



# INGAA Public Awareness Initiatives

**Kesley Tweed**

Enbridge

Former Co-Chair

INGAA Public Awareness Working Group



---

## SWOT Report Findings and INGAA Application

- Stakeholder input in public awareness
- Collaborative programs
- Embracing 811
- Emergency responder communication

---

## Shoulder to Shoulder Video Series

- Developed for emergency responders, with input from emergency responders
  - Teleconferences with ER associations, individual responders, PHMSA
  - TEEEX and individual responders represented
- Collaboration among INGAA, API and AOPL
- Series of 6 videos and a :30 promo spot
  - Pipeline overview
  - Gas Pipelines
  - Oil Pipelines
  - Roles in pipeline response
  - Preparation and resources
  - Incident management best practices

# You Tube Channel



[www.shoulder2shoulder.tv](http://www.shoulder2shoulder.tv)



---

## Results

- 10,500 views
- 29 embeds from external sources
- 28 subscribers
- 3% CTR on Google Ad Words campaign
  - 64% male; 36% female
  - Most clicks generated from emergency+response (also the most common term they searched for)
    - Other leading terms include: emergency+planning, police+training, police+planning, disaster+planning
  - Lowest cost per click generated from emergency+planning
- Top 5 states: Texas, California, Virginia, Ohio, Oklahoma

---

## America's Energy Link

- Social media campaign to educate Americans about the benefits of natural gas and natural gas pipelines
- Launched in September 2015
- In response to increased opposition of natural gas pipelines
- Website, Facebook, LinkedIn, Twitter, YouTube



## SAFETY

The goal of America's interstate natural gas pipelines is to obtain a perfect record of safety with a relentless pursuit of improvement. The men and women that build and operate North America's interstate natural gas pipeline system have created the safest mode of energy transportation in the world today.



## ECONOMY

Natural gas pipelines play a crucial role in powering the economy by creating jobs, both directly and indirectly. Across the country, natural gas pipelines provide fuel for a growing number of industries, including domestic manufacturing, plastic and fertilizer production and electric power generation.



## ENVIRONMENT

Expanded use of natural gas can help improve air quality across the country, especially when it is used to replace less environmentally friendly energy sources. Natural gas burns efficiently, with fewer emissions, including greenhouse gas emissions, than all other fossil fuels.

# America's Energy Link

---

## America's Energy Link Results

- September 2015-May 2016
- 1,106% increase in Facebook likes from 426 to 5,100
- 176% increase in LinkedIn followers from 258 to 711
- 304% increase in Twitter followers from 503 to 2,034
- 717 hashtag uses on Twitter



---

## Future Public Awareness Plans

- **Innovation:** Leverage social media and video
- **Collaboration:** Work closely with operators, industry, regulators and stakeholders to improve public awareness
- **Messaging:** Focus on safety and importance of pipelines and natural gas

---

## Initiatives

- Continue to increase reach of America's Energy Link and Shoulder to Shoulder
- Participate in RP 1162 revisions



# More Information

[www.ingaa.org](http://www.ingaa.org)

[kesley.tweed@enbridge.com](mailto:kesley.tweed@enbridge.com)

[clandry@ingaa.org](mailto:clandry@ingaa.org)

Follow Us On:

