

Analysis of Communications in Solar Energy

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Abstract: *People's preference for online has become increasingly pronounced lately. Companies have adapted to this trend by adopting new online communication channels. This paper presents both organic and paid results of research conducted on the Facebook page and Instagram profile of a micro-business.*

Key words: *online communication; social media; micro-enterprise; strategic communication; solar energy; green energy*

1. Introduction

New technologies have facilitated the rapid development of the online environment, bringing significant changes in communication. Both individual users and organisations have learnt to adapt to the high-speed digital world. These new platforms are constantly evolving, making it hard to imagine what they will look like after each update.

With this freedom of communication in the online space comes the need for continuous monitoring. The consequences are difficult or impossible to prevent. Even if messages are no longer shaped by the

media, people have become so sensitive that anything could offend someone. It is, therefore, very important to pay close attention to any distortion of organisational messages that may occur at the individual level. Companies need to learn how to manage (and address) negative comments and complaints on social media. Simply deleting them will not suffice. On the contrary, it will make people even angrier, damaging the company's reputation and driving customers away. A social media response strategy is very necessary for both preventing and overcoming a scandal.

The rapid evolution of technology has affected the entire business environment, but micro-businesses benefit the most from the changes.

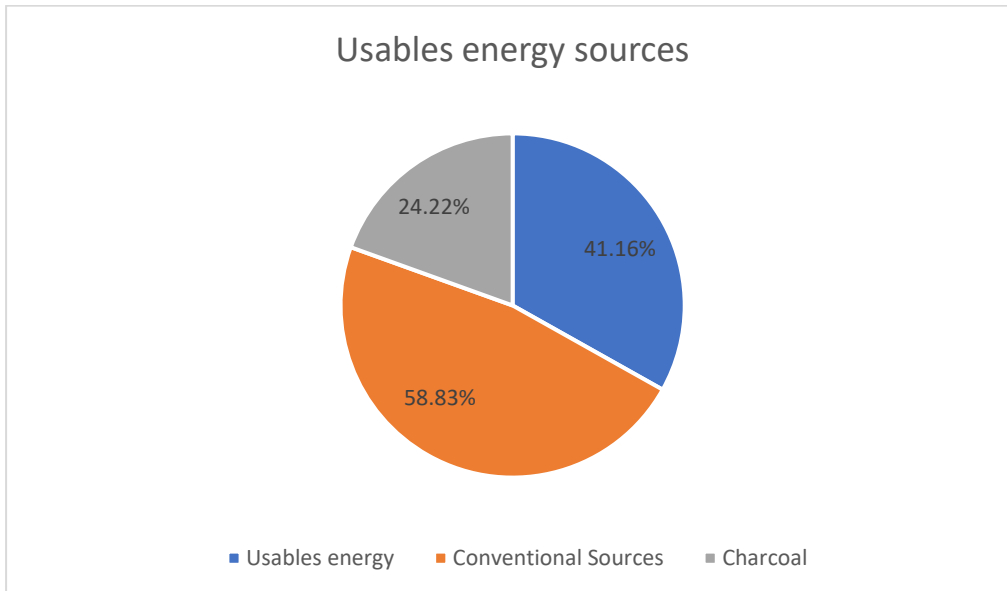
2. Research methods

The research was conducted on two of the most popular social networks at the moment, Facebook and LinkedIn, by analysing the text content, graphics, images, audio, video of the posts, as well as some of the key performance indicators for the entire research. While content analysis provides qualitative information, statistical analysis shows what has happened using past data from the platforms' perspectives. Combined, the two methods are used to understand audience preferences.

Active solar techniques include the use of photovoltaics, concentrated solar power and solar water heating to harness energy. Passive solar techniques include orienting a building to the sun, selecting materials with favourable thermal mass or light dispersion properties and designing spaces that naturally circulate air.

The large magnitude of available solar energy makes it a very attractive source of electricity.

In 2020, solar energy was the cheapest source of electricity. It will increase the energy security of countries through reliance on an indigenous, inexhaustible and largely import-independent resource, increase sustainability, reduce pollution and lower global warming mitigation costs, these benefits being global.



3. Results

Organic results

To better understand the content of the paper, a SWOT analysis was used. I have compared the company where I am currently working with several other companies in the same field of activity.

5 recommendations for choosing your photovoltaic panels

1. See how much energy you use: Look at your last year's energy bills and do a rough calculation to see which are your biggest consumers.
2. Make your consumption more efficient: Not only will this reduce the investment needed for your PV panels, it will also reduce your monthly bill. LED lighting, more energy-efficient appliances can be quick investments to pay for themselves.

3. Find out your roof's solar potential
4. Choose a kit that suits your needs and make sure the panels are installed at the right angle and orientation.
5. Buy them from an authorised supplier, with an invoice and a long guarantee. Also negotiate an annual maintenance package with the same company that does the installation.

In the online field every activity takes place on a certain platform. Some of the companies have chosen Facebook as a target group, others have chosen LinkedIn. None of these companies had activity on all social media platforms.

