



BASIN ELECTRIC POWER COOPERATIVE
A Touchstone Energy® Cooperative

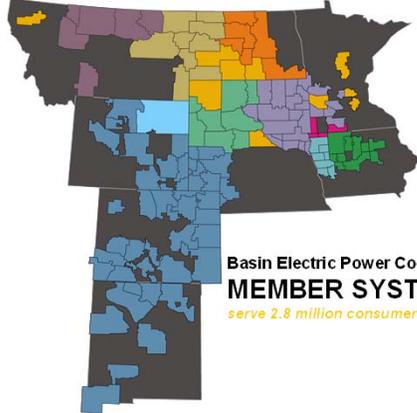
Social Media in Your Organization
Why it needs a seat at your table

Mary R. Miller
Basin Electric communications manager

Social Media

- Why is Basin Electric using it?
- How is Basin Electric using it?
- Why should YOU care?





Basin Electric Power Cooperative
MEMBER SYSTEMS
serve 2.8 million consumers



Before anything else, you must ...
Build your brand
(Defining your personality)

Before recruitment, before a call to action, before the crisis hits, your identity should be established.




Basin Electric employment: 2,200+



Options to position BEPC, membership

- Paid media
 - TV, print, radio

Good for targeted campaigns and as supplement to overall strategy



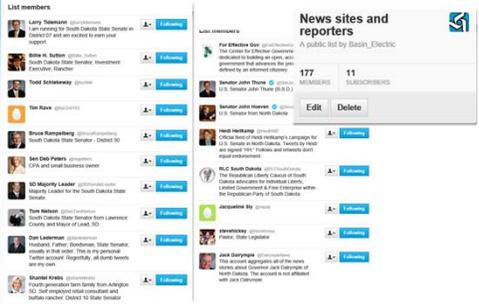

Options to position BEPC, membership

- Earned media
 - Pitching, reputation-building, press releases

Potential for long-term relationships, more effective when someone else tells your story



Now the question is... who doesn't?



Social Media



Why social media for Basin Electric? ... initially?

- Blogs becoming news sources
- Top-of-mind information
- If we don't create a presence, someone will
- Supplement traditional media
- Opportunity to build in and gain in "foundation of good will"

IT'S FREE!

Who uses it?



Examples – the good and the bad



Lee Aase

Why use social media now?

It's absolutely necessary.

Recruitment, retention, engagement.



Social media vehicles consistently rank among the top referrers to BasinElectric.com



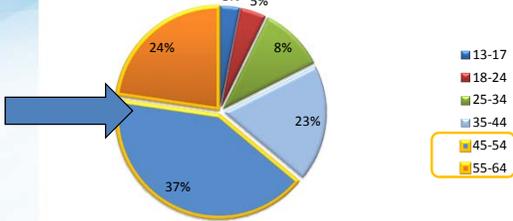
Social media at Basin Electric

- Twitter (2008)
 - www.twitter.com/basin_electric
- Facebook (2008)
 - www.facebook.com/basinelectric
- YouTube (2008)
 - www.youtube.com/basinelectric
- Blog – “Live Wire” (2008)
 - basinelectric.wordpress.com
- LinkedIn (2010)
 - <https://www.linkedin.com/company/basin-electric-power-cooperative>
- Instagram (2012)
 - http://instagram.com/basin_electric



Demographics - YouTube

Viewers by age group



Age Group	Percentage
13-17	3%
18-24	5%
25-34	8%
35-44	23%
45-54	37%
55-64	24%



How BEPC uses social media

- Deliver info in the way people want to receive it
- Issue communications
- Promote events/causes
- Crisis management
- Employee engagement
- Niche news that doesn't fit in traditional media

