



2024 SGA Awards Finalists: Corporate Communication

Entry: The People of Peoples Gas

Your Company: TECO Peoples Gas

Linking people, ideas and information

TECO Peoples Gas is Florida's largest natural gas provider. Our team of more than 800 serves nearly 500,000 customers across a diverse state.

We're clear on our mission of making life better for communities by delivering safe, resilient, efficient and affordable natural gas energy solutions. Internally, our team delivers on this collective goal every day while recognizing and valuing our diverse and respectful workplace. But in truth, there are many people - both inside and outside our company - who don't know who each of us are or the specific work we do.

The People of Peoples Gas initiative was developed to help build goodwill, compassion, interest and understanding around our company – with our own team members, the communities we serve, and the audience of people who may not know about or consider the type of jobs a natural gas utility offers but could find a meaningful career at Peoples Gas one day.

Essentially, we're a company of people serving people. And our people have wonderful stories to share. This series helps Peoples Gas emotionally connect with our audiences in an authentic voice while spotlighting various job functions and responsibilities within the organization.

Name of Your Project / Initiative

People of Peoples Gas multichannel series

The solution

To best emotionally connect with our audiences, we chose storytelling with video, blog and social media. The series was planned to be published through internal communications channels to reach all team members, and externally on company Facebook, Instagram, and LinkedIn channels as well as a newly launched company career microsite. We identified a diverse group of team members with compelling stories and an openness to sharing them. The creative approach is personal and delivered in first-person genuine voices with no narrator or heavy screen graphics.

Our initial campaign included four videos, six written blogs, static native social carousel posts, and photography.

Our Peoples Gas communications team got to work with leadership across the organization to identify team members with compelling stories that encompass work and home life. We then collaborated with an external creative partner to interview team members and produce final videos, photos and social media graphics. The Peoples Gas digital communications specialists planned and executed internal publication and external digital media placement and tracking.

Results of your project / initiative.

The multichannel series has been incredibly successful. Internally, we've seen broad praise and excitement across the company including executive leadership touting the power of the stories and team members sharing positive feedback with content engagement on internal communications channels and the company's external social media channels.

We do have some team members who are not comfortable on video or sharing personal stories for praise or recognition. This did make it challenging to produce a complete series, but our production partner did wonderful work to put our team members at ease and create a comfortable environment. In the end, each participating team member is happy they participated and several shared how fortunate they feel to have such a beautiful memento of their life at Peoples Gas to share with family and friends.

The People of Peoples Gas generated thousands of impressions through the company newsletter, internal TV network and intranet. The series delivered nearly 900 blog views and 225 engagements. Externally, the series continues to find audiences eager to learn more about life at Peoples Gas, the type of work our team members do and the stories they share. To date, the external campaign has delivered nearly 570,000 impressions and 90,000 engagements.

Series videos can be found on our Vimeo showcase page at:

<https://vimeo.com/showcase/the-people-of-peoples-gas>

The People of Peoples Gas series has been so successful that it will extend throughout 2024 with eight new compelling team member stories.



Entry: “The Future Needs Me” – Boardwalk Recruitment Video

Your Company: Boardwalk Pipelines

Linking people, ideas and information

“The Future Needs Me” bridges the gap between public perception and the reality of the natural gas industry’s role in a sustainable future. By humanizing the industry through the stories of Jenny and James, the film fosters a deeper understanding of the critical work done by Boardwalk employees. It not only highlights the importance of the energy sector in everyday life but also connects viewers with the idea that their skills and passions can contribute to significant environmental and technological advancements. By communicating information about the industry’s challenges and Boardwalk’s solutions in a relatable and impactful manner, we hope to engage a diverse audience and inspire the next generation of industry leaders.

