



# MEWDC Diversity Social Media Campaign Flight 1

MEWDC Summit  
June 28, 2022

# Introductions:



BREINA PUGH

Lansing Board of Water & Light

Breina.Pugh@lbwl.com



LISA ASSENMACHER

Piper & Gold Public Relations

lisa@piperandgold.com

# PURPOSE: Why We're Here

## Goal

Increase brand perception and promote training and job opportunities in the energy industry to people age 16-30 from the following target audiences:

- Identify as female.
- Black and Latine(o/a/x).

View the full recommendations report [here](#).



# RESEARCH: Focus Groups

2

Virtual Focus Groups

47

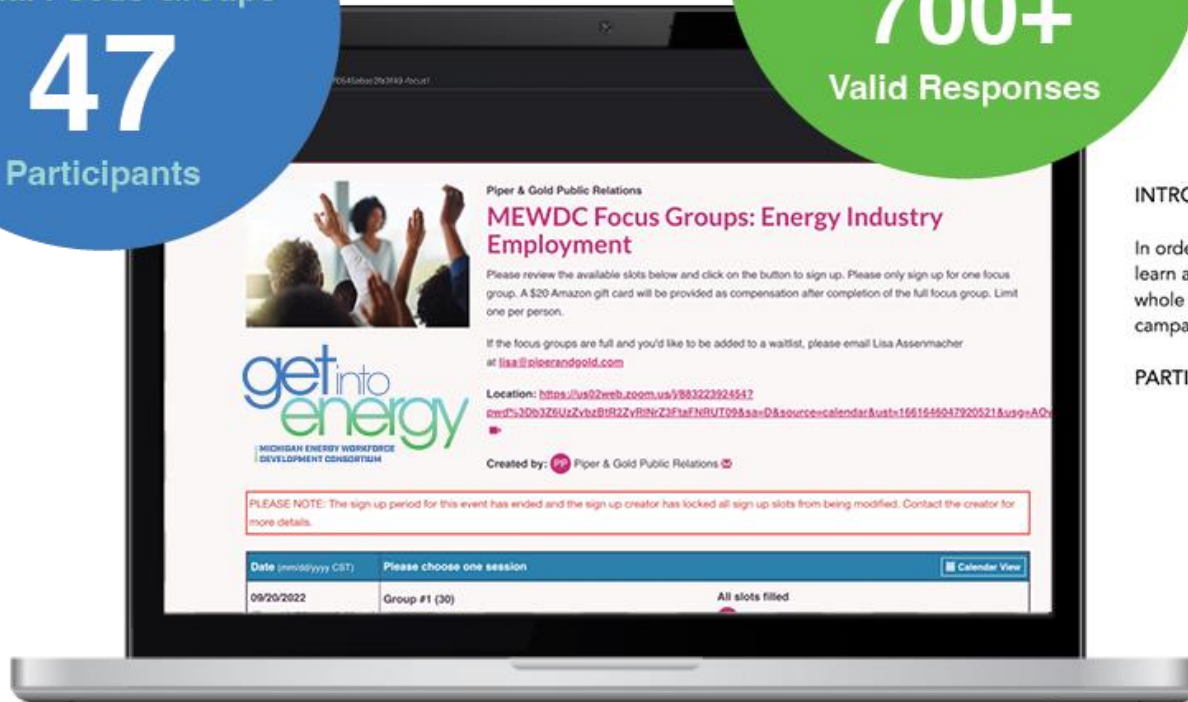
Participants

1

Digital Survey

700+

Valid Responses



Focus Group and Survey Report  
10.07.2022

## INTRODUCTION

In order to develop an effective digital campaign to promote careers in energy, we wanted to learn about perceptions of the energy industry, including knowledge about the industry as a whole and barriers to access. We also wanted to test different visual styles for the digital campaign. To do this, we conducted a survey and two focus groups.

