Social Media Tools for Energy Access Practitioners—Featuring Facebook

—Transcript of a webinar offered by the Clean Energy Solutions Center on 20 October 2015—
For more information, see the clean energy policy trainings offered by the Solutions Center.

Webinar Presenter

Justine Sullivan	UN Foundation
Aneri Patel	Facebook
Shaunt Attarian	Facebook
Miroo Kim	Facebook

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Sean Esterly	Hello everyone, I'm Sean Esterly with The National Renewable Energy Laboratory, and welcome to today's webinar, which is hosted by The Clean Energy Solutions Center in partnership with the United Nations Foundation's Energy Access Practitioner Network and Facebook. And today's webinar is focused on social media tools for energy access practitioners. And one important note of mention before we begin our presentations is that The Clean Energy Solutions Center does not endorse or recommend specific products or services. The information provided in this webinar is featured in the Solution Center's resource library as one of many best practices resources reviewed and selected by technical experts.

And I just want to go over some of the webinar features for today. You do have two options for audio. You may either listen through your computer or over your telephone. If you choose to listen through your computer, please select the mic and speakers option in the audio pane, and that will help eliminate any echo and feedback. And if you choose to dial in by phone, please select the telephone option, and a box on the right side will display the telephone number and audio PIN that you should use to dial in. If anyone is having technical difficulties with the webinar, you may contact or go to webinar's help desk at the number displayed at the bottom of the slide. That number is 888-259-3826, and they can help you out there. |

And if you'd like to ask any questions during the webinar, and we do encourage anyone to do so, we ask you to use the questions pane where you simply type in your question and submit it, and we'll receive it through that. If you're having difficulty viewing the materials through the webinar portal, we will be posting PDF copies of the presentation to cleanenergysolutions.org/training, and you can follow along as the speakers present. In addition, we're also posting audio recordings of the presentations to the Solutions Center training page within about a week of today's broadcast, and we are also now adding recordings to the Solutions Center YouTube channel where you will find other informative webinars such as video interviews with fellow leaders on clean energy policy topics.

And today's webinar agenda is centered around the presentations from our guest panelists, Justine Sullivan, Aneri Patel, Shaunt Attarian, and Miroo Kim, and these panelists have been kind enough to join us to learn about basic media training encompassing Google hangouts, Twitter chats, and other resources applicable to energy practitioners in addition to learning about the top tricks on how to utilize the Facebook platform as well as Facebook's Internet.org initiative, which is bringing together technology leaders, nonprofits, and local communities to connect the two-thirds of the world that does not have internet access. So before our speakers begin their presentations, I'll just provide a short, informative overview of the clean energy solutions center initiative, and then following the presentations, we will have a question and answer session where the panelists will address any of the questions submitted by you, the audience, and that will be followed by some closing remarks, and then a brief survey.

This slide provides a bit of background in terms of how the Solutions Center came to be formed, and the Solutions Center is one of 13 initiatives of the Clean Energy Ministerial that was launched in April 2011, is primarily led by Australia, the United States, and other CEM partners. Now comes this unique initiative includes support of developing countries and emerging economies through enhancement of resources on policies relating to energy access, no cost extra policy assistance, and peer-to-peer learning and training tools such as the webinar you're attending right now.

And there are four primary goals for the Solutions Center. The first is to serve as a clearing house of clean energy policy resources. Second is to share policy best practices data and analysis tools specific to clean energy policies and programs. And third, the Solutions Center strategy is to deliver dynamic services that enable expert assistance, learning, and peer-to-peer sharing of experiences. And then lastly, the center fosters dialogue on emerging policy issues and innovation from around the globe. And the primary audience of the Solutions Center is energy policy makers and analysts from governments and technical organizations in all countries, but we also strive to engage with the private sector, NGOs, and civil society.

And one of the marquee features that the Solutions Center provides is no cost expert policy assistance known as ask an expert. The Ask an Expert program has established a broad team of over 30 experts from around the globe who

are available to provide remote policy advice and analysis to all countries at no cost. So for example, in the area of policy market and design, we're very pleased to have David Jacobs, director of the International Energy Transition serving as one of our experts. So if you have a need for assistance in policy and market design or any other clean energy sector, we do encourage you to use this valuable service.

And again, the assistance is provided to you free of charge. So if you have a question for our experts, please just submit it through our simple online form at cleanenergysolutions.org/expert, or if you want to find out more about how the Ask an Expert Service can benefit your work, please feel free to contact me directly at Sean.Esterly@nrel.gov, or go ahead and give me a call at 303-384-7436. And we also invite you to spread the word about this service to those in your networks and organizations.

So now I'd like to provide brief introductions for today's panelists. The first speaker we'll be hearing from is Justine Sullivan. Justine graduated from Georgetown University School of Foreign Service with a major in culture and politics and a minor in justice and peace studies. Justine joined the UN Foundation in 2013 from the ocean conservative group Oceana where she coordinated their social media platforms. And following Justine, we will hear from Aneri Patel. Aneri worked on the sustainability team at Facebook on energy access. Previously, she worked at the UN Foundation on Sustainable Energy for all Initiatives. She has experience developing various energy access projects in Uganda, India, and Bangladesh.

And our third speaker today is Shaunt Attarian. Shaunt has worked at Facebook on the sustainability team and was previously involved in advertising and marketing from the company. He attended UC Berkeley and is committed to finding technological solutions to environmental issues. And our final speaker today is Miroo Kim. Miroo is currently working on various Internet.org projects in Latin America at Facebook. Before joining Facebook, Miroo worked at Apple for iPhone supply chain management, marketing communications, and at Microsoft for Windows pone product marketing.

And so with those introductions, we'd now like to ask the audience to compete a brief poll for us. We have a yes or no question for you, and that should now be displayed on your screen where you can answer directly. And the question just asks do you regularly use social media to promote your organization. If you could please take that second to go ahead and respond.

Great, thank you. It looks like 59 percent of you said yes, you do regularly use social media, and 41 percent said no, that you do not. So thank you for helping out with that poll, and we're going to go ahead now and turn things over to Justine.

Justine Sullivan	Hello. Hi, this is Justine Sullivan. I'm the producer of digital media for the Climate and Energy Initiatives at the United Nations Foundation. Okay. So let me just quickly set the scene for everyone. I imagine many of you know these statistics, but I think it's important just to set the ground work with what we're working with. So The Energy Access Practitioner Network, so here is the

issue. 1.1 billion people around the world lack access to electricity and a billion more only have intermittent access. We also have 2.8 billion people approximately who lack access to clean cooking solutions.

