

October 2020-
September 2021

FY21 Performance Report

@NREL_MECHTHERM TWITTER



THE BIG PICTURE

394

Total Posts

25%

Audience Growth

>15,420

Post Engagements
(likes, clicks, retweets,
comments, etc.)

>1.17M

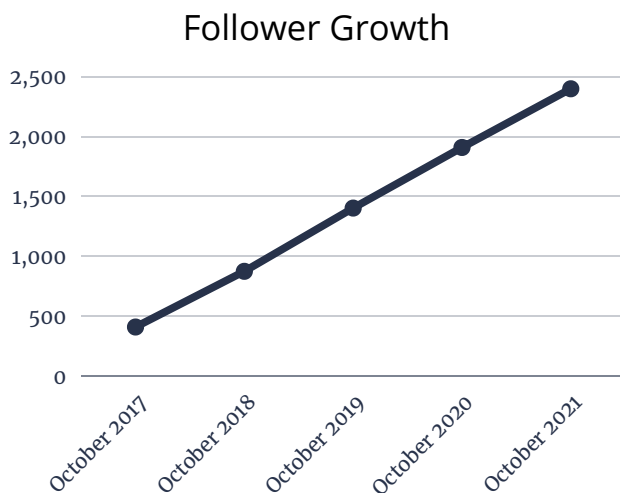
Post Views
(aka impressions or reach)

What We Did

LEVERAGE THE NREL MECHTHERM TWITTER ACCOUNT

WHERE WE BEGAN

The @NREL_MechTherm Twitter account launched with 410 followers in October 2017, as the rebranded NREL Buildings sub-account.



WHERE WE ARE NOW

During FY21, this account posted original content 394 times, exceeding our goal of updating our feed at least once per day. Our audience grew 25% to 2,399 followers.

WHAT'S WORKING

Post interactions, or engagements, continued trending upwards, averaging 40 per post. Content featuring technical illustrations and maps are performing well.

We averaged 40 engagements per post in FY21, more than ever before.

WHAT'S NEW

This year, the NREL MechTherm account starting using the Sprout Social tool for improved scheduling and reporting.

WHAT'S AHEAD

Twitter plans to get rid of custom feeds soon, but they continue to push off this change. The company also recently launched Blue, a fee-based monthly subscription offering an improved experience.

ENGAGEMENT TOTALS

2,585

Likes

2,262

Link clicks

1,743

Retweets

*Note: these numbers represent a snapshot in time; they continue to increase by the day

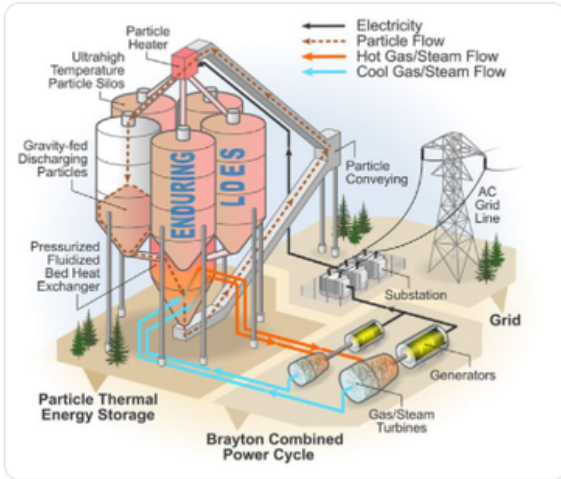
What Worked

TOP POSTS OF FY21



We will need more #energystorage, at lower cost, for longer durations, and at larger capacities than batteries alone can provide in a decarbonized future.

Meet ENDURING, a game-changing new thermal energy storage technology @NREL is prototype testing >>> nrel.gov/news/program/2...



2:57 PM · Sep 1, 2021 · Twitter Web App



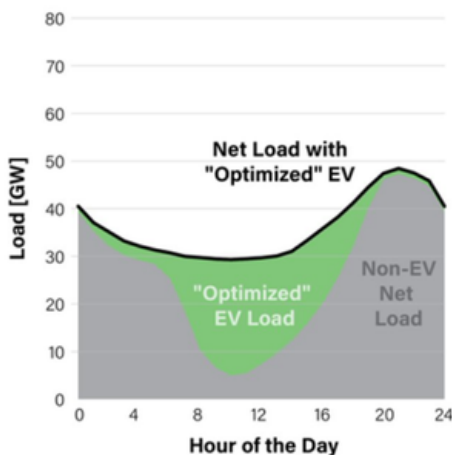
TOP POST
304 engagements
58 link clicks
30 likes

**Fun fact: This is the same image that was used in the top post of FY20!*



How might transportation #electrification shape future electricity demand? Fundamentally, according to new @NREL analysis published in the journal Environmental Research Letters.