## PARTICIPANT DEMOGRAPHIC INFORMATION

### Survey Participants

There were 890 responses to a short survey hosted on [SurveyMonkey](#). As with any survey, a few answers might be bots and spam, it is estimated that approximately 10% of the responses are from legitimate people in the target audience. It was used as a way to identify opportunities to connect with people searching for jobs.

- Race/Ethnicity
  - 47.79% identified as African American/Black
  - 46.50% identified as White
  - 5.83% identified as Latino(a/x/e)
  - 3.50% identified as Asian American/Asian

View the full focus group report [here](#).

# ANALYSIS: What We Learned

## Opportunities:

1. **Reach individuals sooner** in their career exploration process.
2. **Describe the diversity of jobs and careers** within the energy industry.
3. **Define the pathway and connect individuals** to resources and training.



# ANALYSIS: What We Learned

## Additional Insight

Family and peer  
groups influence

Transferrable and  
practical skill  
development

Flexibility,  
transparency and  
salary

Technology,  
innovations  
and  
environmental  
impact

# ANALYSIS: What We Learned

## Creative Style Preferences

Concept A



Concept B



Concept C

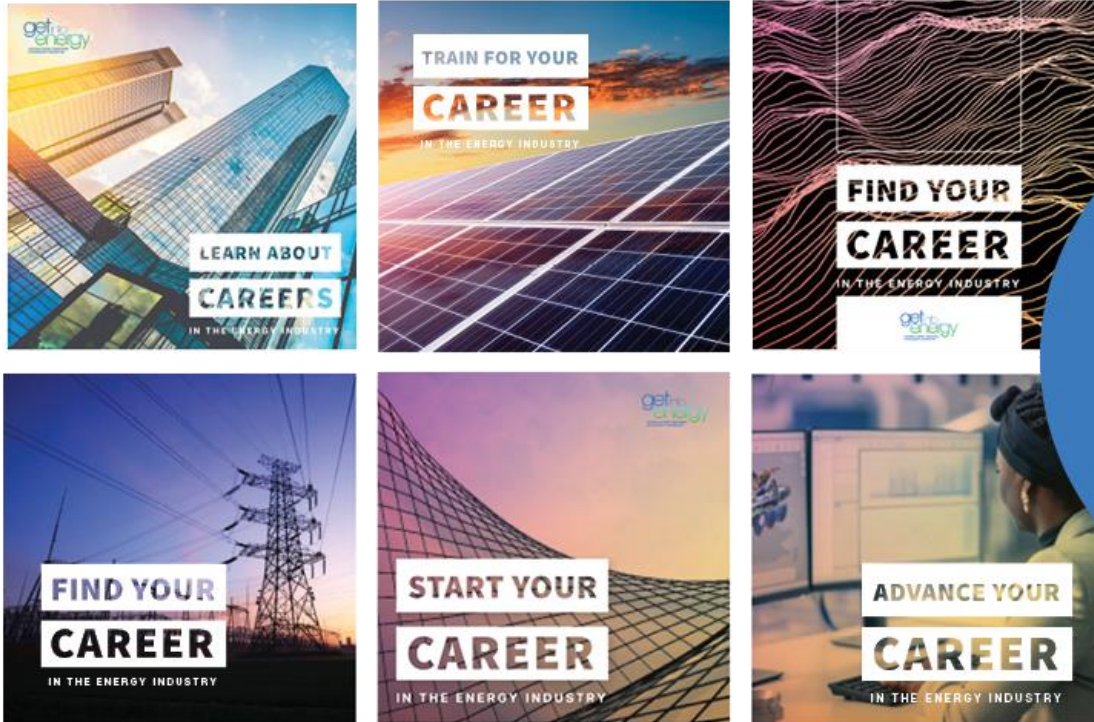


Concept D



# What We Developed

Content will guide and direct pathways.



