



SAMPLE PUBLIC POWER WEEK SOCIAL MEDIA MESSAGES AND GRAPHICS

Post these messages on Facebook, Twitter, and Instagram during Public Power Week (October 3–9). Plug in your own information about any events you'll be hosting and use the hashtag #PublicPowerWeek, #PublicPower, and #WePowerOn. Follow the American Public Power Association at @PublicPowerOrg on Twitter to see what other utilities are doing to promote Public Power Week 2021.

Download the Public Power Week social media graphics depicted below:

https://appa2.sharepoint.com/:f/s/integratedmedia-ext/Eltswhl04W9Pp2gAFcvzhrUB_TD5MYzui4zsJZ5hLksifg?e=XZ83YL



Facebook/LinkedIn/Instagram

Note for Instagram: You can add up to 30 relevant hashtags to each post to increase the post reach. For example, you can add location-specific hashtags, like #WashingtonDC if you are posting in Washington, DC. You also should tag your city or a relevant place in your community by using the “add location” option when posting.

Message #1

Today kicks off #PublicPowerWeek! It’s a celebration of what matters most to us: YOU, our customers — because here in [CITY/COMMUNITY], we are #CommunityPowered!

<https://www.publicpower.org/event/public-power-week>





Message #2

#PublicPower utilities help you save money and energy! We aren't motivated by profits to sell more power, so we want to help reduce energy use. Plus, our staff, the people behind public power, make it a priority to be environmentally responsible because we live here, too. #PublicPowerWeek <https://www.publicpower.org/event/public-power-week>



Message #3

The people behind #PublicPower emPOWER the next generation of [CITY/COMMUNITY] when we make smart choices about our energy future. Have a family conversation about energy efficiency and be a #CommunityPowered hero! Happy #PublicPowerWeek! <https://www.publicpower.org/event/public-power-week>



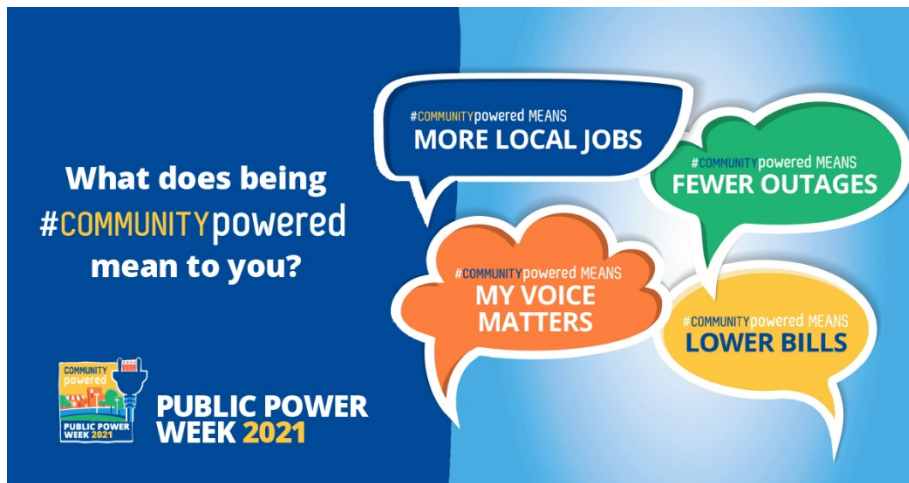


Message #4

#PublicPowerWeek is all about connecting with our community, but we want to hear from you all year round! Being #CommunityPowered means you have a say in how your community's electric utility is run. Share what public power does for you and make your voice heard!

Message #5

Join us in celebrating the people behind #PublicPower during #PublicPowerWeek. Our dedicated team members work in many departments including human resources, accounting, public relations, field supervision, and engineering and operations. And we pull together with a common goal: keeping *(community)* powered.





Message #6

Our team, the people behind #PublicPower, care about the quality of service provided to each of our customers. With local control and decision-making, you can make your voice heard! Tell us what being #CommunityPowered means to you! #PublicPowerWeek

Message #7

What are the perks of community-owned public power? Lower bills, fewer outages, and quality service from a dedicated team — a lot to celebrate this #PublicPowerWeek!

Message #8

In honor of #PublicPowerWeek, we celebrate the people behind #PublicPower. Our dedicated team members help keep our community up and running daily. Whether it's a normal day in the office or a difficult time during an unpredictable crisis, they work hard and keep our lights on!

Twitter

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<https://wearecommunitypowered.com/>





Message #2

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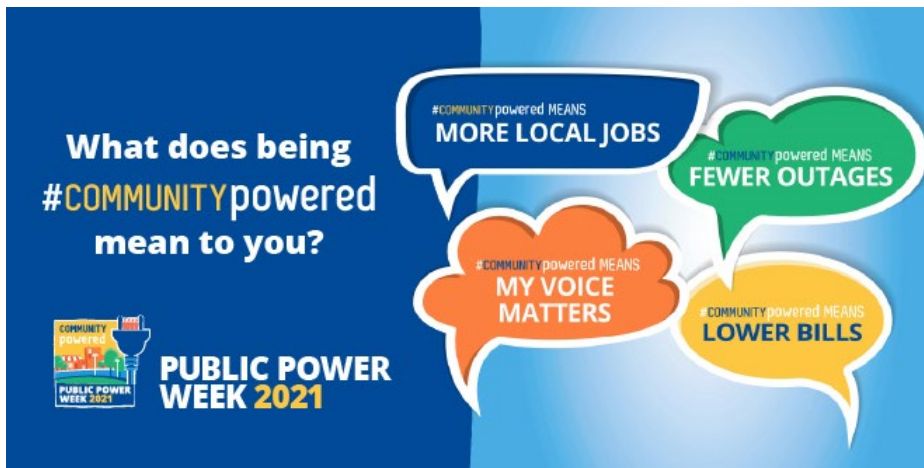


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Join us in celebrating the people behind the power during #PublicPowerWeek. Our team members work in many departments including human resources, accounting, public relations, field supervision, and operations. And we pull together with a common goal: keeping (*community*) powered.





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