

PRESS RELEASE

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Twitter Account of Smart Grid Consumer Collaborative Named Second Most Influential in Smart Grid

Providence GIS Solutions releases list of top five smart grid Twitters ranked by Klout scores

ATLANTA, GA – January 3, 2012 – In a [list](#) recently compiled by Providence GIS Solutions, the Twitter account of Smart Grid Consumer Collaborative (SGCC), a nonprofit specializing in research and education on smart grid consumer engagement, was named the second most influential smart grid-related account on the microblogging website. The list was derived and sorted on the basis of Klout scores, a measurement of the overall influence that companies or individuals exert through their social media presence. To earn high Klout ratings, accounts must generate reader engagement – frequent likes, retweets, replies and more.

“The second-place ranking on this list of our Twitter account, [@sgconsumer](#), is an accomplishment that we’re very proud of,” says Laura A. Hernandez, SGCC’s Communications Coordinator and social media content manager. “In July of last year, we had low visibility on Twitter and only 450 followers. As we receive this ranking, we have significantly augmented our participation in the smart grid industry discourse on Twitter and have added 1,000 followers in just five months. Our Klout score is a success story!”

One of the industry’s largest information clearinghouses, Smart Grid News, [@SmartGridNews](#), was found to be the most influential smart grid Twitter, surpassing SGCC not in Klout score – there, the two were equal – but in followers. The list, released December 27, 2011, announced Chris King of eMeter ([@SmartGridKing](#)) in third place, National Technical Systems ([@NTS_SmartGrid](#)) in fourth place and KEMA ([@SmartGridSherpa](#)) in fifth.

“We’d like to extend hearty congratulations to the others named on the list,” says Ms. Hernandez. “It takes many voices to get a stimulating discourse going on any topic, and the smart grid industry is very lucky to have these representatives speaking up on its behalf. We look forward to another year of great conversation on Twitter.”

About Smart Grid Consumer Collaborative

Smart Grid Consumer Collaborative (SGCC), is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a smart grid that is consumer-safe, consumer-friendly and consumer-approved. Membership is open to all consumer and environmental advocates, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education. Learn more at www.smartgridcc.org.

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