-based Social Marketing*, Energy Upgrade California in Alameda County, <http://www.beccconference.org/>
  - a. Goal of the Program: To motivate homeowners to participate in energy upgrade CA in Alameda County. This program utilized social norms and other social marketing to increase the EE ratings on homes. They provided a one-stop shop. In addition, they used conventional means, such as rebates.
  - b. Outreach: Identified champions and made a presence at PTA events, clubs and schools, as well as “trade ally” contractors.
14. *Social Influence Matters: How Environmental Values Develop within Social Networks*, John Axsen, Ph.D., <http://www.beccconference.org/>
15. *Thy Neighbor’s Beer Fridge*, Stuart Hickox, <http://www.beccconference.org/>
16. Project Porchlight, <http://www.facebook.com/onechangeorg>