

2021 Virtual Public Power Rodeo Challenge

[Ice Bucket-Style Twitter Challenge]

Week of June 14-18

LINEWORKER RECOGNITION VIA AN ONLINE COMPETITION AMONGST PUBLIC POWER UTILITIES

APPA seeks to coordinate a national social media campaign amongst public power utilities in mid-June to both **thank our essential "front line" lineworkers** who have worked 24/7 through the pandemic and to **promote awareness of and participation in the planned in-person 2022 rodeo in Austin, TX.**

- APPA will coordinate a virtual "ice bucket" style lineworker challenge on Twitter over one dedicated work week, Monday, June 14 – Friday, June 18 (the week before APPA's National Conference).
- Participants must have a Twitter account.
- APPA is soliciting interest from across the membership. Participating members will then be divided up and assigned another utility to challenge on a specific day:
 - **What you need:** a utility Twitter account, a city/state/U.S. flag & a lineworker crew seeking fame.
 - APPA will provide video and Twitter post guidelines [below] and help coordinate with member utility communications leads.
 - For example, Participating Member A would be assigned to post/tweet their video on Monday morning and be assigned to challenge Member B. Member B would post/tweet their video on Tuesday morning and be assigned to challenge Member C (who will post on Wednesday morning).
- **Please let APPA know if you plan to participate, ideally by Friday, May 21.**

Video Guidelines

- Each participating member utility will create a **40-60 second video** to post on Twitter.
- Participants will introduce their utility's name and location – and a key feature about their city/town/service area – as a properly-equipped lineworker climbs a pole to display a flag.
- Each member will briefly discuss the benefits of working for a public power utility and the key role "front line" lineworkers have played in keeping the lights on 24/7 – even through the pandemic.
- At the end of the video, each participating member will challenge their assigned utility and say that they hope to see everyone at the in-person rodeo in Austin next year.
- We encourage members to be creative with theme music, wearing utility t-shirts, a special backdrop, a relay to raise their flag, etc. Those with video editing capabilities can also include the name of their utility and location on their video on the screen.

APPA will compile a video teaser to post before the online Twitter challenge. APPA will also compile a video afterward to post highlighting participants after the Twitter challenge.

Twitter Post Guidelines

- APPA to circulate draft tweet verbiage that participating members can use/edit. Tweets must include the #PublicPower and/or #CommunityPowered hashtags, Examples include:
 - **These are our essential #PublicPower lineworkers, keeping our lights on. We challenge @_____ to show your public power pride. Hope to see you in Austin at the 2022 Rodeo!**
 - **Our lineworkers are community heroes who keep the power on! Hey, @_____ we challenge you to show your #PublicPower pride and climb a pole! Hope to see you next year in Austin, TX!**
- APPA will assign you a participating utility to challenge – who you will call out in your video and include in your Twitter post [sample above].
- Called out utilities are welcome to similarly call out another utility.
- Videos must be posted on the morning of your assigned day.