**CTA:**

[careersinenergy-michigan.com/  
explore-careers/](https://careersinenergy-michigan.com/explore-careers/)





# Key Area: Introduction to the Energy Industry



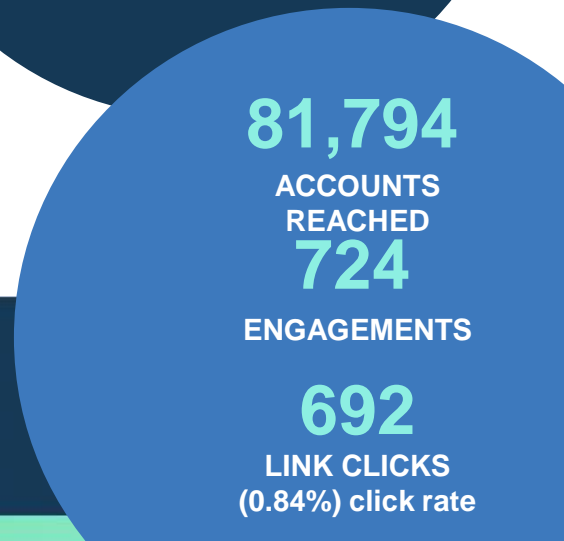
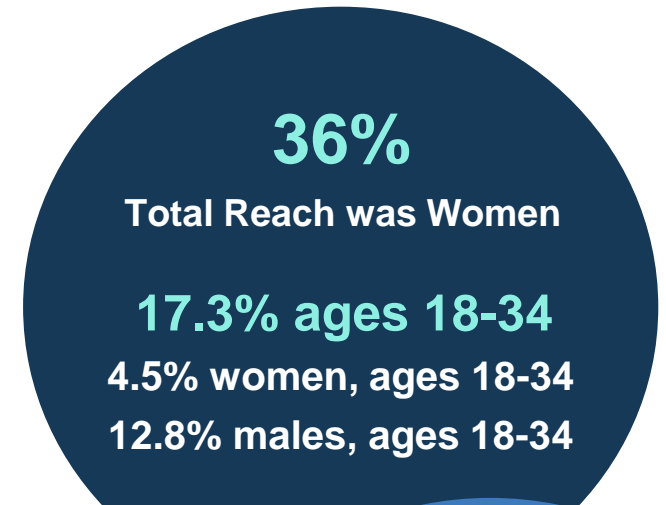
Creative Flight 1: May 15-June 23, 2023 | \$500



## Learn About Careers

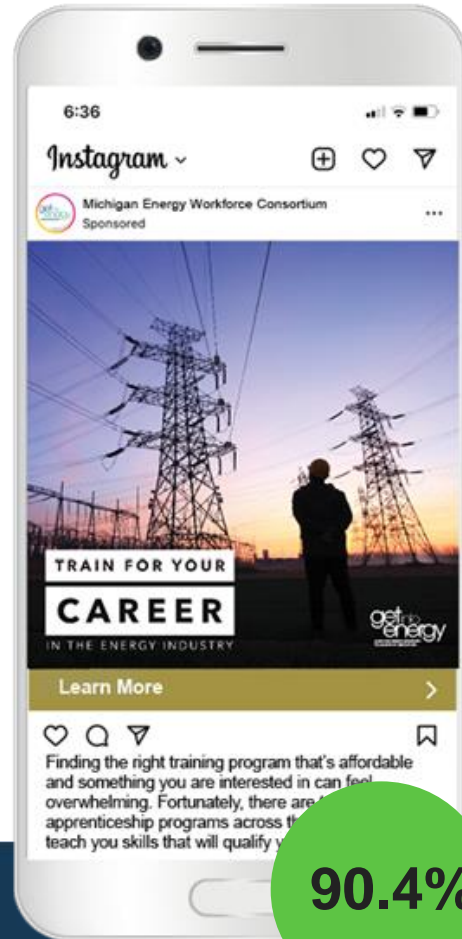
What's your next step? Whether you're thinking about what to do when you finish high school or looking for a new career, the energy industry is full of options that pay well and provide outstanding benefits and advancement opportunities. Learn about options that might interest you at <https://www.careersinenergymichigan.com/explore-careers/>

This ad had the highest reach but had the lowest click through rate. It is not known the race demographics for, but of the three ads, it resonated the least with women identifying.



