



**APOGEE<sup>®</sup>**  
**INSTITUTE**

**ENERGY**  
**WEBINAR**

Tampa Electric's Social Media Lamb Cam Shines a Light on Solar  
August 13, 2019

# Our Speakers:



**Niki Paksoy, Creative Services Manager, Tampa Electric**



**Paul Warren, Sr. Manager Solar Operations, Tampa Electric**



**Ann Fracas, VP Business Development, Apogee Interactive**



# Big Bend Solar

Complete Spring 2017

Powering more than 3,000  
homes with the sun.

Big B

Complete Spr





It started with a bright idea!

(Lamb Privacy Policy?)





Why a  
"Lamb Cam"?










 Tag Photo  Add Location  Edit

 Sara Haas, Tek KO and 4 others 2 Shares

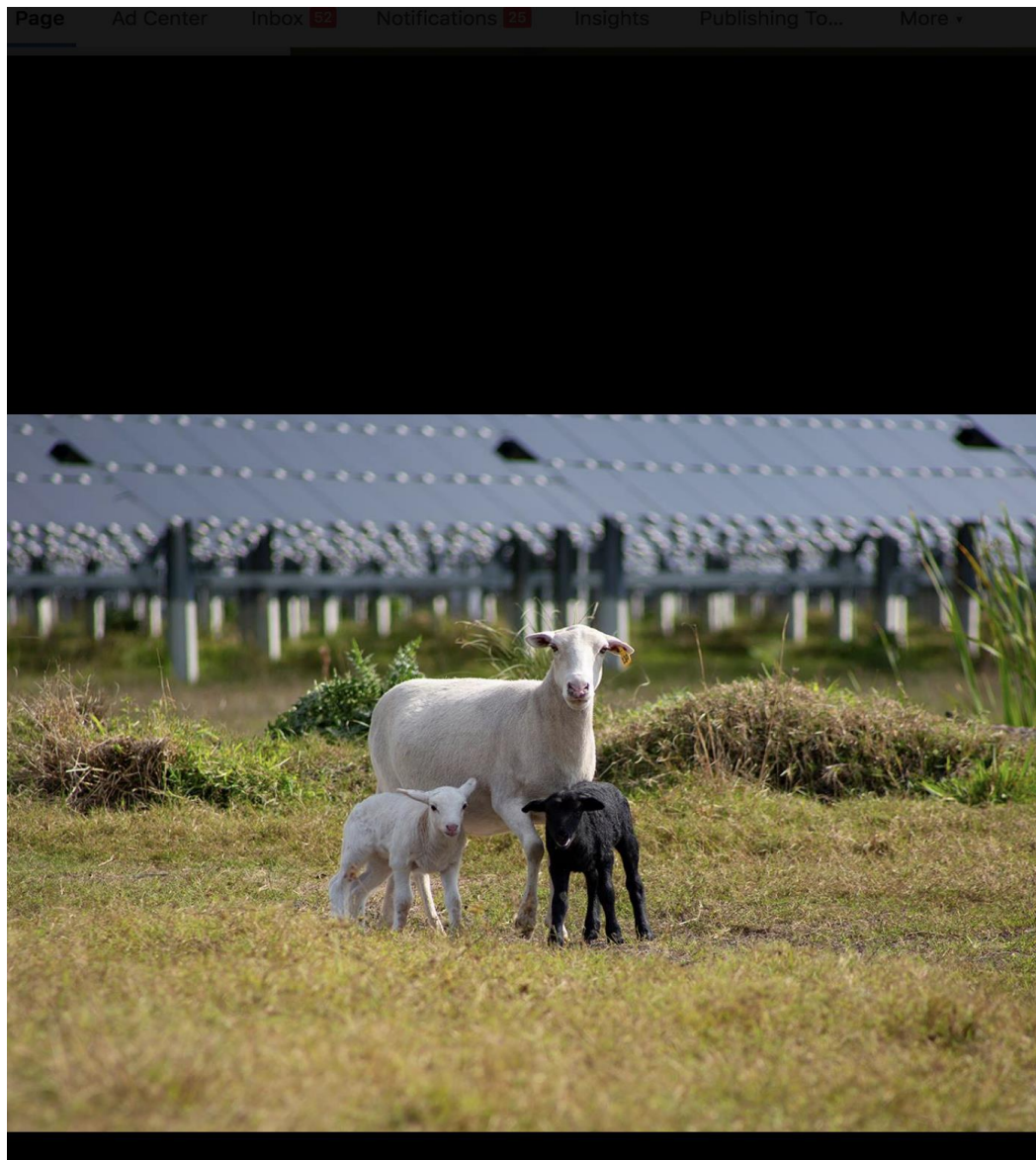
 Like  Comment  Share 

 Write a comment...    

