



american coalition for

ethanol

ACE and Social Media

twitter

facebook®

You Tube
Broadcast Yourself

Why ACE uses Twitter

- Effective tool for getting word out on important promotions, events, legislation and news stories.
- Great way to reach members, non-members and ethanol supporters.
- Quick and effective way to signal to the press, members and the public what our policy goals are.
- Improves the transparency of the organization.



Twitter Success Stories

- Last year we started using #hashtags to brand certain days to get people talking about key policy issues that were effecting the industry.
- For VEETC-related information we used the #taxcredittuesday hashtag.
- To promote the use of E15 blends, we used the #E15hashtag.

follow us on
twitter

Twitter makes a great promotional tool

- Great tool for promoting events such as the DC Fly-In, the ACE Conference and Webinars with BYO staff and Biofuels Journal.
- [blend ethanol ACE](#)
- Senators Thune and Klobuchar will be addressing the [#ACE](#) DC Fly-In later this month, click this link for more info:
<http://bit.ly/eSV5Xu>



ACE on Facebook

- More friendly format for those who aren't comfortable with Twitter.
- Helps get word out to not just members, but the public on ACE-related events and industry-related events and announcements
- Improves the interactivity between ACE and it's members and the public as well.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

Key Benefit of Facebook

- Posts can sometimes spark conversations from the public and ethanol supporters
- [ethanol](#) GM signals move to more flex-fuel models in the near future:
- [7 people](#) like this.
 - [Eric de Gaston](#) Hell yeah! Now if only we could get more stations .
 - [Peter F. Masterton](#) Support cellulose biofuel!!!
Make the corvette a flex fuel as well! That high-octane moonshine will make it fly!
 - [Mark Alan Schneider](#) The high performance aircraft at Osh Kosh this year featured ETHANOL Remember the liquid in the corn kernel makes ethanol, while the pulp goes to FEED livestock. Renewable! One piece of the puzzle to independence. Schneider, the frugal farmer, Minnesota

ACE on YouTube

- Released a number of videos touching on topics ranging from VEETC, Blender Pump installation to even speeches from the ACE Conference.
- Great platform to reach the public who might not be aware of ACE projects.
- Our videos have been uploaded over 2,500 times in the last year.



ACE on Flickr

- [Flickr](#) is a way to post pictures from ACE events.
- Gives people who weren't able to attend a window to ACE events.
- Good way to chronicle events during the ACE Conference, the Fly-In and Blender Pump grand openings.



Why Social Media is important for 2011

- Tools such as Twitter and Facebook are becoming more popular.
- Debates over food vs. fuel, E-15, government funding over Ethanol, etc, etc, likely to continue, social media sites are a good tool to get your message out there.



Social Media can drive advocacy efforts

- Tools such as Twitter, Facebook and YouTube can also help get the word out on what people can do if they want to contact their elected officials on key ethanol issues.
- [blend ethanol ACE](#)
- [Make your voice heard on the tax legislation being debated on Capitol Hill. Click this link to find out how: <http://bit.ly/aHDWm>](#)

Follow ACE and ACE staff members on Twitter

- Brian Jennings @BiofuelBrian
- Ron Lamberty @ Blendor
- Kristin Brekke @ BrekkeFarm
- Shannon Gustafson @Shannon_Gus
- Lacey Dixon @ LaceyRoseDixon
- Chuck Beck @Cbeckster
- BYO Ethanol @Blendyourown



ACE's Web Resources

- www.ethanol.org
- www.ethanoltoday.com
- www.ethanol.typepad.com
- [www.twitter.com/blend ethanol](https://www.twitter.com/blend_ethanol)
- www.facebook.com/ACEethanol
- www.youtube.com/user/aceethanol
- www.ethanolcollective.com
- www.ethanolfactor.com
- www.barrelblaster.net

Questions?



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