In 2011, UN secretary General Ban Ki-moon launched The Sustainable Energy for All initiative to address these serious global issues, calling on governments, businesses, and civil society to make commitments to action to accomplish three objectives by 2030. The first is ensuring universal access to modern energy services. The second is to double the global rate of improvement in energy efficiency, and the third is to double the share of renewable energy in the global energy mix. So 2014 to 2024 has been declared the decade of sustainable energy for all by the UN General Assembly.

So let me now set the scene for you on the Energy Access Practitioner Network, our size and our impact. So the Practitioner Network has over 2,000 members working in over 170 countries. These members have reported in recent surveys that they have reached over 230 million individuals. So I'm going to discuss specifically social media and the way that we can use social media to pull together campaigns, to advocate and to work for energy access solutions. So let me talk a little bit then about the United Nations Foundation in our social reach.

The UN Foundation currently has 17 campaigns and initiatives. These initiatives discuss a variety of issues from girls and women to global health, immunizations, sending bed nets for malaria prevention, mobile health, and obviously climate and energy. The things that I specifically work on are The Energy Access Practitioner Network, obviously, and Clima-Sphere, which is our climate and news portal. The digital reach of all of the campaigns that UNF works on is nearly three million individuals around the world. We also have 100,000 followers on Instagram, but I realize these numbers sound good to me, but I'm sure compared to Facebook, they will pale in comparison.

So let's jump right into how to use social media for campaigns. I'm going to address it first by asking a few strategic questions and then jumping into some specific tactics. I would not call myself an expert in the sense that being an expert really means understanding your own audience. So for each of you, this will vary a little bit, but I'm just sharing with you some of the tools I find most useful and hope you can use them as well to better read your audiences and inspire them to action. So the first thing you want to consider is the strategic questions. First of all, you have to consider what is the goal, what are you trying to reach or achieve with your actions. Are you building awareness?

Are you advocating? Are you building a constituency? Are you trying to grow followers, grow numbers, are you increasing metrics? Are you trying to drive traffic to your website, or are you trying to solicit donations, or is your goal something else entirely? It's important to get this answer in mind to help best craft the tools that you'll be using to achieve your goal. Another strategic

question you're going to want to ask yourself from the get-go is who is your audience. Are you speaking to policy makers, trying to change policy? Are you reaching out to potential donors looking for funding, or are you reaching out to the general public to build awareness?

These two goals are essential to building a successful strategy in communications online. So as I mentioned, I'm going to be discussing a few tactical tools that you can use on social media to increase your reach, reach new audiences, and inspire them to action. So a few of the tools—there are so many tools and platforms out there, but some of my favorites to use are Twitter chats, live Tweeting of events, Google hangouts, Facebook posts and promotion, which I'm sure you'll hear more of from our other panelists, and Instagram, so let's jump right in. So Twitter chats.

Here are some key tips I would suggest in building a successful Twitter chat. One thing to keep in mind is you'll want to number your questions and answers. So Question 1 is Q1, Question 2 is Q2. You should also be responding with the corresponding numbers, so A1, A2. This will keep things very clear as you go along on your Twitter chat and allow for people to easily follow along.

One thing you'll want to keep in mind, this is something that—this is an error that people make all the time, and it's one that makes me very sad because it means your Tweet isn't reaching out as far as it could. But it's important to remember when you're starting a Tweet with a handle, with someone with an @ sign, you have to remember to put a period in front of it. If you don't, this Tweet will only be seen by your followers and the people who also follow that person. So make sure you put your period in the front to make it public. When you're participating in a Twitter chat or hosting one of your own, pick a hash tag and stick with it. Some people use multiple. I really wouldn't use more than two, and really more than one gets a bit difficult. You'll end up splintering your audience a little bit, and every hash tag that someone has to use in a Tweet is less characters that they have to write. So I would pick one hash tag and stick with it.

If you're feeling uneasy or nervous about running your first Twitter chat, work off of the script. We've done dozens if not hundreds of Twitter chats, and we still work off of scripts. It's really helpful, it keeps you from scrambling, and it ensures that you have all the characters that you need to get your point across. So don't be ashamed. Feel free to work off of a script to build your questions and build your responses. It'll make you feel more confident. So you've got your Twitter chat ready to go. Be sure to invite everyone. Invite friends, partners, like-minded participants. Tweet at people. Tweet at organizations who you think might want to join. Encourage all sorts of people to join the conversation because you never know where they might be able to take it.

So you want to also be sure to do your homework. Get the handles of all the participants in your chat ahead of time and check them. I can't tell you the number of times that people use handles especially for influence or celebrities, and they're not the official handle. People create fan accounts,

people create fake accounts. You never know. You just want to make sure you check the handles to make sure you're quoting the right person.

Be sure also to promote your chat and promote it often. You'll want to—my personal preference is to promote it one week out, promote it the day before, the morning of, and maybe an hour before, 30 minutes before, ten minutes before. This builds the anticipation for it and reminds people to tune in. People who may be interested in it in a week out may forget about the day before. So you'll want to keep reminding them and sending it out often.

Don't worry too much about feeling like you're spamming your audience because there's so many Tweets out there that they can get lost in the noise if you don't promote it often. It's important to remember, to, that this isn't an oration. It's a conversation, so engage with your audience. Don't just talk at them. Don't just ask them questions. As they respond and say things that you can engage in as well, talk to them. Respond back to them. You know, be sure to put—but don't forget to put that period in front to your reply if you want everyone to see the conversation. But engage them further on it, and see where you can take the conversation in a deeper or different way. So it's great to host chats, but also join in them. Make sure that you join Twitter chats as well. It'll help build your confidence in them, and it really helps with building followers. I find that participating in Twitter chats is one of the greatest ways to build your followers. You'll often find that you'll grow 10 or 20 followers just in joining different Twitter chats and getting your voice out there with other groups.

After you're completed with the Twitter chat—also, you should consider using a tool called Storify. You can go to Storify.com, and it's a very simple tool that allows you to drag Tweets and Instagram posts. I think Facebook posts as well, together into one document that captures the conversation. This allows you to encapsulate the conversation in one place, and then share it out later as a link to people who both joined the conversation, but also those who may have missed the chat. It gives you a great sense of everything that was discussed and allows people to follow along.

So those are my tips for Twitter chats. Now another tool I'd really like to use with Twitter is live Tweeting. Live Tweeting is pretty self-explanatory, but it's covering an event, whether in person or off of a live stream, just Tweeting along so that people can follow the conversation and feel like they're there. So here are my key tips. I would say—I like to call it getting a handle on things. Once again, make as I said with the Twitter chats, make sure that you research your handles and the event hash tags ahead of time. It's great if you can also give yourself a cheat sheet or a printout or some kind of a note on your phone with all the participant and speaker handles and the event hash tags.

That way, you won't be scrambling during the event to try to find out who said what and what their handle is. Again, it's really important to include the hash tag in all of your Tweets to make sure you stay in the conversation. A lot of people will search a hash tag or create a stream on their social media managing channel to follow the entire conversation. So if you don't include

the hash tag, other people at the event or people following the event won't know where it came from.

Important to keep that hash tag in every Tweet as much as possible. So the beauty of live Tweeting is you're bringing the event to your audience. So it's great to include photos and quotes to show that you're really there and to bring your audience into the event themselves. So take those event photos, take those direct quotes, and use them judiciously together with the proper handles. Like I said, make sure to attribute and keep those handles ready with your direct quotes.

Another thing that you'll find a lot of success is if you sum up the key themes from the discussions. So it's important to pick direct quotes, but also pick the broad ideas. Get specific, but also give the broad themes of what the discussion is talking about and where it's going forward. So like I mentioned, you can search a hash tag to see everyone who is talking about an event. So use that as an opportunity to engage with other participants at the event. Ask and answer questions for them, thank them for participating, and just create a new conversation around the event. Once again, remember, it's a conversation, not an oration.

This is a time to engage with your audience. Don't just talk at them. So the next tool I'll discuss briefly is Google Hangouts. Google Hangouts are a wonderful tool to use to create a video chat. It's free. It's easy. It's a little—it seems a little bit daunting to someone who has never used it before, but they're really simple. And with practice, they can be a great tool. The beauty of them as well is that they're saved as a YouTube video afterwards and can be used for distribution immediately following the discussion. So when you're building a Google hangout, it's just like building a panel.

You'll be building a panel discussion with moderators, participants. Reach out to them with plenty of time because this is something, like a panel, that you'll need to coordinate schedules for. If you're feeling nervous about a Google Hangout, you can test one ahead of time. You can test one by yourself or just with a friend. That will help you build your confidence and show you just how simple they really are to use. I would also suggest that you test and troubleshoot ahead of time with your moderator and participants, both the day before and 15 minutes before just to make sure that the connection they're on for the actual event is strong, that their audio is good, that the lighting looks good, and things like that.

It's important to remember that you really need a good connection with a Google Hangout. This is a video chat, so any connection that's less than excellent could make for a lot of breakup or cause people to go in and out of the conversation. So it's really important that you have a strong connection, and if a strong Wi-Fi connection isn't available, a landline or Ethernet cable can really help with that. So it's important to have someone who can produce the conversation, who can listen on mute and click on the different speakers as they're talking to allow the screen to focus on them. But you also want someone if possible to Live Tweet the Hangout, directing people back to the link to watch the video. This is really important to drive people to join the

hangout and watch it. It's important if possible though to delegate this. I've tried to produce it and live Tweet at the same time. It's possible but it's really hard. So I would suggest giving someone—delegate this task to someone, get someone to produce it, and get someone else to live Tweet it so that you can both do your roles to the best ability.

So promote the chat before, promote it during with someone live Tweeting with links to watch the Hangout, and also promote it after. It's important to remember that a YouTube link is created immediately after the Hangout that allows you to promote it forever after. So consider it evergreen content that you can use all the time and promote it afterwards to help build up those views and allow people follow the conversation in case they missed it at the time. So Facebook is a panelist, so I'll allow them to talk about what they do best, but I would be remiss to not discuss Facebook posts in terms of building a robust social media strategy.

So with Facebook, like Twitter, it's important to use hash tags and handles. People will be searching for hash tags and handles. By using handles, you'll allow the people who follow those specific individuals, like @BarackObama, to join the—to jump over to your page and see what you've posted about them as well. So it really helps to grow your reach and impact in the number of eyes that see your post. So use those hash tags, use those handles. Make sure as you're creating, as you're using the handle, you type in @ and start typing in the name Barack Obama. You'll see a tab drop down that will populate all of the websites with that page. Make sure that you click on that and that will hyperlink your handle and allow people to then click back and forth to that page.

If you have video content, it's great to upload it directly as native content rather than linking to it through like a YouTube video or other place. If you have the video and it's your own, upload it directly to Facebook. It will really help increase the views to your site. Also, I included a little tab here, but it's important to get to know your Facebook Insights. Insights are your friend because it really allows you to know your audience. Each audience is different. I can tell you best practices, but every audience is going to be different. It will be its different time zones, different regions, different languages. It's important that you know your specific audience and what they respond to.

Facebook Insights is such a fantastic tool for letting you know details about your audience. It tells you when they're online, where they're from, the languages they speak, the type of posts that resonate with them. You can see what post was successful and what post was not so successful. It really helps you through trial and error to craft your conversation to best inspire impact on your audience. Another thing to consider with Facebook is promotional posts.

Even just a small amount, even $5.00 can make a huge difference in terms of how many people see your page or a specific post. You can target these things as well to do cost per click or you can target them by specific interest or a specific region or a specific language, so that's important to keep in mind. You can really target your audience so that you're putting this post out in

front of exactly the eyes that you're looking for. So if someone is interested in climate change or global warming or carbon emissions or the environment, put that in as their interest, and you can shrink your target audience down to just very, very specific terms or areas that will get the most impact and the most bang for your buck.

Also, a great tool to use with Facebook posts is you can schedule a post. Maybe you don't have time to be online when your audience is online or you are going to be out of town or traveling when you want to put up a post. You can schedule that ahead of time to allow it to go out exactly when you want and allow for consistent engagement with your audience. Consistency is really the key with social media, a consistent conversation on an hourly basis with Twitter, I would say, on a daily basis with Facebook is really important to build your audience and to grow your followers.

So the last thing I'm going to touch on briefly is Instagram. Instagram is a wonderful app that you can download to your phone. It's one of my favorites, really. It's a great photo sharing app. I would recommend that everybody use it if possible, and it's really a great way for organizations to show a different side to themselves. So some key tips with Instagram. I've said it before and I'll say it again. Hash tags and handles are important. Tag people on your Instagram posts if possible. Add hash tags. The great thing about the latest version of Instagram is as you add a hashtag, you can see how many people are using it. So pick popular hash tags and pick similar hash tags.

Pick environment, pick the earth, pick energy access, pick women, pick health. Pick things that are related to your image that as people search for those terms, they can see your Instagram posts.