Name of Your Project / Initiative

The Future Needs Me

The solution

“The Future Needs Me” goes beyond our traditional recruitment videos by communicating the sense of purpose that employees can find when they come to work at Boardwalk and their ability to make positive changes in the world. Through a narrative-driven approach, the film showcases how individual passions and professional pursuits align with a career in the natural gas industry. The film connects these personal stories to Boardwalk’s broader mission, illustrating how the company’s values are not just corporate objectives but are embodied by its workforce. This heartfelt connection between personal aspirations and professional achievements underscores the film’s main message: at Boardwalk, you are empowered to make a meaningful impact on the future.

Results of your project / initiative.

When we set out to create “The Future Needs Me,” we dove into a challenge: to blend stories with hard facts, all while shining a light on the misconceptions about the natural gas industry. Filming had its tricky moments, especially filming in multiple locations with a variety of people. We remained creative, using drones and other techniques to accurately show the beauty and complexity of what we do. This video is used in our recruitment materials as well as on our careers website. In the past month, our careers page has had over 2,700 views.

[The Future Needs Me Video Supplement](#)

Entry: Video Series: “Work When Safe” Videos Make Safety Personal

Your Company: ONE Gas

Linking people, ideas and information

While working on his truck at home, Eric Baker, a technical trainer for ONE Gas, avoided a safety disaster thanks to an unexpected source — his 12-year-old son, Caden. As Eric was about to slide underneath the truck, Caden reminded his father of a phrase he'd seen on Eric's work baseball cap: “Start When Safe.” This touching story was just one in a series of employee-focused videos developed by the Corporate Communications team at ONE Gas highlighting the importance of working when safe.

Safety is our number one Core Value. We are committed to pursuing a zero-incident safety culture, which can reduce risk, enhance productivity and build a strong reputation in the communities in which we operate. While our safety culture is strong and our safety scores are industry-leading, even one safety incident is too many. This creates the opportunity to encourage employee safety in new ways beyond traditional training.

In 2023, the Environmental, Safety and Health team partnered with Corporate Communications to launch a Work When Safe video series to encourage employees to think through what could happen before work begins and prepare for it rather than waiting to respond if something happens. The goal of the video series was to connect with all employees, no matter their role in the company, by showing real-life examples of how the Work When Safe mentality could protect them at home or on the job.

Name of Your Project / Initiative

Video Series: ‘Work When Safe’ Videos Makes Safety Personal

The solution

To connect with employees in a different way than traditional training, the Corporate Communications team put the employees and their stories center stage. Historically, the team knew that content featuring employees performs better than other messages. In a video series, Corporate Communications interviewed employees in a variety of environments – in the field and at home – highlighting real-life Work When Safe moments. The key messages of the video series were two-fold: tragedies can easily be avoided if we wait to start our work until all conditions are safe, and to speak up and stop the work if conditions change and become unsafe.

Additionally, sharing videos with all employees on the company intranet provided a place for discussion and connection between employees across job roles and geographies in the comments. Engagement on the intranet and views of the videos were measurable, which allowed both Safety and Corporate Communications to evaluate success.

Results of your project / initiative.

The Work When Safe video series gave all employees – whether office- or field-based – a fresh look at why thinking through potential safety issues before work begins can save lives and reduce injuries.

Feedback on the videos was overwhelmingly positive, with video views 38% higher than average. Each video received numerous comments praising the employee for sharing their story. Corporate Communication also encouraged viewers to submit their Work When Safe story, which has resulted in a pipeline of future videos.

While it is unknown if the videos had a direct correlation with reduced injury or incidents, the company reduced its year-over-year DART and PVIR personal safety metrics. The videos added value to an already robust safety culture reliant on training and development, performance management and the shared responsibility to keep ourselves, our co-workers, our customers and communities safe.

Files:

URL: Sample Video - Start When Safe video - Eric Baker's Story

<https://vimeo.com/777523712/50dc8f926e>

URL: Sample Video – A Work When Safe Story: David Therio

<https://vimeo.com/874215783/2569e37ab9?share=copy>