Do ewe  
approve?...

Was is hard to  
implement?...





**Tampa Electric**

Published by Hootsuite [?]

Page Liked · February 21 · 🌐



Baa baa black sheep. Have you any wool?  
No sir no sir we have hair.  
It's light, sheds fast and keeps us cool.  
[#TECOLambCam](#)



Tag Photo



Add Location



Edit



25

1 Comment

4 Shares



Like



Comment

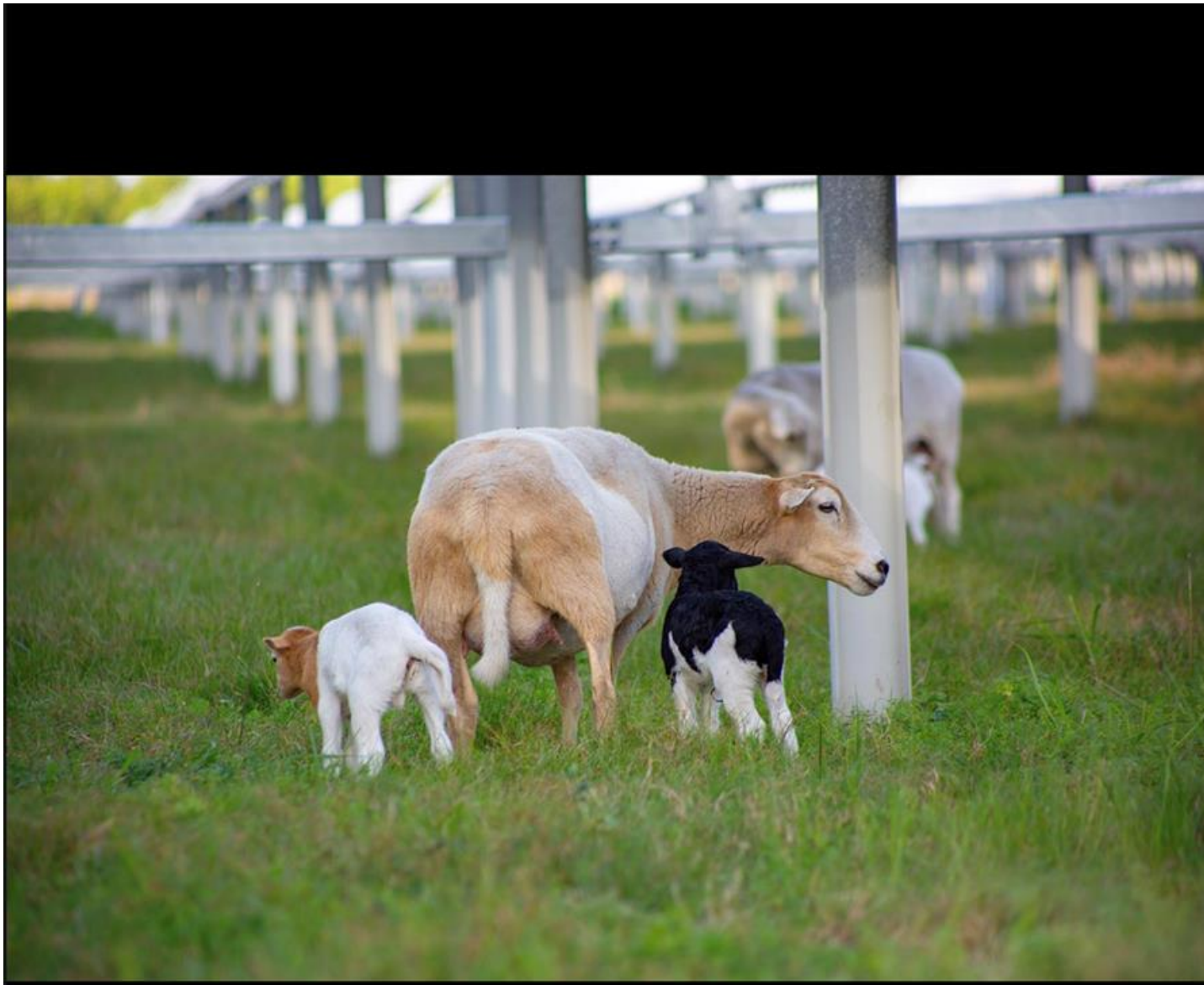


Share



Expense to implement vs. cost savings?...