Learn more about "the shape of electrified transportation" at iopscience.iop.org/article/10.1088...

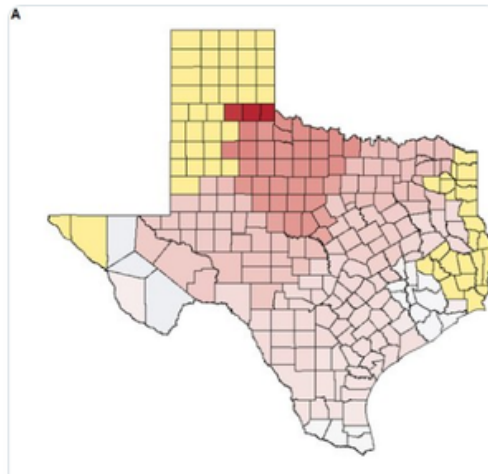


291 engagements
42 link clicks
21 likes



What could happen to the #TexasGrid with complete #electrification of space heating?

@NREL's Eric Wilson teamed up with @whiphi, @joshdr83 & @MichaelEWebber to explore the topic in this Applied Energy article: doi.org/10.1016/j.apen...



284 engagements
45 link clicks
14 likes



Get quick summaries of @NREL's recent #windenergy publications in the May edition of #TheLeadingEdge nrel.gov/wind/newslette... from HWS Concrete Towers



11:22 AM · May 17, 2021 · Sprout Social

243 engagements
22 link clicks
13 likes

What Worked

MORE TOP POSTS OF FY21



Current scenario: The U.S. power system is divided into three major grids.

Future scenarios: @NREL's Interconnections Seam Study. bit.ly/windRD_S21_uni...



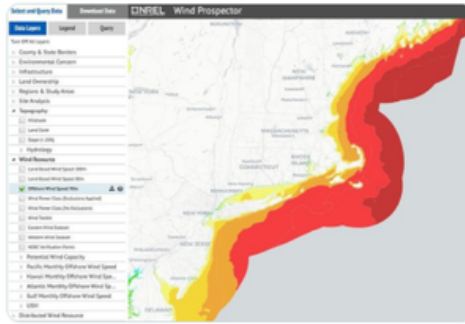
1:24 PM - Jul 5, 2021 - Sprout Social

242 engagements
30 link clicks
16 likes



Data here! Get your fresh #OffshoreWind data!

Check out @NREL's new data sets and learn about how this offshore wind data raises the bar for wind prospecting bit.ly/3fQcaKI



9:45 AM - Apr 12, 2021 - Hootsuite Inc.

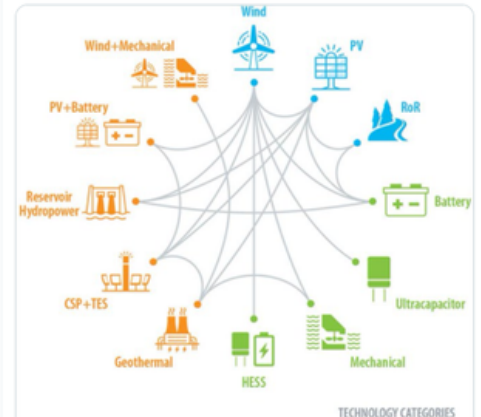
187 engagements
30 link clicks
32 likes



Are Hybrid Systems Truly the Future of the Grid?

@NREL's Magic 8-Ball Says: "Concentrate and Ask Again."

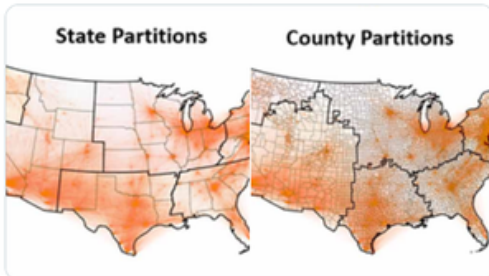
Learn about the hard questions we are asking >>> nrel.gov/news/features/...



178 engagements
18 link clicks
21 likes



See how #NRELtransport researchers are using @USDOTFHWA travel data from across the U.S. to illuminate behavioral changes during the #COVID19 pandemic and help inform epidemiological modelers about the spread of the virus >>> go.usa.gov/x7RWJ



7:25 AM - Nov 13, 2020 - Hootsuite Inc.

