



Corporate & Institutional Storytelling for the Center of Excellence for Clean Energy

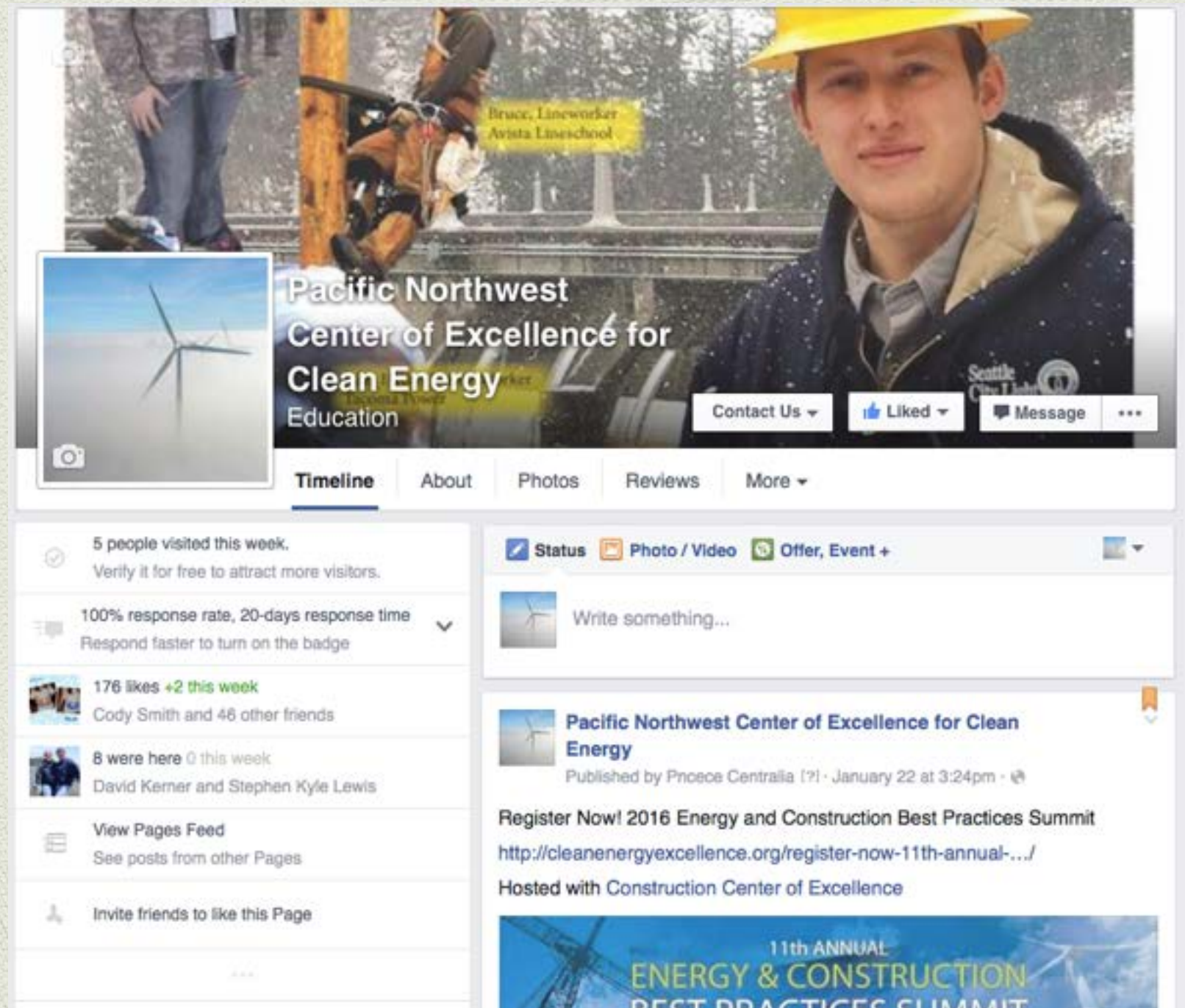
Lisa Brunette, Sky Harbor LLC

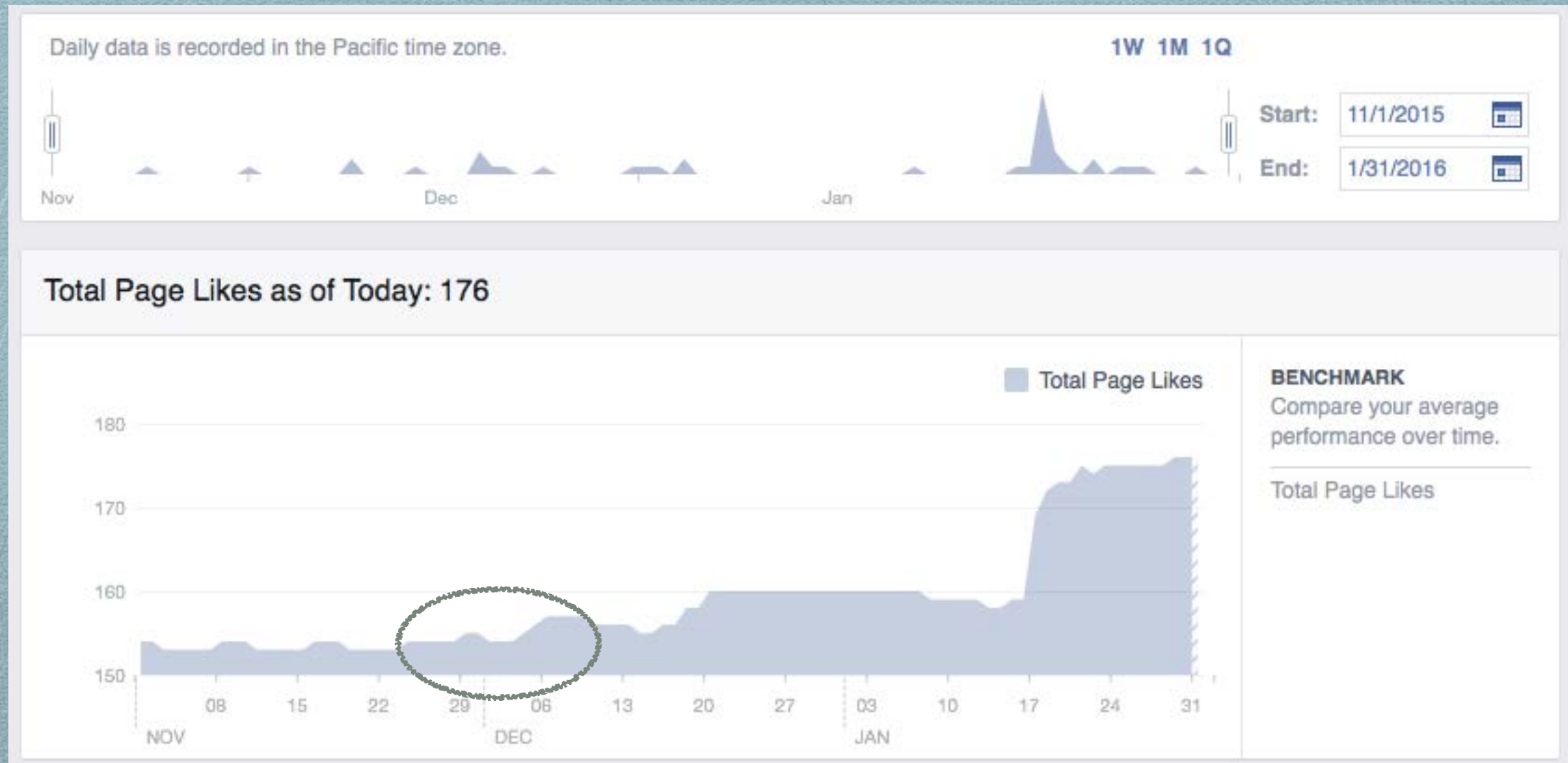
31

hours

Facebook Page

❖ 106 posts

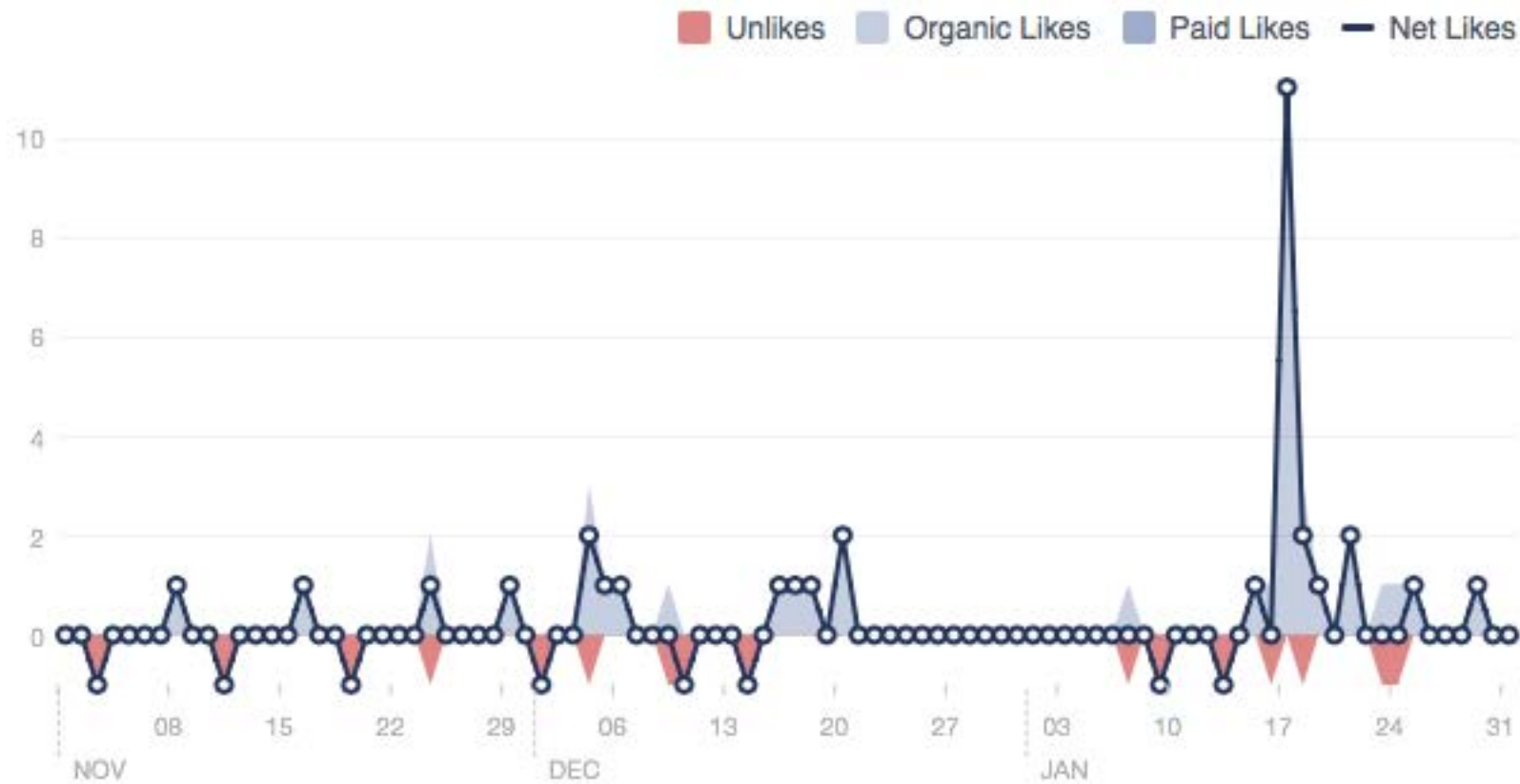




Increased Facebook Page Likes

Net Likes

Net likes shows the number of new likes minus the number of unlikes.