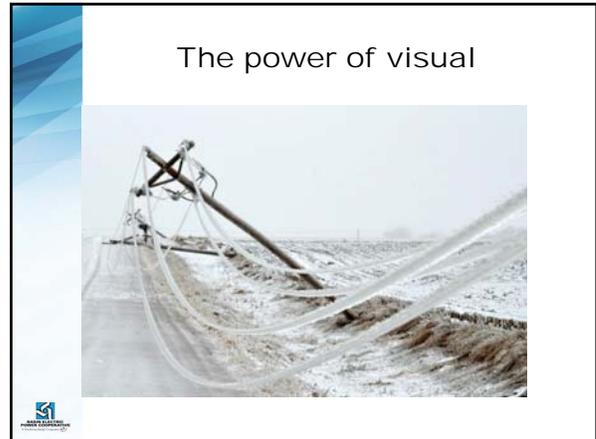
Recruitment and brand building



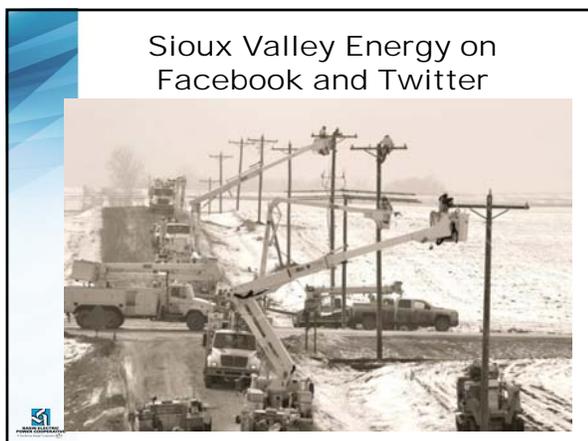
Success stories

- Local news coverage based on “tweets”
- Today Show visited our blog
- St. Baldrick's
- Member cooperative storms
- Culture building





- ### Sioux Valley Energy
- Carrie Law: "I don't know how we would've done it without."
 - Reduced call volume
 - Good for fielding questions
 - Reporters retweeted
 - Members appreciated personal messages from CEO on Facebook



- ### Success stories
- Local news coverage based on "tweets"
 - Today Show visited our blog
 - St. Baldrick's
 - Member cooperative storms
 - **Culture building**

The next evolution...

New uses for social media
(Recruiting, retaining and engaging your workforce)



New times, new approach

- Evaluation of benefits
 - Compensation study
 - More flexible benefits
 - Soft benefits
- Refocusing on recruitment AND retention
- Employee survey
- **Revitalize cooperative culture**
- **Foster employee engagement through non traditional measures**



It's a new era

- Basin Electric - 200+ retirements in two years
- New competition for jobs
- Shortage of skilled and technical workforce
 - Engineering, IT, labor
- We're reaching a new generation
 - Forget live out loud, try live online

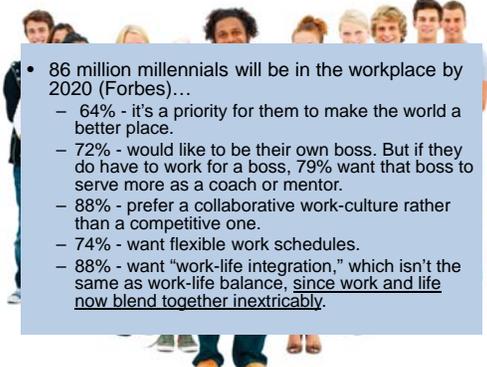


As a result ...




Our new workforce

- 86 million millennials will be in the workplace by 2020 (Forbes)...
 - 64% - it's a priority for them to make the world a better place.
 - 72% - would like to be their own boss. But if they do have to work for a boss, 79% want that boss to serve more as a coach or mentor.
 - 88% - prefer a collaborative work-culture rather than a competitive one.
 - 74% - want flexible work schedules.
 - 88% - want "work-life integration," which isn't the same as work-life balance, since work and life now blend together inextricably.



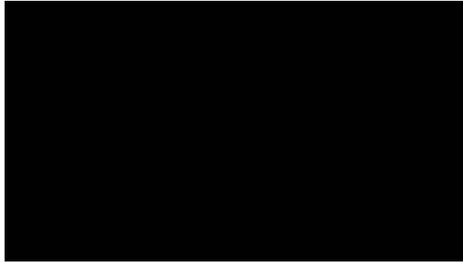

The common thread

These are all photos taken from our public blog.

