



Utility Social Media Scan

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We monitor utility social media trends to help you stay relevant and gauge public sentiment about industry key topics, including storms and outages, wildfires, rates and billing, community involvement, and infrastructure. The E Source Utility Social Media Scan identifies utility trends and topics to boost your online presence and increase social media engagement.

The E Source Utility Social Media Scan reviews US and Canadian utilities' social media posts on Facebook, Instagram, and X. The review focuses on four areas:

- Utility topics and trends
- Content performance
- Content quality and clarity
- Engagement and community interaction

Learn how utilities communicate important topics with their customers on social media, such as storm and outages, wildfires, rates and billing, community involvement, and infrastructure. You'll also get insights into which content performs best, how customers react, and how utilities may be engaging with them further in the comments.

The review can help you identify what's working for utilities that receive high engagement and use this information to create more engaging social media content. This can lead to audience growth and brand visibility.

The Utility Social Media Scan:

- Identifies strengths and weaknesses in utility companies' social media strategies
- Provides actionable insights based on data-driven analysis
- Helps utilities optimize engagement with their target audiences
- Showcases best practices for content, engagement, and accessibility
- Showcases top-performing content for different topics that utilities communicate about on social media

What you get

Participating members of the E Source [Corporate Communications Service](#) subscription:

- Have access to the best-practice reports and webinars
- Can receive a topical presentation advisory call upon request

If your utility doesn't subscribe to the Corporate Communications Service but you're interested in more results, please [contact us](#).

Methodology

The Utility Social Media Scan includes natural gas, electric, and dual-fueled companies in the US and Canada. We conducted the review portion of the study across two quarters, April to June and October to December. We included 100 utilities covering 52 territories and provinces across the US and Canada. The review covered 5 cooperative utilities, 25 municipal utilities, and 55 investor-owned utilities (IOUs) from the US. It also reviewed 15 utilities or energy efficiency organizations covering each province in Canada.

We separated US and Canadian utilities during the search to account for differences in regulatory environments, which allowed us to evaluate variations in content and audience engagement between the two regions.

Utilities reviewed had an active presence on one or more of the three social media channels: Facebook, Instagram, and X.

Cross-channel audience. We looked at the cross-channel audience, which is the total number of followers across all tracked social channels. We separated the audience size requirement from the utility type:

- *IOU.* Cross-channel audience greater than 30,000.
- *Municipal.* Cross-channel audience greater than 10,000.
- *Cooperative.* Cross-channel audience greater than 1,000.
- *Energy efficiency organizations.* Cross-channel audience greater than 2,000.
- *Crown corporations.* Cross-channel audience greater than 2,000.

We examined each organization's social media channels to make sure the utility was actively posting during the time we conducted the review portion of the study; the total number of posts had to be greater than 10.

2025 post topics. We chose five topic categories for the 2025 study.

- *Storms and outages.* Posts that provide customers and the public with information about storms, storm

damage, restoration efforts, storm recaps, employee actions, mutual aid, and other anomalies or complexities of storm and outage restoration efforts.

- *Wildfires.* Posts that provide customers with updates about wildfires, wildfire mitigation efforts, restoration efforts after a wildfire, wildfire damage, public safety power shutoffs, and wildfire preparedness and safety tips.
- *Rates and billing.* Posts about rate increases, rate changes, rate options, or billing and payment programs. We didn't include posts about payment assistance or financial assistance programs.
- *Infrastructure.* Posts that highlighted the utility's infrastructure like project updates, information about facilities, or how the utility is improving infrastructure to make services more reliable, efficient, or sustainable.
- *Community involvement.* Posts that promote the local community, demonstrate local pride, or show how the utility supports its community and environment.

Engagement rate by follower. For each topic, we looked at a sample of 25–35 social media posts to evaluate performance within each topical area. We used engagement rate by follower as the primary metric to evaluate performance. This metric is different than engagement rate. Engagement rate by follower factors in the audience size at the time of the post and allows us to normalize performance across large and small accounts. We scanned the top-performing posts that were higher than the median engagement rate by follower for each post topic during the review period. For some topics, if one utility had multiple top-performing posts, we included one to five of the utility's posts as part of our initial evaluation before adding posts from other utilities to the topic. For Canadian utility social media posts, we often had to include more posts from the same organizations due to the small sample size.

Content and engagement. For each post in our selected topics, we evaluated the content shared and the quality and clarity of that content. We also looked at engagement and community interactions in the comments. We reviewed the overall sentiment of the comments and identified if more than half of the comments were positive, neutral, or negative in sentiment. We also looked at how responsive the utility was in the comments.

Study results

[2025 Utility Social Media Scan](#)

If you're a subscriber, these links will take you to the study deliverables. If you're not currently a subscriber, [contact us](#) for information on how to become an E Source member.