Sean Esterly   Aneri, just to jump in real quick, we've had a couple people ask about the hash tags. Can you just give a really high level, brief explanation of what the hash tags are and what they accomplish, and also just to let you know, we will need you to wrap up in the next two or three minutes if possible.

Justine Sullivan   Oh, no problem. Perfect. Yeah, of course. So hash tags are really a term that allows you to—that categorizes different Tweets into a similar conversation. So if you search for a hash tag on Instagram, Facebook, or Twitter, you will see every post that included that term, the specific hash tag. So to get really simple, the hash tag is the pound sign with a word after it or a phrase after it. So you could do #EnergyAccess. And then when you go to search for it, every post that used that term will show up under there. So you'll see everyone who is using the term energy access. It's a great way to keep the—to see who is talking about our conversation and what they're saying about it.

People also create hash tags for specific events. That's a nice way to create a unique term that allows you then to go back afterwards and see everybody who was engaging in the conversation. Anyone who uses that hash tag will be shown under that feed. So let me quickly wrap up here. So use Instagram as a way to share photos of your work, your staff, and the impact that you're having, but also use it for quote graphics and infographics. If you create things like we did here, these are some quote graphics that we did for our

climate work. That can be a great way to engage people in a new way besides photos. They can be very inspiring as well. So use Instagram and promote it across other channels. Promote Instagram on Facebook and Twitter to drive some of your audience to follow you on that platform and vice versa.

You can mix and mingle your promotions to try to encourage people from one platform to follow you on another platform. Instagram for short videos and animated videos. That's a little bit more complicated, but can be—you can see some nice engagement there as well. So just to wrap things up, the overarching themes I would say is it's important to find your voice on each of these channels. Each platform, Instagram, Facebook, Twitter, Google Hangouts, they're each going to have a little bit of a different voice. And like your audience, each will be a little bit different. So take time, test, measure the impact, try a post, see what works, see what doesn't, use a little bit of trial and error to find out what your audience responds the most to on each platform, and to really build the right conversation. Good luck and have fun.

If you have any questions, feel free to e-mail me at JSullivan@UNFoundation.org, and please, I would urge you to follow ClimaSphere and EnergyAccessPN on Twitter. Thank you.

Sean Esterly	Great, thank you, Justine. And sorry, I referred to you as Aneri before, but meant to say Justine. We are now turning over to Aneri for her presentation.
Aneri Patel	Thanks, Sean, and thanks to the organizers, Clean Energy Solutions Center and the UN Foundation for hosting a webinar on utilizing social media. We're excited to join this opportunity to showcase the platform on how to leverage your audience, especially for the energy access sector. So quick agenda, I'm going to do an overview on Facebook, discuss pages, groups, and messenger. Sean is going to discuss advertising, which is a great way to promote especially products for consumers, and Internet.org, which will presented by Miroo. So Facebook releases community update in late July. We have these numbers are a little different now because it's Facebook's audience is constantly growing. But as of July, we had 1.49 billion people on the Facebook platform each month, and we also recently hit a milestone.

One billion unique users using the platform in a single day. So these numbers here just show how scalable the platform is in terms of messaging and audience. Nonprofits connect to people on issues and causes that are important to them. At Facebook, our goal is to make the world more open and connected, and your organizations can use Facebook to educate supporters, inspire advocacy, and put people at the center of issues they care about most.

Facebook can empower your organization by mobilizing communities, organize events, increase fundraising, and decrease cost with effective marketing solutions. There has been a fundamental shift from online _____. Mobile advertising should be at the center of your campaign. The rate of content being consumed by mobile is incredible, especially in the developing world, and according to some estimates, there are now more smart phones as feature phones in the world than toothbrushes. So pages. Many of you already have a page. To create one, all you have to do is go to Facebook.com/Pages

and walk through the guided set. You can select a category and fill in basic information.

Now you have created a foundation to engage with an audience that cares about your cause. So just to go through one of the pages, and I use UN Foundation since that was one of the cohosts here, the cover photo at the very top is where you can show people—the people behind your organization and the place where you work or the people you serve. One tip is to choose a photo that shows the best aspect of your organization. Update your cover photo to reflect relevant initiatives.

These changes will help draw attention to your page. The profile picture is shown next to your page post and ads when people see them on Facebook. Make it clear. A square image of your logo as long as it's easy to read works well. Call to Action is a unique feature which allows a user to support a specific action related to your cause. This can include contacting you, shopping for a consumer product, such as a lantern, for example, or signing up for newsletter or donating to your organization. The About section tells people about your organization.

One tip is if you have a physical location, you can add the address and hours to help people find you. The timeline is where you can share updates, photos, and video to build relationships with your supporters. Experiment with short posts. Links to articles, and photos and videos. See what people like. When you boost your posts, which Sean will talk about, more people will see them on Facebook. So here is a case study. Ideas is building a movement to turn ideas into solutions that solve the environmental crisis by providing people of all ages with the opportunity to address the issues they find most pressing.

One tip is that most people discover content in their newsfeed. Your page is a source, not a destination. Users are 450 times more likely to see content in their newsfeed. People on Facebook check their newsfeed on average 14 times a day. You can ask your supporters if they want to get notifications. So ideas has done this well, and they have over 20,000 organic likes as a result. And especially high engagement in the Uganda chapter. Ideas for us was also able to successfully engage their audience by posting frequently, updating relevant content for their audience, and using their platform to engage in meaningful conversation.

And here, you can see how various posts have really engaged audiences. So these are our content principles. Keep it simple, get to the point, and talk like a person. Share authentic content regularly. In order to grow the audience, keep communicating with them. New supporters will want to know more. Staff and employees of your organization and photos of the communities you are helping will increase your audience. Directly interacting with your supporters can increase your visibility and bring a voice to your content.

So here are some best practices for creating great content. You can read the slide here, but using a photo with a strong caption versus a long text post gets more audience participation. Again, think about how your content looks on a mobile phone, as that's where people are viewing content the most. Videos

are some of the most engaging ways to share your story, and it is an important part of your marketing strategy. Instagram is also inherently visual. Think about taking beautiful visual photos for storytelling in which you can share on Facebook. Simply link your Instagram with Facebook to share to _____.

Pay then sites. The overview tab for pages provides insights as to how many people are visiting your page. The key metrics to focus on is quality over quantity, unique engagement on reach, as well as geo-targeting, which will give you the knowledge if the right audience is accessing your page. Groups. Groups are an addition to your page for a smaller group of supporters that are more engaged. Here is a case study from Solar Sister. Solar Sister is a social enterprise using a woman-centered direct sales network to bring light, hope, and opportunity to communities across Africa. They have a network of over 1,600 Solar Sister entrepreneurs improving last mile clean energy access through solar and clean cooking technologies.

