



SAMPLE PUBLIC POWER WEEK SOCIAL MEDIA MESSAGES AND GRAPHICS

Post these messages on Facebook, Twitter, and Instagram during Public Power Week (October 4–10). Plug in your own information about any events you’ll be hosting and use the hashtag #PublicPowerWeek and #WePowerOn. Follow the American Public Power Association at @PublicPowerOrg to see what other utilities are doing to promote Public Power Week 2020.

Download the Public Power Week video depicted below:

<https://appa2.sharepoint.com/:f:/s/integratedmedia-ext/ErqUTjeV8nZMiWi45Cp6n88BuEkCzYjpuCcbRHFhxcLhIQ?e=jWfove>

Download the Public Power Week social media graphics depicted below:

https://appa2.sharepoint.com/:f:/s/integratedmedia-ext/EvMfH1Q5_CtAhR_5XD7rLfcB5bnUIcl00JDEAQD32WL7wA?e=3mcqWP

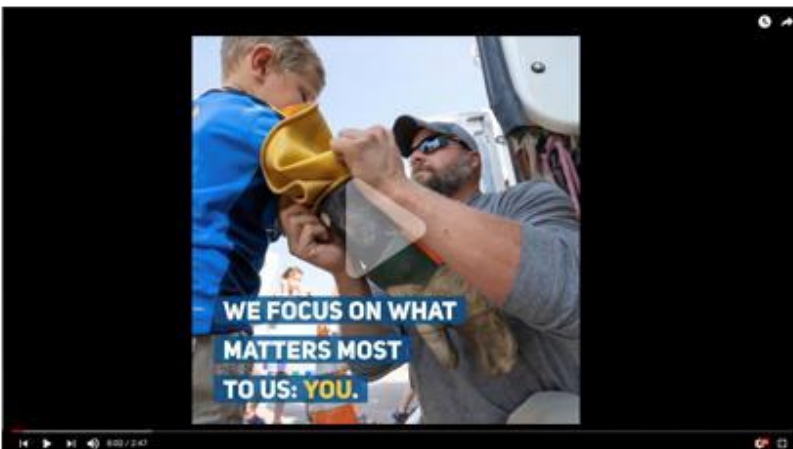


Facebook/Instagram

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

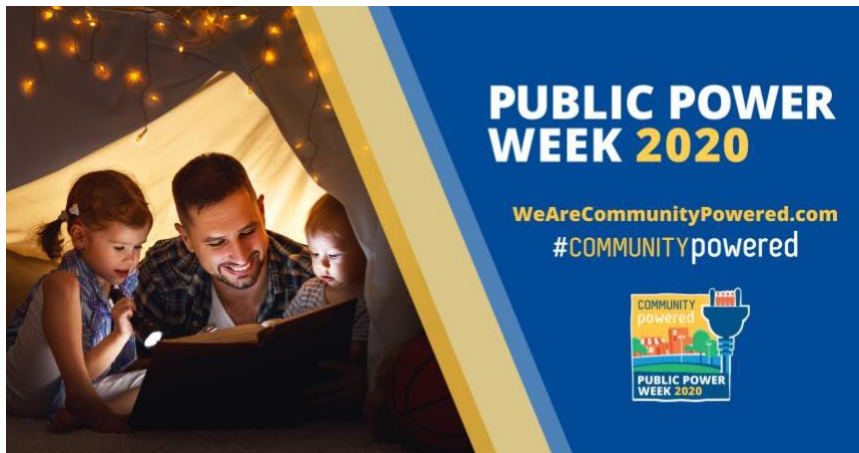
Today kicks off #PublicPowerWeek! It's a celebration of what matters most to us: YOU, our customers — because here in [CITY/COMMUNITY], we are #CommunityPowered! Watch this video about how public power helps to build better communities as #WePowerOn!
<https://wearecommunitypowered.com/>





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, we make it a priority to be environmentally responsible because we live here, too. #PublicPowerWeek
<https://wearecommunitypowered.com/>



Message #3

We 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://wearecommunitypowered.com/>



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!

