

From: [Microsoft Outlook](#) on behalf of [Banks Willis](#)
To: [Stewart, Kerri - VP & Chief Customer Officer](#); [Melissa Stone](#); [Michael Munz](#); [Magee, Jay B. - Manager Digital Communications](#); [Goldberg, David M. - Director Customer & Community Engagement](#)
Cc: [Hanne Volkaerts](#); [Maddie Milne](#); [Sophia Ward](#); "[Cantrece Jones](#)"
Subject: @JustTheFactsJax social media strategy
Date: Wednesday, October 23, 2019 1:45:49 PM
Attachments: [@JustTheFactsJax social media strategy.msg](#)

Sender: bwillis@daltonagency.com

Subject: @JustTheFactsJax social media strategy

Message-Id: <0FEF5F75-6056-41BE-B8A3-694A9C527E6E@daltonagency.com>

Recipient: golddm@jea.com

From: Banks Willis <bwillis@daltonagency.com>
Sent: Wednesday, October 23, 2019 1:44 PM
To: Stewart, Kerri - VP & Chief Customer Officer; Melissa Stone; Michael Munz; Magee, Jay B. - Manager Digital Communications; Goldberg, David M. - Director Customer & Community Engagement
Cc: Hanne Volkaerts; Maddie Milne; Sophia Ward; 'Cantrece Jones'
Subject: @JustTheFactsJax social media strategy
Attachments: JustTheFactsJax Social Strategy DRAFT 102319.docx

[External Email - Exercise caution. DO NOT open attachments or click links from unknown senders or unexpected email.]

Team –

Please see attached DRAFT @JustTheFactsJax social media strategy. This has been reviewed and approved by Michael and the JEA social team. Initial timeline is included at the bottom of the document.

As noted at the beginning of the document, the strategy will continue to evolve. This plan is intended to successfully get us started.

Thanks.

Banks

The power of different.

BANKS WILLIS // Vice President Corporate Reputation
w 904.398.5222 c 202.577.5847

@ daltonagency [\[daltonagency.com\]](http://daltonagency.com)

140 West Monroe // Jacksonville, FL 32202

CONFIDENTIALITY NOTICE: This communication may include confidential information and is intended only for the use of the addressee(s). If you are not the intended recipient, please notify the sender immediately and do not disclose, store or copy the e-mail or any related attachments

@JustTheFactsJax social strategy

DRAFT: Oct. 23

Overview

This document establishes a social media strategy for responding to inaccurate JEA-related myths from the media and community, enabling our ability to quickly fact-check as conversations around JEA's future continue; and respond appropriately via the new @JustTheFactsJax Twitter account. Leverage evergreen bucketed key message and tough Q&A document and content on JustTheFactsJax.com on a case-by-case basis.

Please note: this strategy and all associated tactics/processes will evolve as we listen and analyze what's working, and messaging is formalized and adapted for Twitter, also in alignment with overall communications strategy.

Goals

- Establish @JustTheFactsJax as the official JEA-branded social media account used specifically for the purpose of fact-checking and responding to inaccurate conversations from the media and community.
- Provide JEA future-related messaging separate from customer service-oriented messages and community management provided by @NewsFromJEA.
- Support and broaden awareness of media relations efforts to "set the record straight".
- Engage with the community on the future of JEA in an official JEA-branded capacity, removing the need for senior leadership team to take on this role.
- Drive interested media and community members to JustTheFactsJax.com for additional, factual information.

Listening and responding

Through our social media listening tool and manual monitoring, the Dalton Agency is tracking mentions of JEA and relevant keywords, as well as monitoring targeted reporters, local media outlets, City Council members, JEA employees, union representatives and Jacksonville community members.

- **When do we respond?**
@JustTheFactsJax will only respond to tweets that need a fact-check as defined as:
 - correct information that needs extra clarification
 - incomplete information
 - inaccurate or misrepresented information
- **When do we not engage?**
@JustTheFactsJax will refrain from engaging in conversations or responding to tweets when:
 - a user is a "troll" that mocks JEA or its senior leadership team
 - a user can't be convinced and will only spin newly introduced information
 - a tweet is threatening JEA as a whole or any senior leadership team member/board member
 - a response will not add any value to the conversation
 - when a conversation doesn't allow for @JustTheFactsJax to respond in a neutral, factual, approachable tone, we will refrain from responding
 - when users reply to @JustTheFactsJax after we first engage with them, we will evaluate whether further responses will add any additional value or only lead to ongoing negative attention

Process

1. **Identify:** Dalton Agency will use its social listening tools to identify tweets that warrant a response and communicate next steps to identified team.

2. **Craft:** responses will be crafted by Dalton Agency using evergreen approved bucketed key message and tough Q&A document and a separately developed response matrix regularly updated based on recurring concerns and questions.
3. **Approval:** all responses will be approved by Michael Munz and/or Kerri Stewart before posting.
4. **Engage:** Dalton Agency will respond to tweet following approval.
5. **Inform:** Dalton Agency will inform identified team of the tweet when a response has been posted.

Tone and voice

The overall tone and voice of @JustTheFactsJax will be educational and approachable without being condescending. Messaging will be transparent, unpretentious and humble. To ensure people understand the presented information, @JustTheFactsJax will avoid using jargon and only present bite-size information that is easily digested.

Additional content strategy

The primary goal of @JustTheFactsJax is to act as an official JEA spokesperson. To increase the account's credibility as a spokesperson, we will appropriately share original content with messaging related to JEA's future, drive people to @JustTheFactsJax in addition to posting fact-checking responses.

Potential original content topics for consideration – 1x/week (or as appropriate):

- Sunday op-eds, relevant JEA and industry media coverage, Setting the Record Straight and general messaging from JustTheFactsJax.com
- Potential live tweet chats featuring senior leadership team members providing factual information about hot-topic issues and allowing audience to ask questions in real time. Announcements of potential chats will occur prior via @JusttheFactsJax and @NewsfromJEA.

Follower strategy

While the purpose of this account is fact-checking ongoing Twitter conversations about the future of JEA, our interactions with people and our original content will organically drive new followers. In addition to this, we will leverage a cross-promotion strategy with the @NewsfromJEA. See below. **Note:** new Twitter handle strategies generally include following targeted Twitter users as a tactic for gaining followers. Due to endorsement concerns, we suggest only following @NewsfromJEA initially. This strategy will also evolve.

Corporate channel cross-over

We recommend a three week launch period, during which @NewsFromJEA will announce the new account and encourage all conversations related to the future of JEA take place with @JustTheFactsJax. Cadence of promoting the new account will range from two to four tweets a week depending on @NewsfromJEA's regular posting schedule. Following this initial introduction, cross-promotion will be reassessed depending on the initial success and the number of followers gained during the launch period. In addition, @NewsfromJEA will include reference to @JustTheFactsJax in its bio.

Next steps

Wednesday, Oct. 23

- Dalton Agency obtain passwords from JEA internal communications.
- Dalton Agency upload high-res profile picture and update @JustTheFactsJax bio. Suggested bio as follows: *Your official @NewsfromJEA resource regarding what's next for JEA. We are here to answer your questions and address your concerns.*
- Dalton Agency to develop first week launch tweets for @NewsfromJEA cross promotion.

Ongoing

- Dalton Agency develop evergreen Twitter response matrix using JEA's bucketed key messages and tough Q&A document.
 - To include canned responses for questions asked to @NewsfromJEA about @JustTheFactsJax.

- Dalton Agency continually partner with JEA's internal communications team to build additional content based on key topics and questions.
- Dalton Agency continue monitoring for fact-check opportunities (per process above).