**Tampa Electric**

Published by Nicole Paksoy [?]

Page Liked · April 11 · 🌐



Enjoy [#TECOLambCam](#) all day tomorrow. Enjoy the videos we'll leave on our page the rest of the year (frankly, we'll be taking breaks to watch the lambcam reruns too).

📌 Tag Photo

📍 Add Location

✎ Edit



10

2 Shares

👍 Like

💬 Comment

➦ Share



Write a comment...





Making it work...





# Then there was the Sheep Whisperer


Just another symphonic afternoon at Big Bend Solar with Bob the TECO photographer and his #tecolambcam friends.











**Tampa Electric**


Published by Nicole Paksoy [?]  
Page Liked · April 10 · 


#TECOLambCam has provided us with so much joy the last few months, we were inspired to write a haiku (a type of Japanese poem) in its honor (with apologies to any real poets).

Joy comes in the spring.  
Lambs leaping among solar.  
Big smiles while it lasts.


 Tag Photo

 Add Location


 Edit

  19

2 Comments  
1 Share


 Like

 Comment

 Share



Most Relevant ▾



Top Fan


**Rogelio Aguilar** Ignacio Vasquez feels

Like · Reply · Message · 3w  1

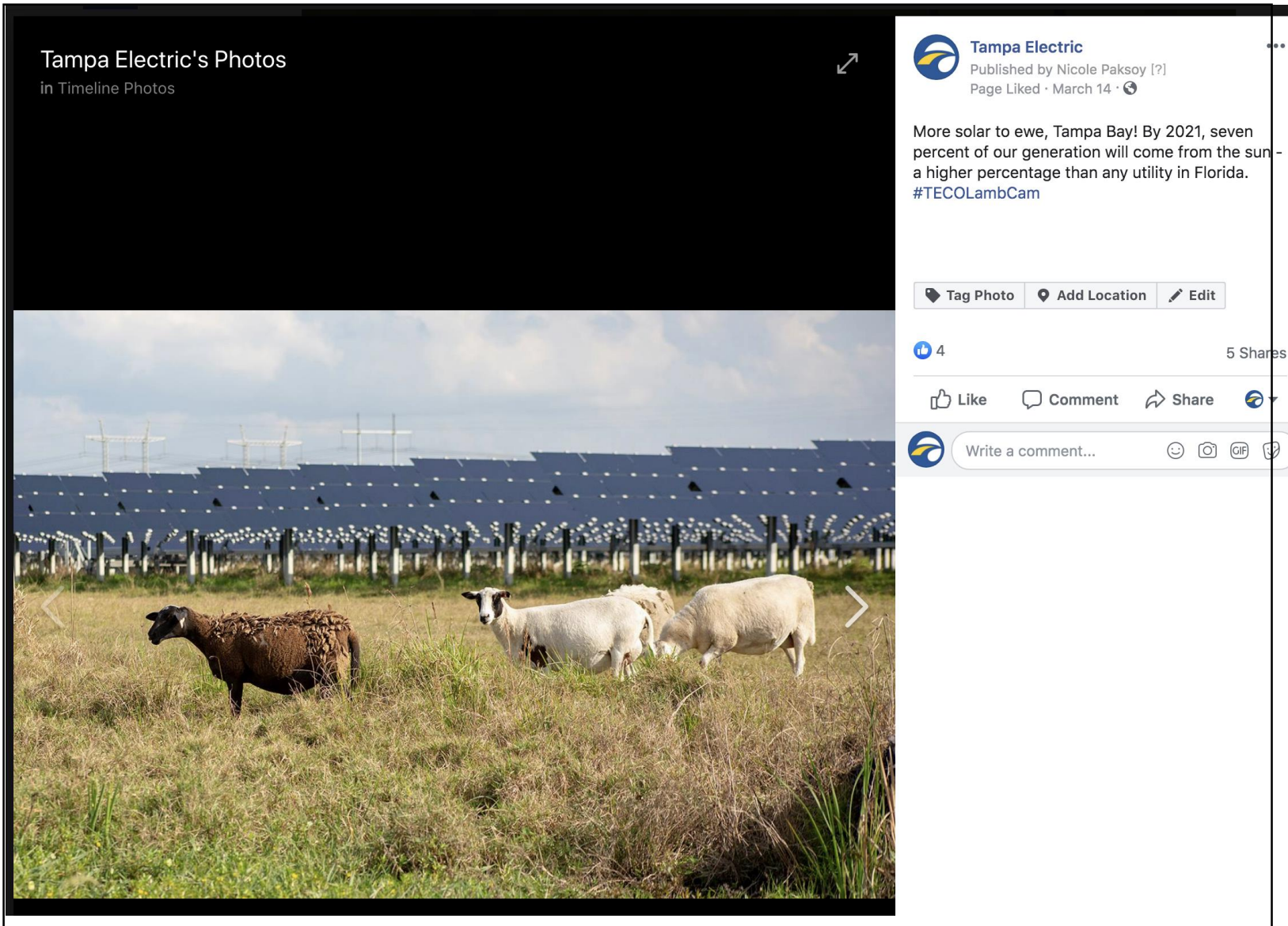
↳ 1 Reply



Write a comment...

A few fun facts...



A few fun facts...





 **Tampa Electric**

Published by Nicole Paksoy [?]

Page Liked · April 12 ·

It's a #TECOLambCam countdown. The lambs are all grown up so LambCam will shut down tonight at 5. Drink it in while you can. You can always come back to see the video reruns which we'll leave on our page. Bye baaaaaaa.

Tag Photo

Add Location

Edit

12

2 Comments

4 Shares

Like

Comment

Share

Most Relevant

 **Carmen Xiomara Montero** Top Fan

TecoLambcam is therapy....you should keep it 😊

Like · Reply · Message · 3w

1

 **Tampa Electric**

Carmen Xiomara Montero believe me, we will miss the lambs too. Get your therapy from the #TECOLambCam videos until next Feb., when we'll meet again over #TECOLambCam live.

Like · Reply

Commented on by Nicole Paksoy [?] · 3w

 Write a comment...

 Dominica Electricity Services Ltd.



**Tampa Electric**  
@tampaelectric

Home

e-News Update Sign Up