WHY?



Coffee and cooperatives



Pinterest

Mark Loats (left), Basin Electric operations maintenance supervisor, visits with Keith Ritz (right) in the collector substation at PrairieWinds 1 near Minot, ND

Tracie Benthussen
Inspiring

Brave Shave!
the kids

Basin Electric Brave the Shave for St. Baldrick's

Tracie Benthussen
Pamela A. Adkins

Deborah Leitchak, Basin Electric senior staff counsel and garden volunteer, had to break out her garden fork in order to harvest all the carrots in Basin's Backyard Garden.

Tracie Benthussen
Pamela A. Adkins

Basin Electric names Sukut interim CEO, general manager

Praine Business
Inspiring tip

Just like family in Basin Electric Marketing & Asset Management - YouTube

by Basin Electric

Tracie Benthussen
Pamela A. Adkins

And we've gotta live it inside and out

INVOLVED

BE Techie

BE WELL

'Why Basin?' and 'Stay Basin' series feature new, veteran employees



LinkedIn™

Basin Electric Power Cooperative

1,324 members

Home Analytics

Share with your followers to drive engagement

Share with: All followers

How You're Connected

- 52 strategies connections
- 256 second degree connections
- 600 employees in LinkedIn

Basin Electric is one of the largest electric generation and transmission cooperatives in the United States. We work together to provide reliable low-cost power for our members and today, we serve 137,000 miles.

Recent Updates

Basin Electric Power Cooperative is hiring **Suffernut Analyst II**

Comment at Basin Electric Power Cooperative · See more jobs · 12 days ago

And evolve

Instagram

basin_electric

Basin Electric Power Cooperative Basin Electric makes and sells electricity to our member co-ops. Our members are our owners! We love photos. #smartstandardfollow #disclosure #epsc http://www.basinelectric.com

245 posts 103 followers 84 following



Because its not enough to tell everyone we're a great place to work, we've gotta make it a great place to work.

AND WE'VE GOTTA SHOW IT



At Basin Electric, posting jobs isn't just for newspapers anymore



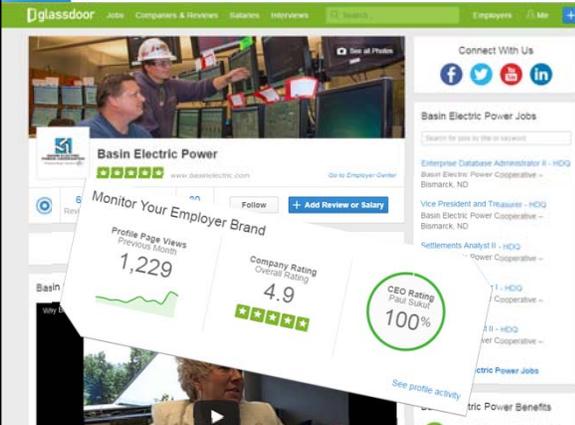


The nuts and bolts

- 6 million company reviews
- CEO approval ratings
- Salary reports
- Interview reviews
- Benefit reviews
- Photos

Enhanced profile allows you top post positions, highlight your brand, integrate your profile to Facebook, and have advanced analytics.





Similar companies

- Vault
- Indeed
- Yelp
- LinkedIn
- Monster
- CareerLeak
- Hallway



What is glassdoor™ ?

- Their Mission:
 - To help people everywhere find jobs and companies they love.

“Glassdoor is the world's most transparent career community that is changing the way people find jobs, and companies recruit top talent.”



Other recruitment tools

- You
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- pla
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- To
- Int



Cameron Fleck, apprentice communications technician stationed in Williston, ND.

[Meet Cameron](#)

of e to even



At the end of the day ...

- It's not about social media ...



It's about being transparent, listening, empowering and reaching your current and prospective employees in the ways they hear you.



QUESTIONS?

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LinkedIn – search for Mary Klecker Miller