# Key Area: Qualified Applicants

Creative Flight 1: May 15-June 23, 2023 | \$500



## Train for Your Career

Finding the right training program that's affordable and something you are interested in can feel overwhelming. Fortunately, there are training and apprenticeship programs across the state that can teach you skills that will qualify you for a job in the energy industry with opportunities to grow and advance as you gain experience. Many even have financial support available. Learn more and find your starting point at <https://www.careersinenergymichigan.com/explore-careers/>

Came in second place for overall performance and resonated fairly evenly over all age groups.

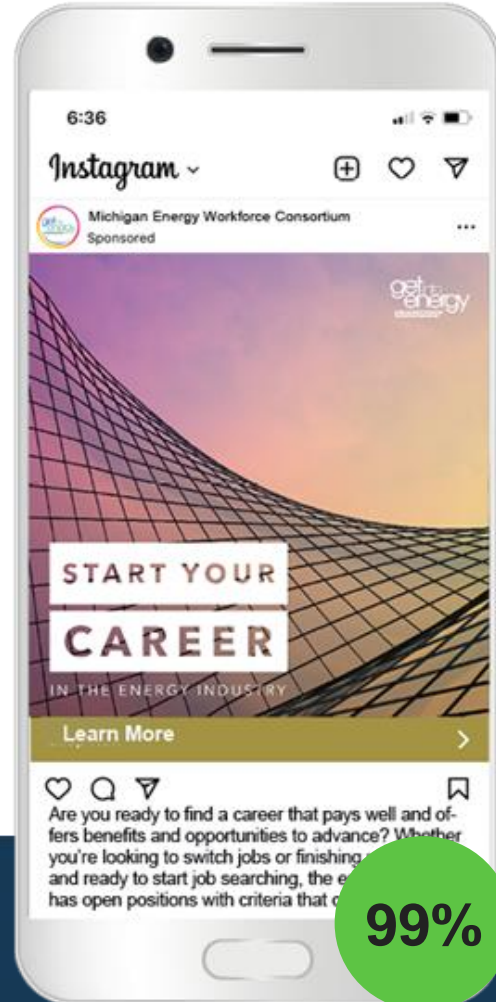
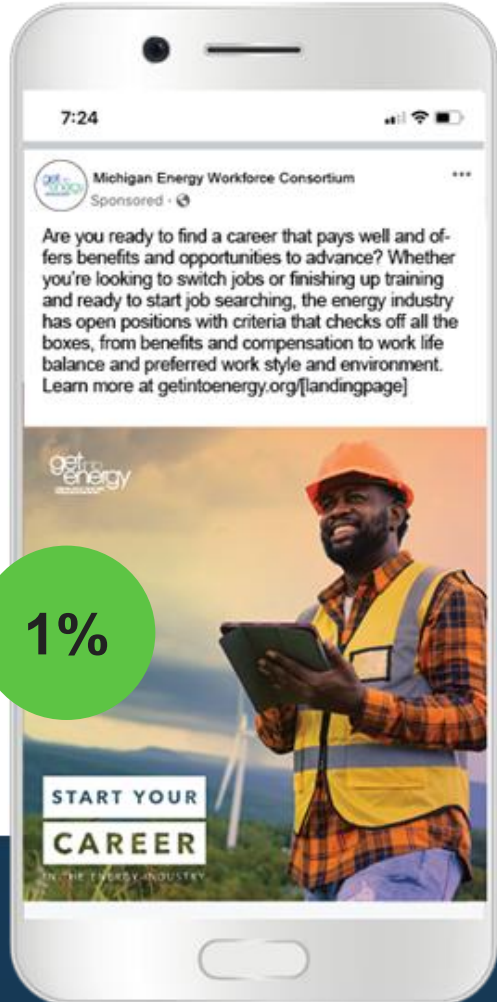
**39.3%**  
Total Reach was Women  
**26.9% ages 18-34**  
5.7% women  
21.2% male