Posts

Videos

Photos

About

Community

Groups

Info and Ads

e-News Update Signup

Jobs

Events

Promote

Manage Promotions 1

Liked ▾    Following ▾    Share    ...



**Tampa Electric**

Published by Nicole Paksoy [?] · 15 hrs · 🌐

#TECOLambCam may be coming to an end Friday, but Big Bend Solar will keep producing 20 megawatts of clean energy for a long time for the residents of Tampa Bay.



**Get More Likes, Comments and Shares** ✕

This post is performing better than 90% of other posts on your Page. Boost it to get more great results.

**1,855**

People Reached

**128**

Engagements

Boost Post



22

16 Comments 2 Shares



Like



Comment



Share



Most Relevant ▾



Write a comment...



**Brenda Fitch Schlosser** I will miss them. It has been a highlight of my day to check in on the 🐑. The adults are just as cute as the silly lambs

Like · Reply · Message · 7h



1



**Charlene Lively** Awe, I've enjoyed it!!

Like · Reply · Message · 10m



1



**Denise Villareal Ward** This is a beautiful picture 🥰

Like · Reply · Message · 13h



2



Reymundo Jaimes



Sad · Reply · Message · 13h



**Ignacio Vasquez**



Sad



Reply · Message · 14h



1

Use App 📱



Tampa Electric

Tampa Electric has supplied the Tampa Bay area with electricity since 1899. Its West Central Florida...

See More

**Page Tips**

See All



**Know Friends Who Might Like Your Page?**

Invite friends to like Tampa Electric and help you connect with more people.



**Create a Group for Your Page** ✕

Help your audience connect in a group. Groups are separate spaces for people to have discussions, plan events, share photos and more. You can interact with people in the group as your Page or yourself.

See All Page Tips

86% response rate, 12 hours response time



time

Respond faster to turn on the badge



15K likes +182 this week

Martha Monfried and 15 other friends



16K follows

**See Pages Feed**



Posts from Pages you've liked as your Page



267 were here 0 this week

Vinny Tafuro and Lynn McCall Pushman



133,175 post reach this week

...

