

Creating a Social Media Business Process to Implement and Enhance Restoration Communications

Interview with Ike Pigott, Communications Strategist & Company Spokesman at Alabama Power

Utility preparations for [outage response](#) and restoration are ongoing and constantly a challenge. Throughout the year, outages cause disruption to the delivery of power and ultimately cost money through lost revenue and damage. Much of this preparation is focused on weather damage that may occur from hurricanes, storms, ice storms and various other natural events that occur. [Power outages](#) can also be caused by accidental damage, but at the end of the day, the priority is to restore power to customers as quickly as possible.

marcus evans had the privilege to speak to Ike Pigott, Communications Strategist & Company Spokesman at Alabama Power before the upcoming [12th Annual Outage Response & Restoration Management Conference](#), October 23-25, 2012 at The Westin Atlanta Perimeter North Hotel in Atlanta, GA.

Mr. Pigott answered questions that relate to the social media efforts at Alabama Power with a focus on the tornadoes of 2011, how to develop strategic messages to send out to the public, stakeholders buy-in and the creation of social media websites for specific locations.

Click [here](#) to view the video interview with Mr. Pigott.

Ike Pigott left TV news after 16 years and several awards to tackle the challenges of crisis communications. For more than a decade, he's provided consultation and seminars for clients around the Southeast. For the last four years, Pigott has been with Alabama Power Company and wears several hats. He's the spokesman and information representative for the Birmingham Division; he leads the company's efforts in the use of social media; serves on Southern Company's Social Media Advisory Council; keeps the company's crisis communication planning up to date; and when he has a moment or two he does internal trainings for employees on how they can be more effective communicators and presenters.

For more information please contact Michele Westergaard, Senior Marketing Manager, Media & PR, marcus evans at 312-540-3000 ext. 6625 or Michelew@marcusevansch.com.

About the 12th Annual Outage Response & Restoration Management Conference 2012

This unique event will take place in Atlanta, GA from October 23-25, 2012. Industry leaders attending this event will benefit from a dynamic presentation format consisting of workshops, panel discussions and case studies. Attendees will experience highly interactive conference sessions, 10-15 minutes of Q&A time after each presentation, 4+ hours of networking and exclusive online access to materials post-event.

About marcus evans

marcus evans conferences annually produce over 2,000 high quality events designed to provide key strategic business information, best practice and networking opportunities for senior industry decision-makers. Our global reach is utilized to attract over 30,000 speakers annually, ensuring niche focused subject matter presented directly by practitioners and a diversity of information to assist our clients in adopting best practice in all business disciplines.