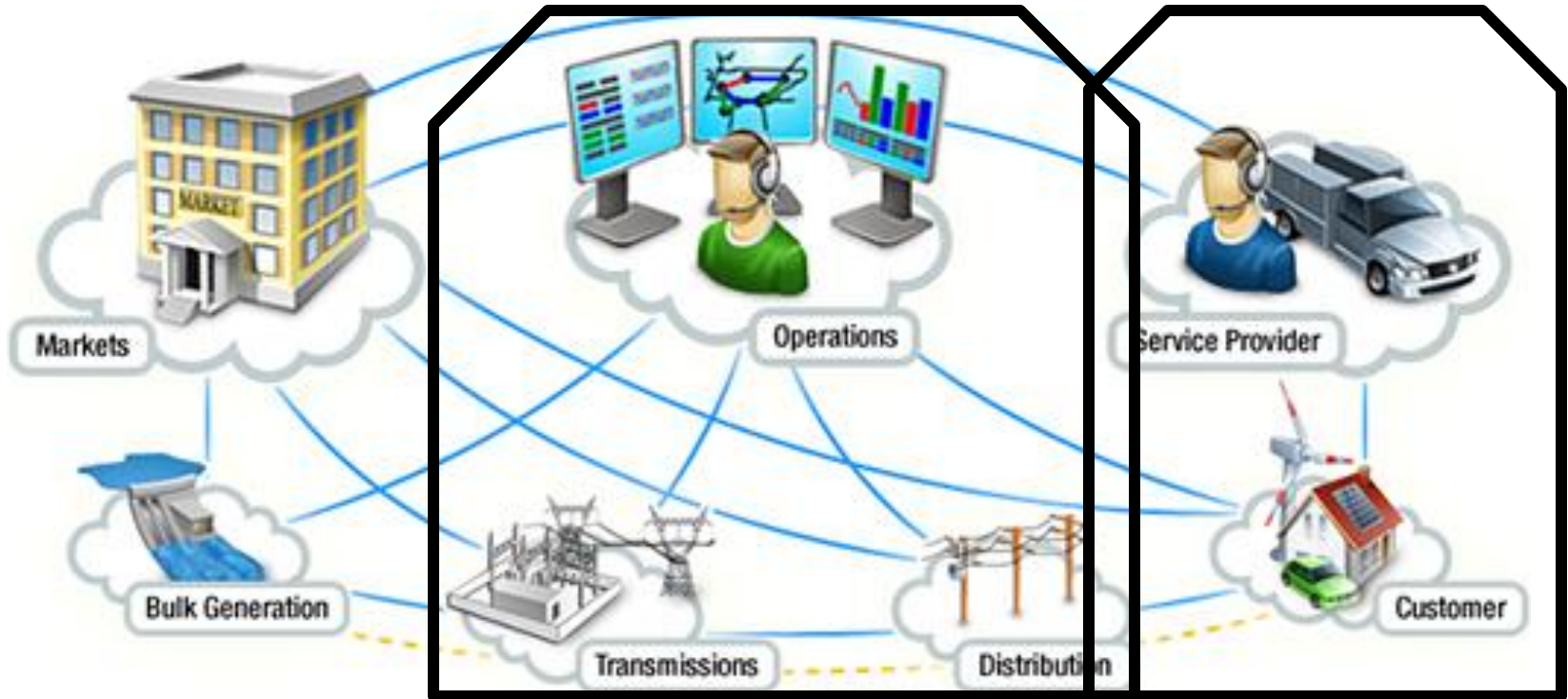


# Using a Smart Grid Social Network to Enhance Collaboration

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*Smart grid enables measurement and control of electricity generation, transmission, distribution and consumption for more efficient, reliable and clean use of energy.*



# Need a Smart Grid Social Network

- July 2011, GE Digital Energy industry insight article mentions:
  - To realize a smarter grid's potential today, we need to create a "Smart Grid Social Network."

JULY 21, 2011 / INDUSTRY INSIGHT



## The "Smart Grid Social Network"

Social networks have changed the way today's world communicates and brought about dramatic societal events. A smarter grid holds the potential to dramatically change tomorrow's world by incorporating information and communications technologies into our national energy system. So how do we realize a smarter grid's potential today? We need to link the concept of a smarter grid with the concept of the social network—in other words—create a "smart grid social network."

AUTHOR



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DIR, TECHNICAL STRATEGY & POLICY  
DEV., GE DIGITAL ENERGY

John integrates GE's standards, industry-organization, and regulatory participation; thought-leadership activities; education programs; and product/systems development into comprehensive solutions.