BENCHMARK

Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes *i*

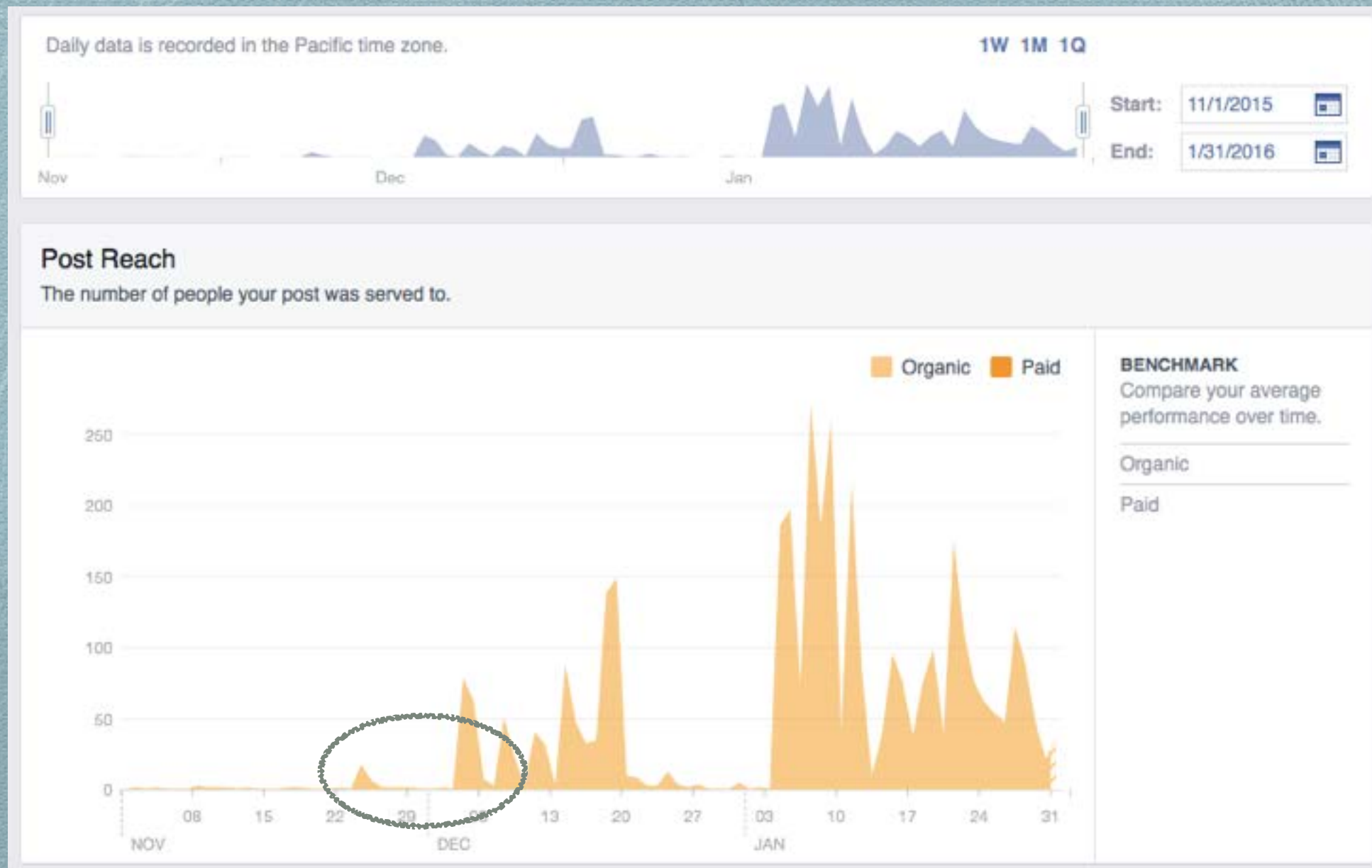
Net Likes

WANT MORE LIKES?

Create an ad to get more people to like your Page.