**Community**

See All



Raymond Matava and 16 other friends like this or have checked in



Invite Friends



15,352 people like this



16,179 people follow this

**About**

See All





today. Sigh. Where does the time go.

Tag Photo Add Location Edit

14

3 Comments  
2 Shares

Like Comment Share

Most Relevant ▾



Top Fan

**Carol O'Neill** Oh no! No more lamb cam? I love watching it.

Like · Reply · Message · 3w



**Tampa Electric** Carol O'Neill, so do we! The lambs have all grown up. You can always come back and watch the lambcam videos. We'll leave them on our page so we can all go back in time...

Like · Reply

· Commented on by Nicole Paksoy [?] · 3w



Top Fan

**Arcadia Lopez**



Tampa Electric

@tampaelectric

Home

e-News Update Sign Up

Posts

Videos

Photos

About

Community

Groups

Info and Ads

e-News Update Signup

Jobs

Events

Promote

Manage Promotions

Liked Following Share ...

Ignacio Vasquez



Sad · Reply · Message · 14h



Rogelio Aguilar I'm gonna boycott y'all of y'all do 🙄🙄🙄

Sad · Reply · Message · 14h



Rogelio Aguilar Give us a good reason

Like · Reply · Message · 14h



Tampa Electric Rogelio Aguilar we're so glad you and your friends enjoyed TECOLambCam. We did too. The birthing season has ended and the lambs are all grown up. You can view the lamb cam videos anytime, we will leave those on our page.

Like · Reply · Commented on by Nicole Paksoy [?] · 14h



Rogelio Aguilar Tampa Electric will y'all come back?

Like · Reply · Message · 13h



Tampa Electric Rogelio Aguilar we hope to be back next birthing season.

Like · Reply · Commented on by Nicole Paksoy [?] · 12h



Rogelio Aguilar sweet when will that be? #makelambcamgreatagain

Like · Reply · Message · 12h



Tampa Electric Rogelio Aguilar the lambs arrive around middle of February.

Like · Reply · Commented on by Nicole Paksoy [?] · 12h



Ignacio Vasquez February February

Like · Reply · Message · 11h



Write a reply...



Rogelio Aguilar Wow why tho

Sad · Reply · Message · 14h



Rodrigo Aguilar Wtf

Like · Reply · Message · 14h



Ignacio Vasquez Rogelio Reymundo Rodrigo

Like · Reply · Message · 15h · Edited

Write a comment...

### About



Promote your business directly to 702 N Franklin St

Promote Local Business

702 N Franklin St  
Tampa, Florida 33604  
Get Directions

(813) 223-0800

Typically replies within 1 hour  
Send Message

http://www.tampaelectric.com

Energy Company

Hours 7:30 AM - 5:00 PM  
Open Now

Suggest Edits

### Page Transparency

Facebook is showing information about this page because it helps understand the purpose of the page by the people who manage it.