173 engagements
3 link clicks
5 likes



There's no limit to what #WomeninSTEM and #WomeninScience can achieve at @NREL!

Meet some of our researchers who make a difference each day at the lab: nrel.gov/careers/people...



7:10 AM - Feb 11, 2021 - Hootsuite Inc.

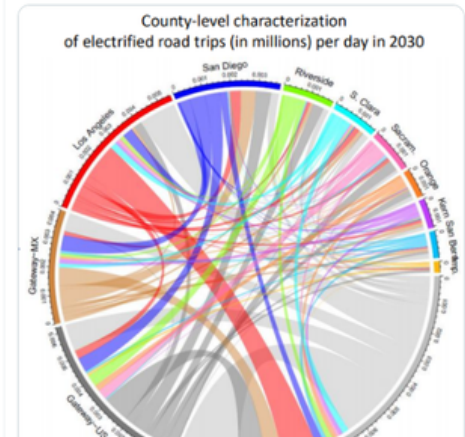
153 engagements
9 link clicks
9 likes



Congrats to @CalEnergy on the release of their 1st AB2127 report!

@NREL's EVI-Pro and EVI-RoadTrip informed this biennial #EV charging infrastructure assessment aimed at supporting 5 million #zeroemission vehicles on CA roads by 2030: energy.ca.gov/programs-and-t...

#NRELtoolsyoucanuse



151 engagements
13 link clicks
6 likes

Who's Listening

TOP FOLLOWERS

 **Following**

Candice Choi ✓
@candicechoi Follows you

AP reporter. Email me at cchoi@ap.org

851 Following 7,171 Followers



 **Following**

Atlantic Offshore Terminals
@AOTerminals Follows you

We're working to deliver ports, manufacturing facilities and thousands of jobs for the US offshore wind industry.

741 Following 349 Followers



 **Following**

Samuel Graham
@Sam_Graham_UMD Follows you

Dean of Engineering | University of Maryland | Husband | Father | Educator | Researcher | Impacting minds through STEM

434 Following 900 Followers



 **Following**

R&D World
@RandDWorld Follows you

The premier Research and Development news and features provider for more than 50 years and administrator of the [@RD100Awards](#).

2,137 Following 9,635 Followers



 **Following**

GE Renewable Energy ✓
@GERenewables Follows you

We harness the strength of the wind, the force of water, the heat of the sun to power the world's biggest economies and the most remote communities

1,003 Following 42.6K Followers



 **Following**

UW Energy Institute ✓
@UWEnergy Follows you

Your portal to energy research, education and outreach activities at the University of Wisconsin-Madison.

1,763 Following 4,198 Followers



Media

Industry

Universities

 **Following**

Environmental Law & Policy Center
@ELPCenter Follows you

We advocate, innovate and litigate to protect the Midwest's environment from the Great Lakes to the Great Plains.

3,523 Following 6,828 Followers



 **Following**

Manufacturing Day
@MfgDay Follows you

The home for [#CreatorsWanted](#) and [#MFGDay21](#) — led by [@TheMFGInstitute](#), [@ShopfloorNAM](#)'s workforce partner.

1,157 Following 17.1K Followers



 **Following**

IEEE Eta Kappa Nu
@IEEE_EtaKappaNu Follows you

Official Twitter page for the honor society of IEEE dedicated to encouraging and recognizing excellence in students, young professionals, and eminent scholars.

238 Following 1,081 Followers



 **Following**

Global Power System Transformation
@Global_PST Follows you

Rapidly accelerating transitions to advanced low emission power systems in collaboration with power system operators in all regions. 🌐

43 Following 388 Followers



 **Following**

Andrew Salzberg
@andrewsalzberg Follows you

Decarbonizing Transportation:
[bit.ly/decarbtrans](#) Lecturer [@mitdusp](#)
Advising [@transitapp](#) [@populus_ai](#)
[@opennorth](#) Former: [@harvardgsd](#)
[@Uber](#) [@WorldBank](#)

2,458 Following 4,470 Followers



 **Following**

Jeff Danielson ✓
@JeffDanielson Follows you

American Clean Power Association, Central States Director. Navy Vet, Retired Firefighter & recovering State Senator. Policy Geek. Views my own. RT's=Endorsement

4,974 Following 4,179 Followers



Influencers