

US EPA ARCHIVE DOCUMENT



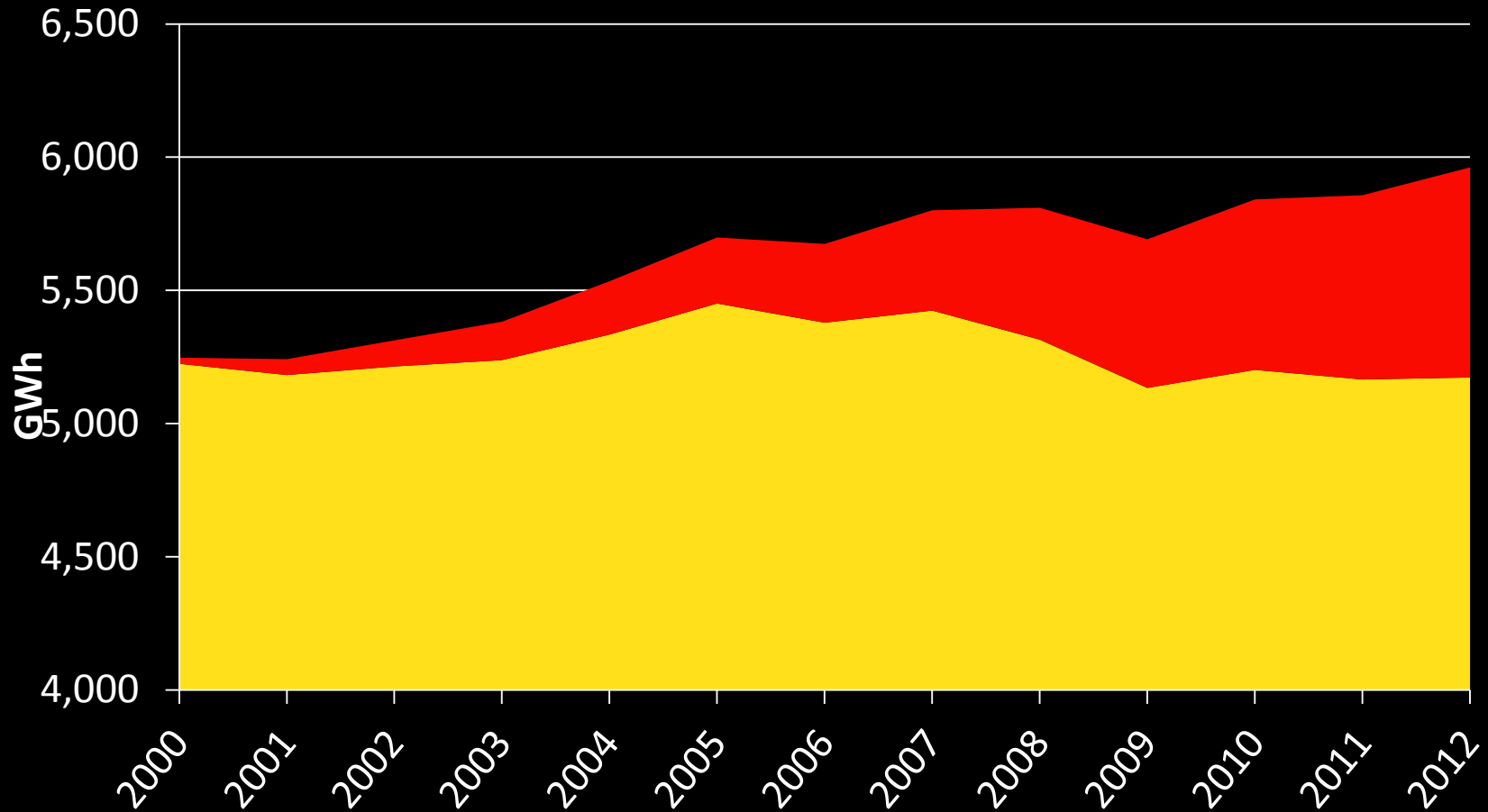
Vermont
Energy Investment
Corporation

Efficiency Vermont: Demonstrating Success and Sustaining Impact

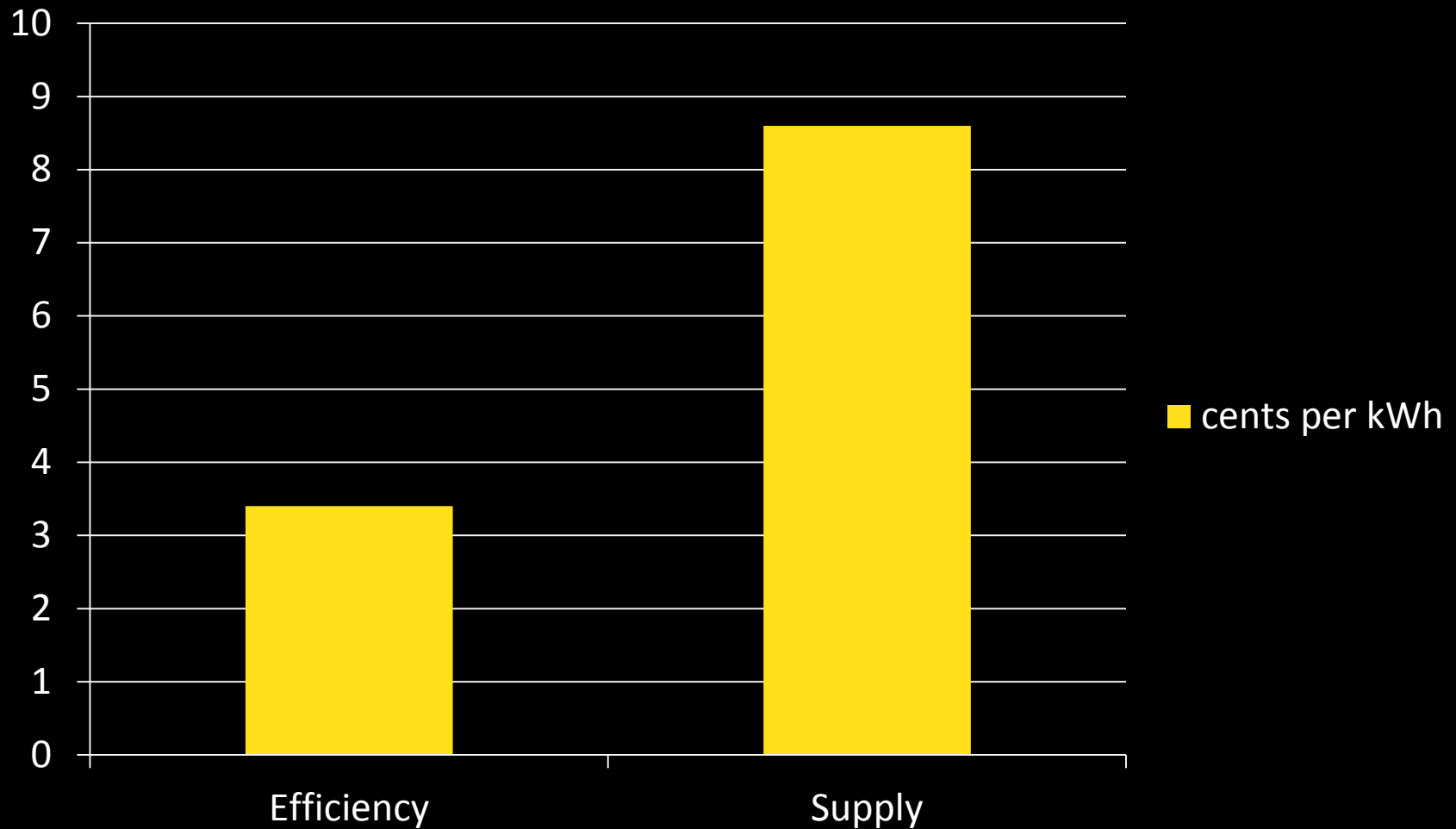


Efficiency Vermont