- October 2011, the first Smart Grid Social Network was launched at [www.SMARTGRID.COM](http://www.SMARTGRID.COM)

# Smart Grid Network - Functions

## 1. Customer Education

- Description of Smart Grid activities in a State or Country
- Access to educational videos, articles and other resources
- One way communication from authorized content administrators

The screenshot shows the website www.smartgrid.com. The header includes the logo for the Smart Grid Network, the tagline "Connecting smart grid consumers and solution providers", and the phone number 888-SMARTGRID. Below the header is a navigation menu with links for HOME, SOCIAL NETWORK, COMPANIES, KEY PLAYERS, PROJECTS, ARTICLES, RESOURCES, and ABOUT US. There are also buttons for JOIN NETWORK and SIGN IN. A search bar is located on the right side of the page. The main content area features a map of the United States with state status indicators. A legend indicates that green states are Active States, blue states are Pending States, and a star icon represents SGN Headquarters. The map shows that Illinois (IL) is an Active State, while all other states are Pending States. A list of state abbreviations is provided on the right side of the map. Below the map is a Twitter feed with three tweets.

SELECT A SMART GRID State  GO Region  GO

Search

Search this website ...

SEARCH

Twitter

- Orlando goes green, replaces trucks with 3 electric cars [Read More](#)
- S&C's Product Demonstration Center helps consumers understand smart grid [Read More](#)
- 1% of PG&E customers opt out of smart meter install [Read More](#)

# Smart Grid Network - Functions

## 1. Customer Education

## 2. Customer Engagement

- Facebook-like social network
- Collaborative dialog with members of the network

The screenshot shows the homepage of the Smart Grid Network. At the top left is the logo for the Smart Grid Network, featuring a stylized house and wind turbine, with the text 'SMARTGRID NETWORK' and the tagline 'Connecting smart grid consumers and solution providers'. To the right of the logo is the phone number '888-SMARTGRID'. Below the logo is a navigation bar with links for HOME, PAD, MEMBERS, DISCUSSION TOPICS, EVENTS, MEDIA, and ABOUT US. The main content area is divided into several sections: 'Featured Members' with profile pictures of Marv Serhan, Shay Bahramirad, Vladimir Koritarov, and Jerry Yang; a 'Welcome' message from a 'Guest' user; a 'Featured Blog Posts' section with a post titled 'Orlando goes green, replaces trucks with 3 electric cars'; and a 'Photos' section with a photo of a conference. The interface is clean and professional, with a green and blue color scheme.

# Smart Grid Network - Functions

1. Customer Education
2. Customer Engagement
3. Solution Provider Identification

The screenshot displays a website interface for a Smart Grid Network. At the top, a navigation bar includes links for HOME, SOCIAL NETWORK, COMPANIES, KEY PLAYERS, PROJECTS, ARTICLES, RESOURCES, and ABOUT US, along with buttons for JOIN NETWORK and SIGN IN. Below the navigation is a network diagram illustrating the flow from Markets, Bulk Generation, Transmissions, and Distribution to Operations, Service Provider, and Customer. A search bar and a Twitter feed are also visible. The main content area features a section for Eaton, highlighting their customer solutions, and a section for GE Digital Energy, describing their role in modernizing the smart grid.

Business Area : Bulk Generation [View All Business Areas](#)

## EATON

Eaton is developing customer solutions that drive sustainable growth around the globe, including efficiently using and conserving global resources, developing energy efficient products, reducing emissions, protecting the environment, and volunteering time to help build stronger communities.

## GE DIGITAL ENERGY

Digital Energy, a division of GE Energy, is a major solutions provider and thought leader for the global Smart Grid effort to modernize and optimize how we generate, move and consume energy. Our

# Smart Grid Network - Benefits

SMARTGRID NETWORK  
Connecting smart grid consumers and solution providers  
888-SMARTGRID

HOME SOCIAL NETWORK COMPANIES KEY PLAYERS PROJECTS ARTICLES RESOURCES ABOUT US JOIN NETWORK SIGN IN

SELECT A SMART GRID State Select State GO Region Select Region GO

Search  
Search this website ...  
SEARCH

Twitter

- Orlando goes green, replaces trucks with 3 electric cars  
[Read More](#)
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[Read More](#)
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[Read More](#)

SmartGridNews.com

- [eMeter jumps into analytics fray](#)

Smart Grid USA - Charting a New Energy Future

- Consumers
- Countries, States and Communities
- Utilities
- Universities
- Research Centers
- Solution Providers

*Get Connected on the  
Smart Grid Network at  
SMARTGRID.COM*