

From: DeRosa, Darleen  
Sent: 2/2/2012 9:10:27 AM  
To: Torres, Albert (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=AFT1);  
[Redacted] Gleicher,  
Cliff (SmartMeter) (/O=PG&E/OU=Corporate/cn=Recipients/cn=CJGf); [Redacted]  
[Redacted];  
'ereusing@csc.com' (ereusing@csc.com)  
Cc: [Redacted]

Bcc:

Subject: Social Media

High-level insights (will provide more detailed metrics this afternoon):

PG&E Efforts:

Posted Currents article on opt-out decision on Facebook and Twitter.

High-level metrics:

5 re-tweets of article (neutral). Dana Hull of the Mercury News also re-tweeted the article.

Facebook: 2 "likes" of post; 4 comments. All pro-SmartMeter.

Only two negative tweets directed towards PG&E, from a known anti-SmartMeter group. Majority of tweets were re-tweets/posts of news articles on the decision. Almost all neutral in tone without additional commentary. Those tweets that were negative focused on the cost associated with opting-out, rather than RF issues.

Comments on the Mercury News article were all positive. Comments on SF Chronicle article were approximately 75% positive. Known anti-SmartMeter individuals posted negative comments, which were largely criticized by other readers.

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