[Boost Page](#)

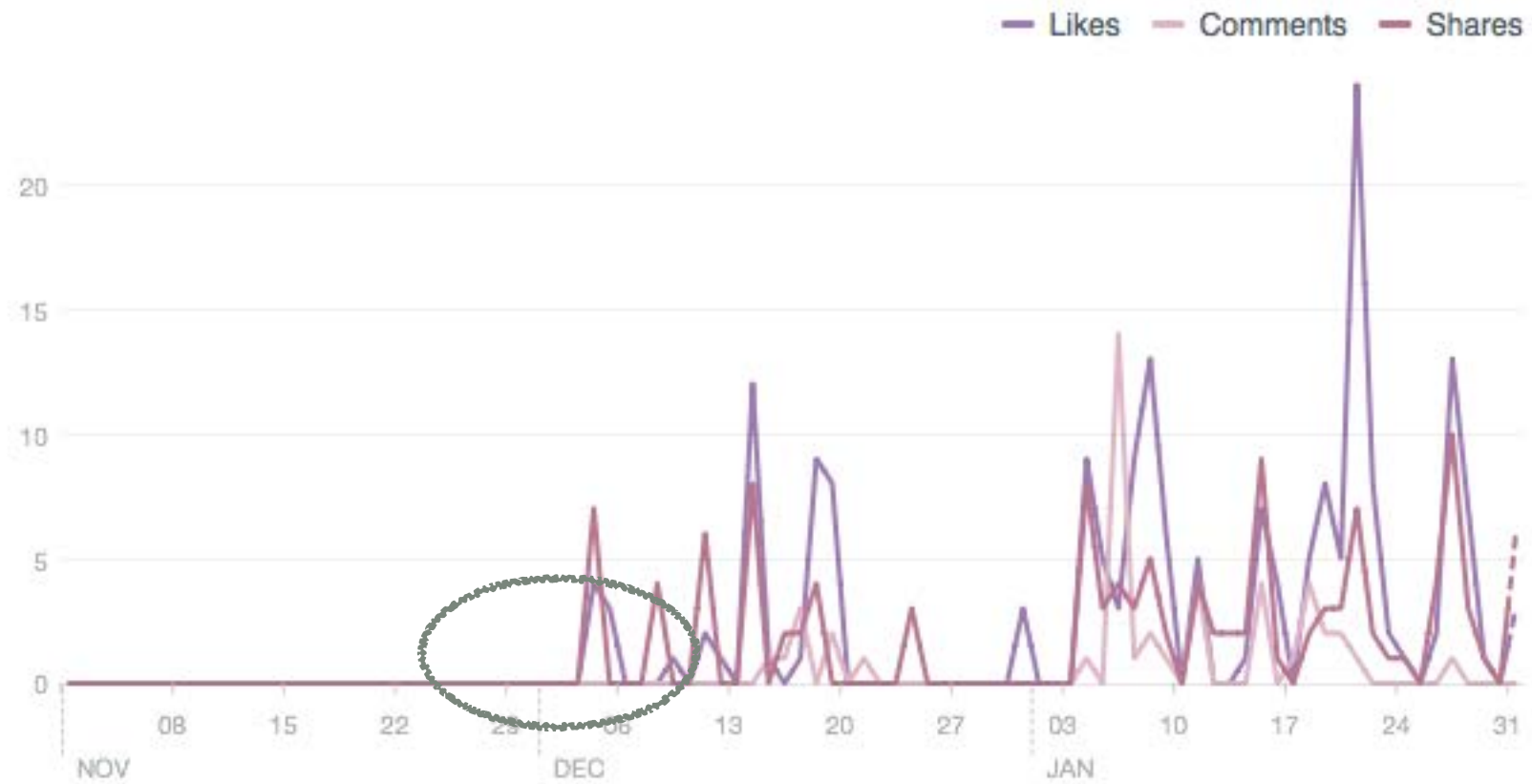
More Net Likes



Increased Reach

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Likes

Comments

Shares

Increased Engagement

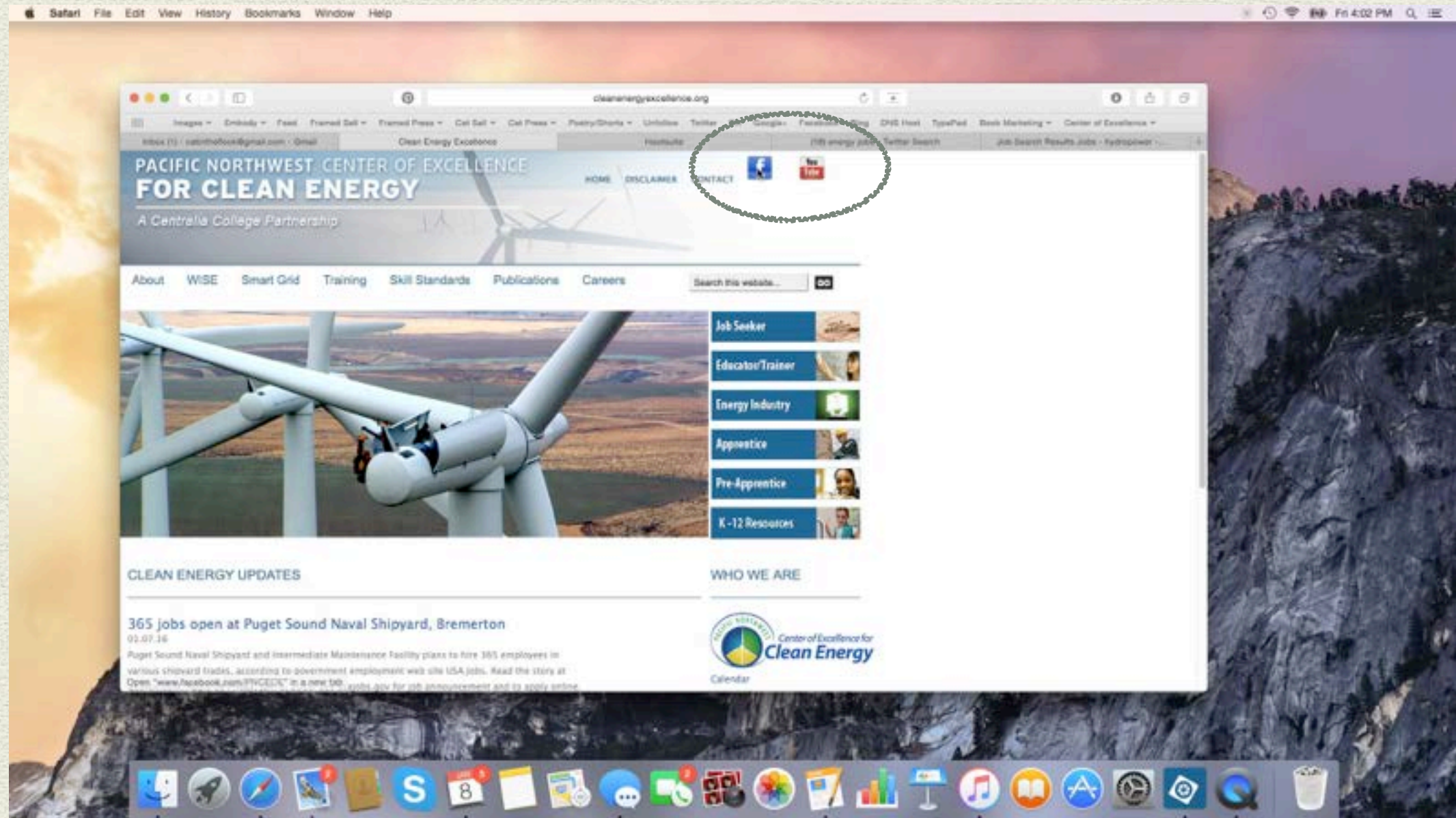
Twitter @CoeEnergyNW

- ◆ 151 tweets
- ◆ 25+ likes
- ◆ 30 retweets
- ◆ +17 followers



31

hours



Fixed Site Errors



- ◆ Replaced Icons, Fixed Links
- ◆ Redirected to Facebook Page
- ◆ Added a LinkedIn Group