Page created - June 2015

### Pages Liked by This Page



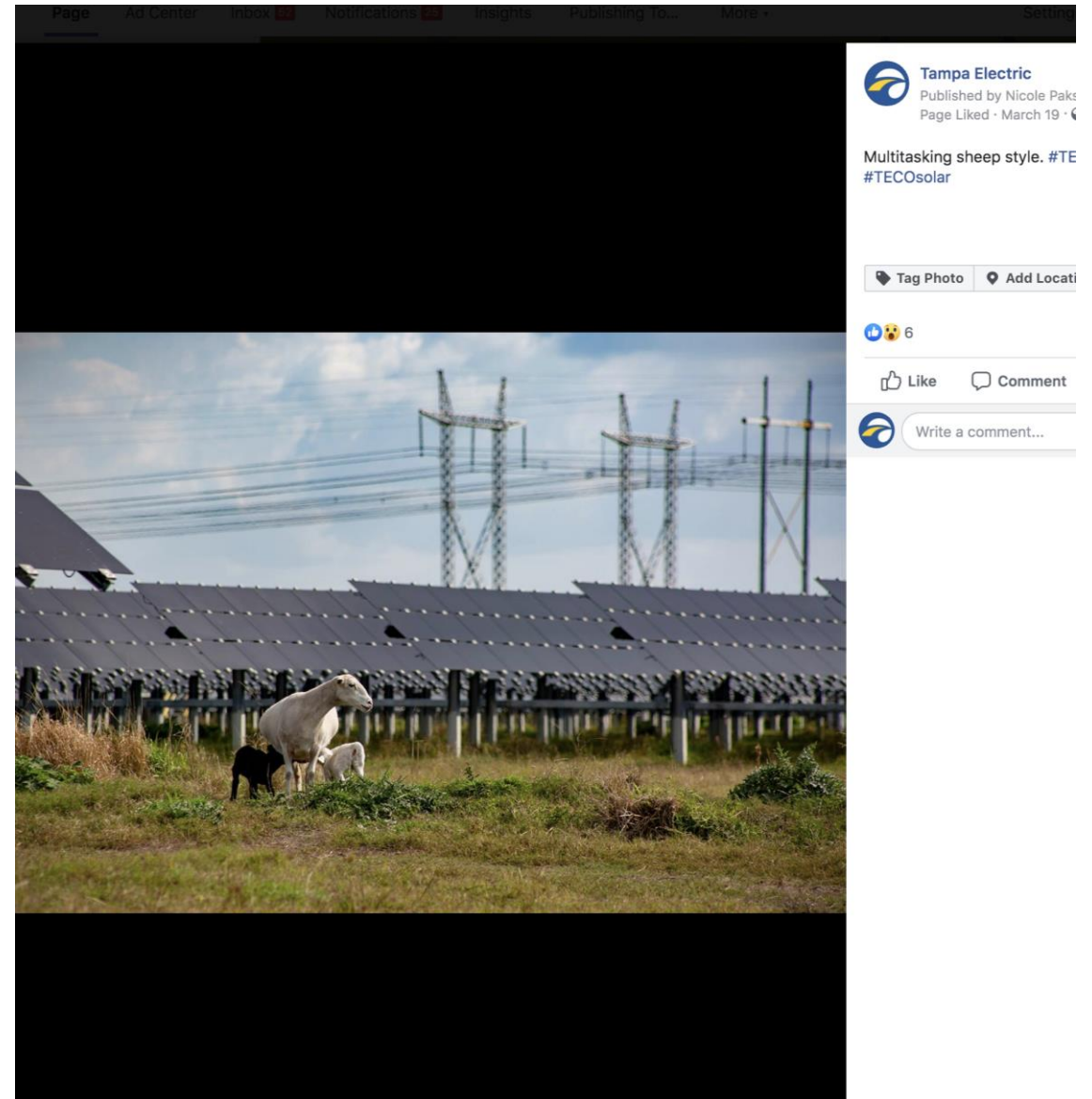
Temple Terrace



Molly the Dog



Dominica







Tampa Electric

@tampaelectric

Home

e-News Update Sign Up

Posts

Videos

Photos

About

Community

Groups

Info and Ads

e-News Update Signup

Jobs

Events

Promote

Liked Following Share ...



Sad · Reply · Message · 14h



Rogelio Aguilar I'm gonna boycott y'all of y'all do 🙄🙄🙄

Sad · Reply · Message · 14h



Rogelio Aguilar Give us a good reason

Like · Reply · Message · 14h



Tampa Electric Rogelio Aguilar we're so glad you and your friends enjoyed TECOLambCam. We did too. The birthing season has ended and the lambs are all grown up. You can view the lamb cam videos anytime, we will leave those on our page.

Like · Reply · Commented on by Nicole Paksoy [?] · 14h



Rogelio Aguilar Tampa Electric will y'all come back?

Like · Reply · Message · 13h



Tampa Electric Rogelio Aguilar we hope to be back next birthing season.

Like · Reply · Commented on by Nicole Paksoy [?] · 12h



Rogelio Aguilar sweet when will that be?  
#makelambcamgreatagain

Like · Reply · Message · 12h



Tampa Electric Rogelio Aguilar the lambs arrive around middle of February.

Like · Reply · Commented on by Nicole Paksoy [?] · 12h

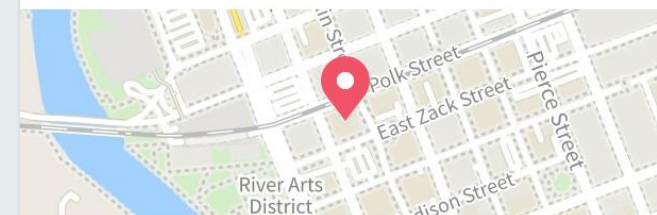


Ignacio Vasquez February February

Use App

About

See All



Promote your business locally to lead people directly to 702 N Franklin St.