<https://wearecommunitypowered.com/>

Message #5

What does community-owned mean? No shareholders, no vested interests, 100% yours. As a customer of [CITY/COMMUNITY], you are our top priority! #PublicPowerWeek

<https://wearecommunitypowered.com/>

What does being #COMMUNITYpowered mean to you?

- #COMMUNITYpowered MEANS **MORE LOCAL JOBS**
- #COMMUNITYpowered MEANS **FEWER OUTAGES**
- #COMMUNITYpowered MEANS **MY VOICE MATTERS**
- #COMMUNITYpowered MEANS **LOWER BILLS**

PUBLIC POWER WEEK 2020
WeAreCommunityPowered.com

PUBLIC POWER WEEK 2020

[WeAreCommunityPowered.com](https://wearecommunitypowered.com)
#COMMUNITYpowered



Message #6

We 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 <https://wearecommunitypowered.com/>

Message #7

What are the perks of community-owned public power? Lower bills, fewer outages, and quality service — a lot to celebrate this #PublicPowerWeek! <https://wearecommunitypowered.com/>

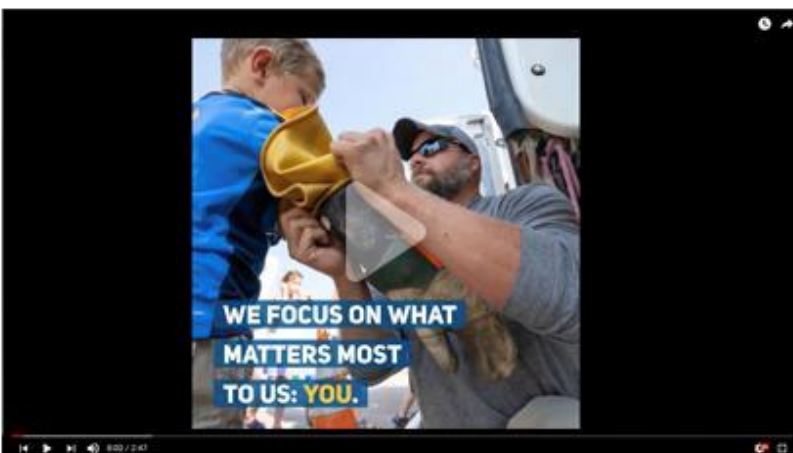
Message #8

Energy efficiency is important to us. Whether you generate your own power or partner to grow sustainable energy sources, we're here for you! Join us in celebrating #PublicPowerWeek by sharing meaningful conversations on the importance of #PublicPower. <https://wearecommunitypowered.com/>

Twitter

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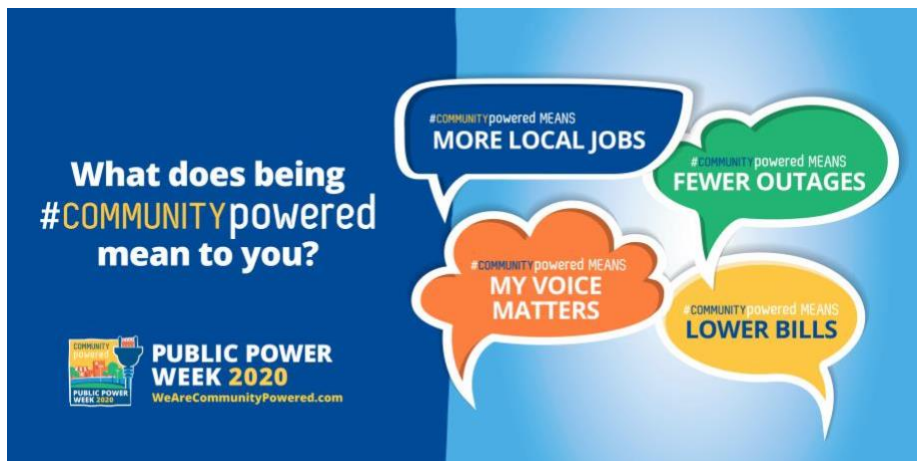


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