They have a staff of over 70 spread over four countries. Nigeria, Tanzania, Uganda, and the US. Solar Sister created a secret group among all of its sales agents to help promote sisterhood. Remote sales agents know that they are not alone in selling these products. Sharing real time storytelling and feedback circle boost the agent's confidence and operation efficiency as it allows managers to support their teams remotely and brand. Solar agents in different countries know that they are part of a bigger movement here.

Messenger. Reach people instantly. You'll see when your message is delivered through your friend's phone, plus when they've seen it. This way, you can be sure your messages are going through like they're supposed to. With HD calls, voices sound clearer and closer. And with video, you can have face-to-face conversations with staff or customers wherever they are. With a built in camera, messenger lets you snap and shoot moments as they happen. For example, a customer could snap a photo of a problem with a product and send it to a Solar technician immediately as an example. Suggest a meeting spot instantly. Update your colleagues on where you are, and so much more with just a few tasks. Maps are available internationally. Send delightful, silly, cute, weird expressive stickers to say just about anything.

A fun tool for feedback and motivation among your staff. And sometimes, you don't have the time to type it all out. When you're on the go or have a lot more to say, record a voice message for your team instead. It's free to send and receive money right from your conversation. Just add your debit card to get started, but please note this feature is only available in the US for now. And similar to What's App, another Facebook product, you can create groups to communicate with your team effectively. Here is a case study from Juabar. Juabar creates energy access in Africa through solar powered charging kiosks while also enabling independent solar businesses.

Facebook is a free application in Tanzania, the country where they primarily operate. For this reason, messenger is the go-to communication portal for Juabar staff to communicate with their kiosk operators or potential customers. Facebook comes standard on feature phones now, so messenger can be as easy to access as SMS in Tanzania. As the CEO says because she travels

extensively, it's a very easy way for her to keep connected with her staff no matter where she is. And Facebook engineers have worked hard to make messenger load quickly under low bandwidth conditions.

Here is a chat that Olivia has with one of her staff where is saying that Skype isn't working for him because of the poor connectivity, but Facebook is working. So again, this is a great communication tool for international staff and local staff. So for more resources, you can check out these following links. There's many case studies and best practices, tools, and tips for various businesses and nonprofits. So you can click here to learn more. Thank you.

Sean Esterly	Great. Now we'll hear from Shaunt. Hi, Shaunt, are you there?
Shaunt Attarian	Hey there. We're just getting the deck loaded, so just give us a second.
Sean Esterly	No problem. Shaunt, we are seeing the split screen though if you could just—
Shaunt Attarian	Yeah, we're having a little difficult getting the slideshow to present, so bear with us for just a second.
Aneri Patel	Maybe Miroo can present now since we're having technical difficulties.
Sean Esterly	Yeah, we can also display those slides on our end if that would work for you.
Aneri Patel	Maybe it would be better if Miroo did it since we have an updated deck.
Sean Esterly	Miroo, if you're ready, we can switch over to you for your presentation.
Miroo Kim	Sure. Can you confirm what kind of—are you looking at the split screen here as well?
Sean Esterly	Yeah, you're going to want to just show one screen. There we go.
Miroo Kim	Cool. So hi, I'm Miroo. I'm working at the Facebook with Internet.org project in Latin America. So I'm managing different projects for Internet.org in Latin America. So—sorry. So I'll start with Facebook mission. As Aneri mentioned, our mission is to give people the power to share, and also make the world more open and connected. And under the same mission, we have achieved so far so much, and Aneri already walked through about the status of Facebook achievement. So we have about 1.5 billion monthly active users, and then with Instagram and then What's App acquisition, we have about 900 million What's App users as well as 400 million Instagram users.

And also it comes along with the messenger users as well. So we are working on—we have been working to make the world more connected and keep going on with that afterward. So Internet.org is basically born under the same objective, but actually focusing on unconnected part of the world. So Internet.org purpose is to bring internet access to the world that are not connected yet. So let's check the state of the connectivity right now. So this is about who is connected, who is not, and why they are not connected.

So right now, the dots that you see are basically the network of this—it's every network in the world. So yellow dots represents 4G or LTE. So mostly in the western Europe or US, North America, developed part of the world, and then 3G is the blue dots, and 2G is the red dots. And you see a huge part of the world that's not even have any dots. So the world that's covered with these dots are showing who is online, and then apparently the other part which is not showing any dots are not connected. And then the question comes to our mind why are they not connected. What are the barriers that are making not to be connected online?

So we learned from our extensive research and also experiences from many different projects before Internet.org, we learned there are two major barriers. The first one is affordability. Basically, people cannot afford it. Either device cost or the cost of the network to pop up their data on their cell phone. So it's too expensive for them in either way or both. The second problem is the awareness. So people don't realize that why they would need the internet and this might sound surprising for us who are already connected, but this is actually the reality through various reasons. So sometimes cultural. In remote villages in India, women are not feeling safe to be connected because they are afraid of being connected by the strangers.

And sometimes they're discouraged to do that because of the culture reasons, too. And also people who have never been connected to the internet, they won't feel the need for it. So there is an awareness issue. So with these two issues, we came up with this Internet.org three basic services. So this is to bring the basic internet services to the people who have either not being able to afford it or who have not feeling the need for it. So right now, the progress to date is we started off in Zambia with this offering _____ services about a year ago, actually, and then right now, we are about in 20 countries live with this project connecting with one billion people.

And by the end of this year, it'll be about 30 countries. So for the next few months. And to give you some more details about the progress report so far, so I mentioned about 20 countries launching so far, bringing about one billion people with the access to free data services. And we brought nine million people online for the first time. So these are the people who have never used internet before, but they came online and then using the internet—not just Facebook, but for other free, basic services brand new after they started using free data services.

And right now globally, we have more than 100 partners who are offering content through their free basic services. And this list keeps growing as we speak now. So there are a lot of sort of learning that we had. Internet.org brings new users onto the network on average over 50 percent faster after we launched free basic services. So this means that compared to other how people get on online, this is actually expediting the rate of people coming online by 50 percent. And also more than half of the people, they came to online through the Internet.org, they're paying and accessing the internet within the 30 days. So translating into the carriers, actually, mobile carriers, worlds, these users are more likely to become beta paying users because they

understood once they kind of went over the hurdle for the affordability, they understood need for it.