Cumulative Impact of Efficiency on Growth in Annual Electrical Supply Requirements



Efficiency vs. Comparable Electric Supply



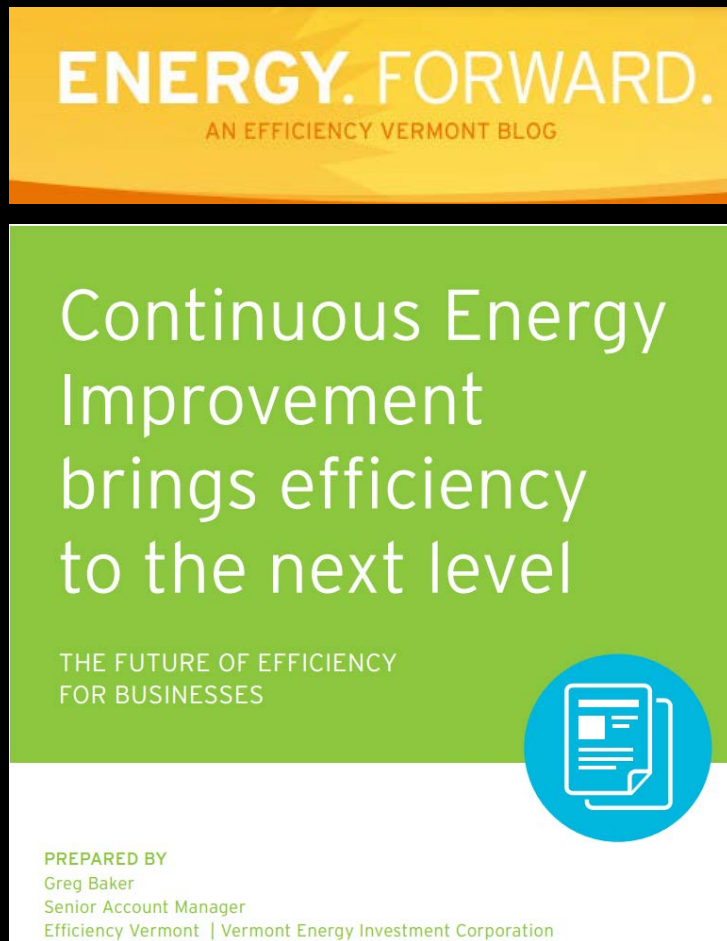


How do we tell the
FULL STORY of
Efficiency
Vermont's impact?