**45,744**  
ACCOUNTS  
REACHED  
**1,022**  
ENGAGEMENTS

**946**  
LINK CLICKS  
(2%) click rate

# Key Area: Career Seekers

Creative Flight 1: May 15-June 23, 2023 | \$500



## Start Your Career

Are you ready to find a career that pays well and offers benefits and opportunities to advance? Whether you're looking to switch jobs or finishing up training and ready to start job searching, the energy industry has open positions with criteria that checks off all the boxes, from benefits and compensation to work life balance and preferred work style and environment. Learn more at <https://www.careersinenergymichigan.com/explore-careers/>

Most successful ad click rate and effective in reaching women.

**62.5%**  
Total Reach was Women  
**26.1%** ages 18-34  
**4.9%** women  
**21.2%** male

**27,151**  
ACCOUNTS  
REACHED  
**1,331**  
ENGAGEMENTS

**41.4%**  
of the total reach  
was Women  
ages 45-64

**1,270**  
LINK CLICKS  
(4.7%) click rate

## Creative Flight 1: May 15-June 23, 2023 | \$500

### YouTube:

**612**  
IMPRESSIONS

**271**  
VIEWS

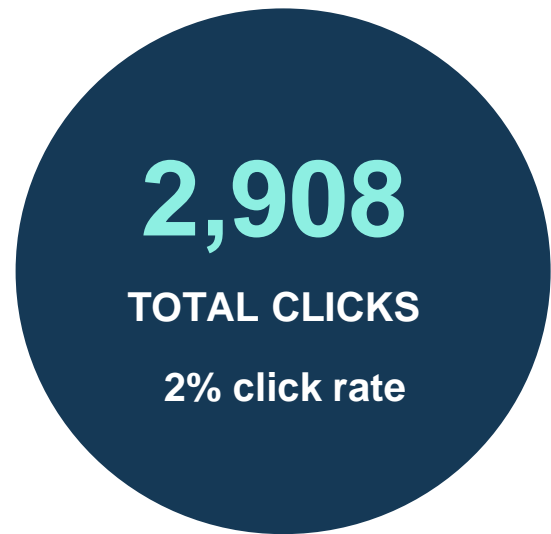
**1**  
CLICK



Recommend dropping from the mix for Creative Flight 2 and reallocating budget on Meta.

# ANALYSIS: Total Metrics Creative Flight 1

## Digital Campaign + Website



# ANALYSIS: Opportunities

Prioritize reaching the female identifying audience at a younger age.

Add a new target audience that includes outreach to people in mid-level of their careers who may be interested in transitioning in the mid-to-executive level.

Develop a social media strategy prioritizing content the target audiences want to see, which includes education/training and job opportunities.

# STRATEGY: 2023 Digital Campaign

## MEWDC Sponsored Content:

A paid advertising campaign designed to launch on Meta (Facebook and Instagram) and YouTube.

**Spring: May 17-June 23 2023**

Six to eight weeks leading up to graduation.

**Late Summer/Fall: Aug.-Oct. 2023**

Six to eight weeks leading up to Careers in Energy Week and College Application Month.

# How does this support the Long-term Goals of MEWDC and the overall Industry?

More people are learning about career opportunities in the energy industry in Michigan and how it might empower their own careers and futures.

And more qualified applicants finding your open positions.





# Partner Toolkit: Use During Careers In Energy Week and Beyond

**INCLUDED:** Messaging, creative templates and recommendations for implementation.

## Benefits:

1. Customizable and evergreen for ongoing use.
2. Supports industry brand awareness and simplifies some of your process.

Distributed to members in Q2 2023. Download [here](#).



# Questions?

Thank you.