So they are more aware of it, so they are understanding the value of the internet. And then the past month, the people using internet access—people using the health—more people using the health services through Internet.org more than other people. So we have actually cases such as content such as Baby Center and Mama. That's actually global partner that we are offering through the group as one of the free basic services, and this is basically helping the moms in the remote village in Africa or India how to understand to take care of their kids when the kids are sick. They can look for the information there and understand what to do in defense situations.

So what is next for us? So right now, we are live in these countries, and then we are trying to offer more services through this free basic services. So we decided to make it more open. So that comes our next initiative, which is free base service platforms. So we launch this platform in May this year, actually, so it's been about five months, and it's been going really well because there are a lot of developers in the world who are trying to participate who want to participate in this Internet.org and make their contents more accessible by a lot of people who are not connected. And also sometimes, these developers target those people because they think they can create more value by having them connected.

And these are sort of our main categories in the free basic services content. So we—information education, finance, government, and women, health, communication. These are main categories. There are other categories, too, but we valued that these are the very essential services that people would need in their lives, especially for the people who are not connected in the world, so these are the main categories. So this is an example of the free basic services in Kenya. So as you can see, usually a collection of the services such as _____ or Baby Center and Mama, ABC News, and so these are all different—so this is an example of Kenya. So it's Kenya specific. So we included the Kenyan local content as well as global services. So this suggests it can be localized depending on which country we are launching into. For example, right now in Brazil, we have launch it in Ratan, Colombia, Bolivia, and every time we launch in different countries, we are trying to work with the local developers so that they can offer content that's more specific and more appealing to the local country.

How to participate. So for the developers, we—they can actually submit their services through our website, and then we as Facebook review it with—we have internals committee basically to review this. They have to meet a couple of critical criteria, such as whether that meets the technical requirement, and as you can see, for people to use this under without paying too much money, we have to make it really lightweight. And our _____ stuff is very lightweight too, so the content has to meet the search and technical requirement to make—to be lightweight and then consume less data. And also, it has to meet our internal criteria, and that we agree with the partners that it has be offering the—it has to contribute to making the internet more open and also offer the

certain value under the main categories I presented before. So it has to be either about information or health or moms or communication, things like that.

So this is a sort of a detailed participation guideline for the content developers to be participating in the free basic services put in our Internet.org platform. So we encourage the exploration of the internet, entire internet, so it has to be open. And it has to be data efficient, and as I mentioned, it has to be lightweight, and it doesn't support the high bandwidth sides, _____, etc. And we—it has to be optimized for feature in smart phones and then different kind of bandwidth scenarios. And more in detail, these are _____. I won't go into all the details, but as you can see, we apply a very strict guideline so that it's guaranteed to provide the lightweight experience for the users.

So far, through the 100-plus services we've seen, the best practices we've seen was that the content has to be simple and data efficient and that it is lightweight and optimize the experience for the new internet users. So with a lot of research, we've found people have a hard time exploring the internet. If they don't know what to do, what to begin with, and you can actually put yourself into the situation, too. If you've never experienced the internet and your first time to use it on your phone, what do you do? So you—so we try to kind of provide the pointer, and then also make it very intuitive and easy to use. Also providing information when they need it. So I'll look through some developer case studies.

There are a lot of examples in this, and you can actually look at it later, but I'll walk you through a couple. So 1DOC3, essentially, actually, let me go through the other examples. Malaria No More is a slide that we—that provides easy navigation and then clear menu options, and as you can see, there is no ad, and there are less images so it's lightweight, and this site provides how you get Malaria and how you can prevent it, et cetera. So this is very relevant to the countries that are exposed to Malaria, the injured. And they're a financial content services, such as Money Matters, and UNICEF Facts for Life, this is also helpful in terms of the providing the different kind of information about life in the different parts of the world. And as you can see, it's very clear menu option that's listed on the top and bottom of each page. And then it's kind of reduces the need to scroll back and forth.

And this is also well-localized, offering multiple different languages for different countries. So there are more services than this, so you are more than welcome to explore the Internet.org website, and you can see which content is provided globally, and then who are our partners in terms of content providers. UN has been a great partner for us as well on the note, and if you have any questions, feel free to e-mail me at mirookim@FB.com. It's not Facebook.com, so it's FB.com. I won't be able to unfortunately join the Q&A after, but I'm more than happy to answer your question by e-mail or connect you to my counterparts, my coworkers who are working in different parts of the world for the Internet.org. Thank you so much.

Sean Esterly   Great, thank you, Miroo, and as she said, she won't be able to attend the Q&A session at the end, but if you do have any questions, you can still submit

those. Just note that those are meant for Miroo and I can forward them along through e-mail following the webinar today. And now we'd like to go ahead and turn things over to Shaunt for the final presentation.

Shaunt Attarian   Hello, everybody. Sorry about the earlier technical difficulties. As a PC person trying to present on a Mac, I should have realized that that was not going to work out. So my name is Shaunt Attarian. I work here at Facebook on the sustainability team, and you know, I previously worked here at Facebook on our advertising and marketing platforms. So you know, we've heard a lot today about content strategies to be successful on social media. We've heard about the capabilities and the skill of the Facebook platform and some of the really interesting experiments that—and new innovations that are being made here. What I'm going to talk about is how you can use Facebook as a marketing and business tool for your business or organization in order to acquire new customers or supporters, and really just to gain distribution for your message or to really promote your business and product.

So that's what I'm going to talk about. So the first thing that you'll want to realize with Facebook is that it's a great place to reach the people that matter to your business. As we heard from Aneri, Facebook has a really huge scale across all the countries where it operates. Where basically, you know, we have almost 1.5 billion users using Facebook every month, and that translates to the people that your business or organization is already connected to or would like to be connected to are probably on Facebook using it every day. So Facebook is really a great place to reach these people in their daily lives where they're spending time with messages about your organization. This slide kind of shows different placements in which you'll really be able to reach people on Facebook, whether it's on their mobile device, whether it's on their desktop.

Like Aneri said, people are increasingly using mobile devices to consume content, and Facebook is a great place to reach them there. Now one of the really strong features of Facebook marketing and specifically Facebook advertising is that it allows you to do both broad and specific targeting of customers and supporters that matter to your organization. So for instance, if you're a business that's operating in a particular country, say India, and you wanted to target the whole country of India or you wanted to target a specific city, a specific state, Facebook gives you that opportunity. Additionally, to location targeting, there's a whole host of other ways in which you can target your advertisements or target your promotions in order to reach new customers and supporters.

You can do that targeting based on demographic information. Basically, any information that people enter into their Facebook profile, such as what they enter into their profile, the pages they like. That all helps you to understand who on the platform your message might resonate the best with, and to target those messages to those people so that your investment and your marketing goes as far as possible. Now as far as Facebook marketing goes, and marketing in general, it's really important to determine what messages are working best with what people in your audience.