Who is our target audience?
How do we reach them?
What motivates them?

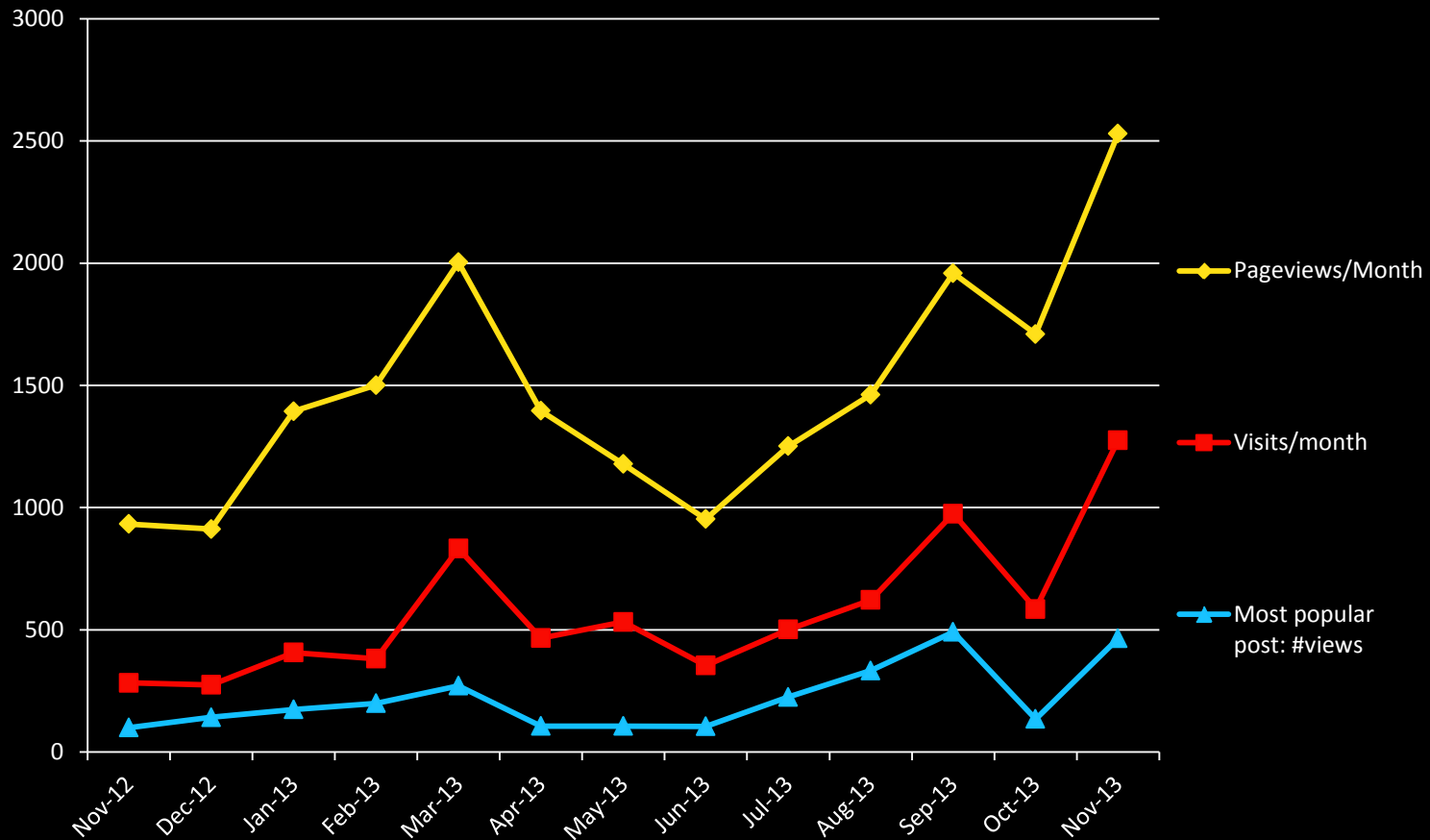


We become our own storytellers



- Think like a journalist
- Seek out compelling anecdotes and statistics
- Be transparent about goals and strategies
- Engage readers by sharing valuable and interesting information

Efficiency Vermont Blog: Readership Trends



What have we learned?



- Good content drives engagement
- Quality over Quantity
- For our audience, big picture stories resonate
- Enhances (not replaces!) program-based promotion
- Leverage across channels to maximize impact

What can you do?



- Do your homework
- Evaluate your audience
- Don't neglect the big picture
- Collaboration is key to finding and sharing great stories
- Stakeholder buy in is critical

Questions?

Kelly Lucci
Public Affairs Manager

klucci@veic.org

802.540.7630