Promote Local Business

702 N Franklin St  
Tampa, Florida 33602

Get Directions

(813) 223-0800

Typically replies within a day  
Send Message

http://www.tampae...

Promote Website

Energy Company

Hours 7:30 AM - 6:00 PM  
Open Now

Suggest Edits

Page Transparency

See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.



#TECOLambCam may be coming to an end Friday, but Big Bend Solar will keep producing 20 megawatts of clean energy for a long time for the residents of Tampa Bay.

Tag Photo Add Location Edit

28

23 Comments  
3 Shares

Like Comment Share

Most Relevant



**Angie Roberts Ebanks** No, so sad! Love the lamb Cam!

Like · Reply · Message · 3w



1



Top Fan

**Mahria Siegrist** I've enjoyed watching and listening to the babies! ❤️ Can't wait to see the new batch next season. Keep up the great work guys! 👍😊

Like · Reply · Message · 3w



2



**Tampa Electric** Mahria Siegrist, thank you very much.



# TECO hires eco-friendly hungry sheep to 'mow' grass in expanding solar energy fields

Katahdin sheep from Maine eat grass

Posted: 3:04 AM, Feb 14, 2019 Updated: 6:07 AM, Feb 14, 2019



By: Sean Daly



## Local ABC News Coverage

# Live 'Lamb Cam' Shows Grazing Sheep In Solar Field

Tampa Electric has enlisted a team of environmentally friendly landscapers in its solar fields who literally work for food.

By D'Ann Lawrence White, Patch Staff

Feb 15, 2019 1:47 pm ET | Updated Feb 15, 2019 2:13 pm ET

Like 111 Share

Reply



APOLLO BEACH, FL -- When you're touting the benefits of solar to save energy and money, it hardly makes sense to use lawn mowers to mow your solar field.

# Earned Media





Will you do it  
again?



# Coming Soon

---

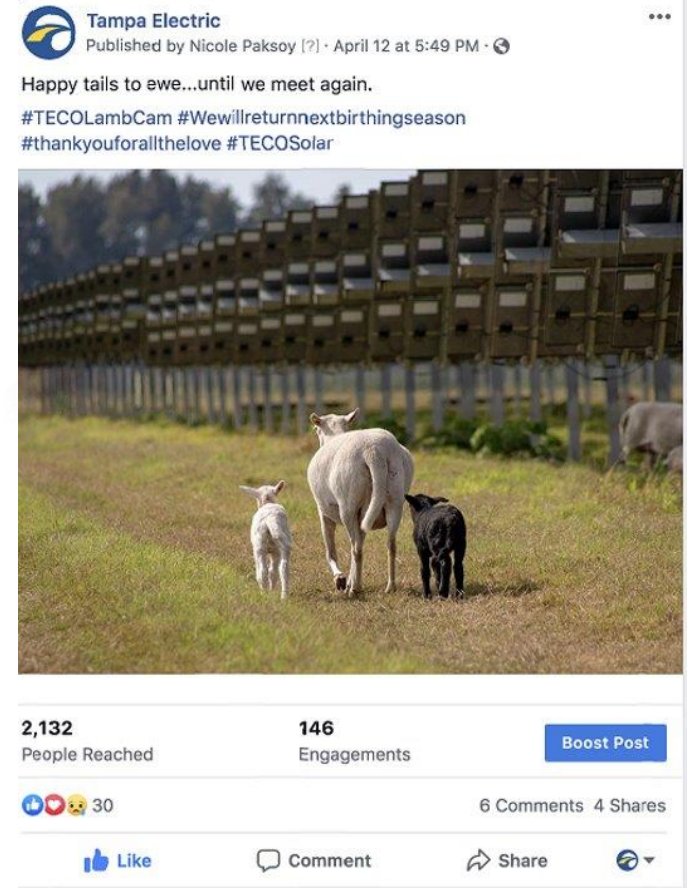
Aug 14th 11:00 am Eastern  
Innovative Marketing Approaches  
GA Power & The Home Depot

Aug 27th – 2:00 pm Eastern  
Simple Strategies to Engage Customers -  
NOVEC



# Questions





Baaaye....