So you know, for instance, it's really important to identify say for existing customers what kind of messages are really resonating with them or keeping them drawn to your organization, drawn to your business, and delivering them—delivering existing customers the messages, whereas for new customers, there are people who are not already connected to your business, you'll likely want to think about how do you introduce your business to them, how do you get them to quickly understand and to become interested. So understanding your audience segment and understanding which messages will be specifically tailored to the segment is a really important strategy.

Now as we've heard already, mobile is a really important medium. It's the platform and medium that you're really going to want to optimize all of your marketing content. You know, when you put stuff on Facebook and any social media network, you're going to want to assume that content is being consumed on mobile. So any web pages that you direct people to, any images that you post, you want to make sure that that content is really centered around mobile and is going to look great on a mobile screen. That's the way you're going to achieve the most success, that you're going to see the highest conversion rate.

Now I'm sure that a lot of your organizations have websites where you're showing your products or services, where you're talking about your organization, where you're giving people the opportunity to sign up or browse your list of services. And you know, on Facebook, we offer a really strong integration between the Facebook platform where people are consuming content on newsfeeds and your website through both link ads and—we will pull up, you know, an image. You're actually—if you're posting from your page, you'll be able to switch that image, and it will be delivered in newsfeed in a way that's very easy to consume and easy to visit your website. So that's a strategy that we definitely recommend.

Another important thing to remember when using Facebook as a marketing platform is to understand how it is that your customers or your supporters typically become involved with your organization or typically go down the purchase path. You'll want to make sure that you know when—at which point your typical customer makes a decision to become involved with your business, makes a decision to make a purchase, and you'll want to use targeted messaging to influence those people at the right time in order to really make sure you're getting the best conversion possible, that you're getting the best results possible from your marketing.

So understanding your customer base, understanding how they usually convert, how they usually find out about your business or organization. Knowing that is crucial to having a successful marketing strategy and influencing people at the right time. So it's the kind of recap about Facebook marketing strategy. It's important to know your objectives. It's important to before you begin even creating posts, creating your page, or directing those posts to advertising to people to know what you're trying to achieve specifically and how you're going to measure that. Secondly, it's targeting is a

really unique aspect of the Facebook platform where you're able to specifically select the people that you want to reach with your message.

You know, think about it in relation to a newspaper advertisement. If you advertise in a newspaper, you have no way of differentiating the people who are seeing that ad, whether—you're just paying for every single person that reads that newspaper to see your ad, whereas on Facebook, you can select people in a specific city, with a specific occupation, who like specific things. You're going to be able to really fine tune the people you're reaching in order to have the best success.

And you know, additionally, measure your results. You know, one thing that is interesting to note here is I'm aware that a lot of the organizations and businesses on the line here are operating in countries outside of the United States, and that's really great for Facebook ads because some of the more— some countries like the United States and western Europe can be very expensive to advertise them on Facebook, where as other countries where many of these organizations are operating in will likely have less competition for advertising, and so you'll see very strong results when you go to this measurement, that low cost of acquisition, low cost of reach.

So make sure that you do keep track of that cost, that you do measure your results, and make sure you're kind of seeing what kinds of messages, what kinds of campaigns are doing the best. And you know, finally, if you're successful using Facebook platform to market and advertise, you're going to be reaching people on their phones, as you can see in this graphic, with messages that are compelling, attractive, that are going to get people involved in your organization. So you know, it's a really strong platform, and it's a really strong way to communicate with people. To kind of bring it home here, I'm going to do a quick demo where I will show you guys from a page how to boost the post to kind of put some of these principles into action. So here is a page I manage, and you know, I'm going to—so as we've talked about it already through several of these presentations so far, you should definitely have a Facebook page as a way to connect with your audience and to reach new people. But the thing about Facebook pages is when you post something, it's only going to go to people who are already involved with your page, who have already liked it, who have already connected. However, by boosting a post, you're going to be able to reach people who might not be already connected to your page.

Or you'll be able to reach more of the people who are already connected to your page. So in this example, I'm going to attempt to reach people who are not already connected to my page by selecting the option here, people you choose through targeting. And that's going to allow me to display this post, deliver it to people in newsfeed who have not liked my page before, who have likely never even heard of my page and have no connection to it at all. So if I click on edit audience here, I'll be able to either on location, I can reach people via the country they live in or the state or province or even the city. I can select an age range. I can select a gender, and I can add an interest.

	For instance, can go solar energy. You can just—people who are interested in—you would like—we recommend choosing for this type of thing maybe four to five interests that are highly aligned with whatever the post is about. At that point, also we recommend—we wouldn't recommend targeting all of the United States. Maybe you would want to target one city. So this would be the kind of targeting you'd want to do. You can select your budget, and again, for this type of thing, it's always good to test and measure. So maybe you want to test starting a small budget, and iterate from there. If it's successful, you can add more. You can choose a duration as far as how long you would like it to run, and then you can boost the post.
	And by doing that, you'll be able to reach new people and kind of introduce them to your business and organization and have them become connected to you and potentially long-term customers. And that's all I have from my demo.
Sean Esterly	Great, thank you, Sean. We will move on now quickly to our question and answer session. We did get a number of questions from the audience, and if there are any others, please feel free to submit those through the question pane. And so with that, we'll get started. And these first few questions are for the whole group. So if anyone wants to respond, just remember to unmute your microphone first and just jump right in. This first one, Justine, might be slightly more for you. It asks can you leave hash tags on a comment for future reference? Go ahead, Shaunt.
Shaunt Attarian	I can add some insight here. As far as the Facebook platform goes, when you're performing a search on Facebook, and searches are becoming a much bigger thing on Facebook where as previously you might not have associated searches on Facebook, especially with hash tags. But now people are definitely searching for hash tags on Facebook. However, I would say that for the most part, those searches are going to focus on the content of the post and are not always going to service what's in the comments.
	So that might be a good strategy, but I think it's a stronger strategy to make sure you're including any hash tags or identifying the topic of your post in the post itself.
Sean Esterly	Great, thank you, Shaunt.
Justine Sullivan	Sorry. I got muted. I don't know if you want me to jump in on that one as well. Sure. So you can definitely use hash tags in Instagram and also Facebook posts. People a lot of times also especially with Instagram will use the comments section as an opportunity to tag someone. So you add someone's handle as a comment to a picture, it sends them an alert to go check out the specific post that you're directing them to.
Sean Esterly	Great, thanks Justine. And this question is definitely more for everybody. It asks for a small group or organization already stressed to organize an event or promote an opportunity, it seems like using some of these tools is a full-time job, especially if you're trying to use them to the full extent as possible. How much time does this typically consume each day, and how can they try to do this more efficiently I guess?