Institutional Storytelling

- ◆ Compelling, diverse content
- ◆ Original content (NOT shares) drives traffic and engagement
- ◆ Students want JOBS
- ◆ Constituents want NETWORKING

Top 10 FB Posts by Reach

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/08/2016 4:37 pm	 JOB OPPORTUNITY: Hydro Project Manager with Tacoma Powe			365 	23 18 	Boost Post
01/07/2016 9:05 am	 "The installation is expected to generate \$2,000,000 worth of ren			346 	22 16 	Boost Post
01/11/2016 11:55 am	 JOB OPPORTUNITIES: Metermen, Lineman, Flaggers, Student			277 	18 7 	Boost Post
12/18/2015 11:37 am	 Students, take note. #careerinthetrades			264 	25 17 	Boost Post
01/04/2016 11:10 am	 "In less than 10 years, Uruguay has slashed its carbon footprint			209 	2 6 	Boost Post
01/18/2016 4:47 pm	 Pacific Northwest Center of Excellence for Clean Energy Executi			181 	11 21 	Boost Post
01/21/2016 1:34 pm	 CTC Sustainability Directors and faculty lunch. Talent at its best!!			180 	6 19 	Boost Post
01/05/2016 11:25 am	"When you're a field mechanic, you can never say 'no,'" she said.			157 	5 6 	Boost Post
01/14/2016 9:06 am	 Jobs in #hydropower http://ow.ly/WOXou			122 	4 4 	Boost Post
01/22/2016 3:24 pm	 Register Now! 2016 Energy and Construction Best Practices Su			115 	4 16 	Boost Post

Top 10 FB Posts by Engagement

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01/07/2016 9:05 am	 "The installation is expected to generate \$2,000,000 worth of revenue"			346		22 16		Boost Post
01/22/2016 3:24 pm	 Register Now! 2016 Energy and Construction Best Practices Summit			115		4 16		Boost Post
01/21/2016 6:36 am	 Register now for the 2016 Energy & Construction Summit! http://c			107		5 7		Boost Post
01/04/2016 10:05 am	 Job Opportunity: Operator/Mechanical Technician in BC, Canada			43		2 7		Boost Post
01/11/2016 11:55 am	 JOB OPPORTUNITIES: Metermen, Lineman, Flaggers, Student			277		18 7		Boost Post
01/15/2016 9:06 am	 MARK YOUR CALENDARS: Practical ways to save money and time			87		2 6		Boost Post

What's Next?

- ◆ Focus on the Energy and Construction Summit
- ◆ Original Blog Content: Stories
- ◆ Further Boost Likes, Follows, and Engagement



Pacific Northwest Center of Excellence for Clean Energy

7 members

Manage



Start a conversation with your group

Enter a conversation title...

Conversations Jobs



Lisa Brunette

Novelist / Writer / Narrative Designer / Corporate & Institutional Storyte...

OWNER

... 2d

#EnergyShot: Pierce County Career Day

<http://ow.ly/i/fWPIX>

Like Comment

ABOUT THIS GROUP

A public group to share job opportunities, interview tips, and industry news with students and supporters of the Center of Excellence in Clean Energy programs.

The Pacific Northwest Center of Excellence for Clean Energy (PNCECE), a Centralia College P... [Show more](#)

MEMBERS

7 members



Invite others

LinkedIn Group

Invite and participate!

What You Can Do

- ◆ Go to www.cleanenergyexcellence.org
- ◆ Click the links in the upper right
- ◆ Join the LinkedIn Group
- ◆ Follow us on Twitter
- ◆ Like us on Facebook
- ◆ Tag, share, comment, and like!

Send Us Content

- ◆ Job Postings
- ◆ Photos
- ◆ Articles / News
- ◆ Email to Lisa Brunette:
catintheflock@gmail.com
- ◆ My site: www.catintheflock.com