Solar Global	
<p>Strengths</p> <ul style="list-style-type: none"> - Wide international market opening - Security of development - Financial security of projects - Correct information in energy production 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Lack of support from Romanian authorities in development - Inadequate infrastructure for park access points - Lack of building materials - Attracting a certain social clientele
<p>Opportunities</p> <ul style="list-style-type: none"> - Public interest in solar power generation - Reducing current energy consumption - Increasing green energy consumption 	<p>Threats</p> <ul style="list-style-type: none"> - European funds blocked or delayed - Increasing competition in the solar energy market - Lack of distributors - Insufficient stock of materials

Figure 1 : SWOT analysis

It should come as no surprise that the paid reach is influenced by the ad spend, but targeting also plays an important part. What matters is not just how many people your ad reaches, but also what kind of

people end up seeing it. In order to reach the target audience, the micro-business has narrowed its focus to people that were located.

The topic of this paper is part of the field of online communication, but also touches on digital marketing (especially social media marketing).

For such small businesses, social media (as part of their online communication strategy) has many advantages, the most important one being cost savings.

Expert sources consulted

GRAPH OF TURNOVER (2022) Solar Global compared to the companies mentioned in the analysis

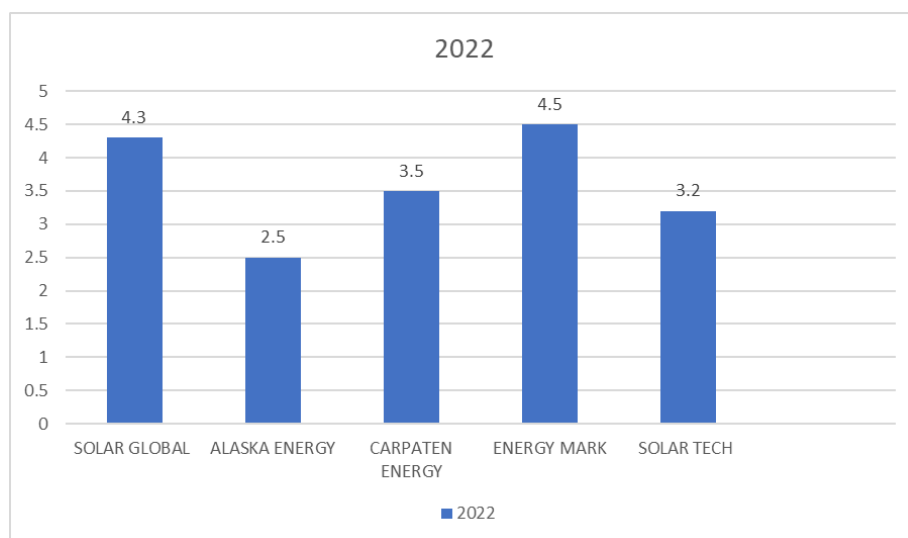


Figure 2 : Turnover graph

Conclusion

How do we define quality content?

It is a question many people ask themselves when planning their content marketing strategy. That is why it is important to clarify this point.

Quality content is content that is informative and which should answer the questions that potential customers ask.

The key qualitative approaches, i.e. interviewing, observation, and textual and discourse analysis, are described as examples of communication and exemplified with reference to studies of media organisations, media texts and media users. Finally, this paper considers the ways in which digital technologies are changing the conditions under which qualitative communications research will be undertaken in the future.

Increasingly, people are communicating not just over the air and through media, but in systems that accumulate both data and meta-data, which lend themselves to both commercial and academic applications.

GRAPH WITH ANALYSIS ON GLOBAL SOLAR SOCIAL PLATFORMS VS OTHER COMPANIES STUDIED IN THE ANALYSIS

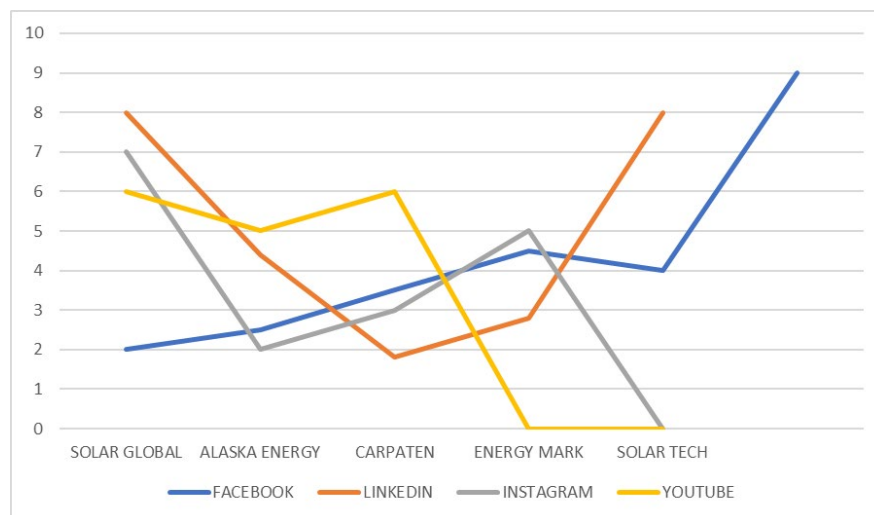


Figure 3 : Platform analysis chart

In conclusion, based on the analysis done in the research, the companies have a deficit of information that is made available to the public. Some of them have been able to promote themselves online and to make this tool called social media an asset for the company.

The energy field that was chosen to be studied is a growing one at the moment, being more productive and efficient every year and preferred by all the social categories and especially by investors.

The SWOT analysis shows the lack of information in this field. Every company chooses to promote itself on different social networks, but there is not enough activity as many of them have only image buttons on their websites.

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