Justine Sullivan   I could jump in on that one. I think it is fair to say it's a full time job. It is my job, and it is some other of my colleagues' jobs as well. So it's—it can take if you let it, it can certainly be a full-time job. But if you simply don't have the bandwidth for something like that or to allow for staffing specifically dedicated just to social and digital media, you can especially use—I think that scheduling posts is an especially useful tool with that. If you really—if you have an hour a day, you could sit down at your computer and schedule out a bunch of Tweets and schedule out one or two Facebook posts per day, and really use scheduling as an opportunity to create a longer-term conversation with using a shorter period of actual working time.

Shaunt Attarian   Yeah, and if I could add a little bit of context here as well. Although definitely communicating with your supporters and customers on social media is really important, we want to make sure at least with Facebook that it's something that's really simple and easy to do. So for instance, all the functionality you need to be able to do that, you can do from our Facebook app, or you can use pages manager, which is an app that's specifically for page admin. So through those kinds of tools, we want to make it so that if you're riding the subway, if you're waiting in line, you'll be able to go in and manage your social media really easily. So although it might be something that does take an investment, we want to make sure it's something that's very convenient to do and you're able to do in times that might not impact your day-to-day routines because we know that everybody that runs a business is running an organization has a full plate already.

Sean Esterly   Great, thank you guys. Just to add on from our own experience here at The Clean Energy Solutions Center, we don't have a full-time social media person, but we do have a Facebook page and Twitter feed. We find that in just maybe an hour or two a day, we're able to send out some useful information. So that's kind of more the minimal side, but still able to get a handle on that. So moving onto the next question, many of the recommendations that were discussed work well in developed countries but can be more difficult in leased developed countries. For example, sub-Saharan Africa and Southeast Asia. What would you recommend for engaging influencers in those countries?

Aneri Patel   So actually, one of the reasons we wanted to do this webinar is because actually, Facebook performs really well in developing countries. Our strongest growth is actually in South Asia and Africa in terms of users, so it's a great way to reach new audiences, especially with younger populations that are active on social media in developing countries. One of the also key conditions of Facebook is that it's one of the few social media platforms that performs really well under low bandwidth conditions. So all these tips really can be applied in developing countries.

Shaunt Attarian   Yeah, I'm actually going to flip that question around because in my experience, you'll actually—there's a lot of ways in which Facebook is a better tool to reach people in non-United States countries, non-Western Europe countries. It can actually be more effective because if you're boosting a post in the United States or to a United States audience, you're going up

against a lot of competition, from people that are spending a lot of money advertising on Facebook, that are spending a lot of investment and time, whereas the competition and therefore the price to reach people in developing countries is going to be less, and you're going to get a lot more distribution for the investment that you make just because there's less competition and less people trying to get that same kind of advertising inventory.

So there's a lot of ways in which Facebook is kind of more geared towards success in other parts of the world.

Sean Esterly   Thanks again, guys, and next question that came in. Is it possible to create a page for my organization without linking it to my personal page?

Aneri Patel   Yes, it absolutely is. When you have a page, you don't—nobody in that who likes the page will see who is posting, so the posts will be the organization, not the user. But in order to be a page admin, you have to have a personal Facebook account.

Shaunt Attarian   So the only way to get around this particular thing, again, as Aneri said, there's no downside to linking a personal profile to your page. You know, because people who are visiting your page will not see any details about your personal profile. However, if you do want that additional layer of kind of separation between your page and your personal profile, you can use what's called business manager. And using business manager, you'll be able to set up a separate entity, which is not directly associated with any user account and which you'll be able to manage your page from.

So if that's a concern for anybody on the line that they don't want to associate their personal profile with a page, they can use business manager.

Sean Esterly   Great, thank you guys. And we have time for one more question. Before I ask that, just want to remind everyone I know I received quite a few questions for Miroo. I will be forwarding those along through e-mail to her, and she'll respond directly to you, so don't worry if we didn't get to that. We'll be answering it later. So this question is does the amount of money invested in a promoted post affect its popularity.

Shaunt Attarian   Yes and no. So you know, when you make a post, you know, if people respond well to that post, you know, if people are liking and commenting, that post will start to gain kind of a viral spread and distribution on its own. That's called organic reach, so kind of the popularity or success of a post, how Facebook determines whether this is something that's really compelling, that's not affected by whether you boost the post. However, any post that you boost will reach more people. And so if the amount of engagement that any particular post gets is a percentage of those people who see it, say like a decent post gets five percent of people to like or comment, a really good post gets 10 or 15 percent. These are not actual numbers. This is hypothetical. But if you reach—instead of 1,000 people, if you reach 10,000 people, yes, I guess you could say your post is going to be more popular.

However, if you boost the post that's very compelling, you're going to get much stronger results than if you boost the post that's not compelling. So the underlying popularity of the post, like how successful that post is actually going to be, is not affected by the boost. What the boost does is make more people see it. So that's kind of how you can think about it.

Sean Esterly   Great, thanks guys. We're out of time for questions today. Again, I will send all those questions about Internet.org to Miroo so she can respond. We do have really quickly four questions for the audience to help us evaluate how we did and to improve for future webinars. So similar to the poll we took earlier, if you could go ahead and respond to the first statement on your screen. And the first statement is the webinar content provided me with useful information and insight. And the next statement, the webinar's presenters were effective.

And then overall, the webinar met my expectations. And then finally, the webinar has better prepared me to use social media for my organization. Great, thank you everyone for answering our survey. And on behalf of The Clean Energy Solutions Center, I just want to once again thank each of our expert panelists to join us today, and also to our attendees for participating in today's webinar, we very much appreciate everyone's time. And I invite the attendees to check The Solutions Center website if you'd like to download the slides or view the slides from today's webinar, and also a reminder we will be posting a publicly available recording of today's webinar at the solutions center webpage. As well, you can find previous webinars there and information on upcoming webinars and other training events. Additionally, we're now posting webinar recordings to the clean energy solutions center YouTube channel, so please feel free to go out there and browse some of the videos available.

Please allow about one week for the audio recording to be posted, and we also invite you to inform your colleagues and those in your networks about Solutions Center resources and services including the no-cost ask an expert policy support. With that, I hope everyone has a great rest of your day, and we hope to see you again at future Clean Energy Solution Center events. And this concludes our webinar.