



SAMPLE PUBLIC POWER WEEK SOCIAL MEDIA MESSAGES AND GRAPHICS

Post these messages on Facebook, X (formerly Twitter), LinkedIn, and Instagram during Public Power Week (October 5–11). Edit the posts as needed, plugging in specific information about your events, and use the hashtags #PublicPowerWeek and #PublicPower. Follow the American Public Power Association on [X](#), [Facebook](#), [LinkedIn](#), and [Instagram](#) to see what other utilities are doing to promote Public Power Week 2025.

- [Download](#) the 2025 Public Power Week social media graphics shown in this document (ZIP file).
- Download the 2025 Public Power Week animated video, Public Power: 2,000 Utilities. One Purpose: [with APPA logo](#) (1:13) | [no logo version](#) (1:08)



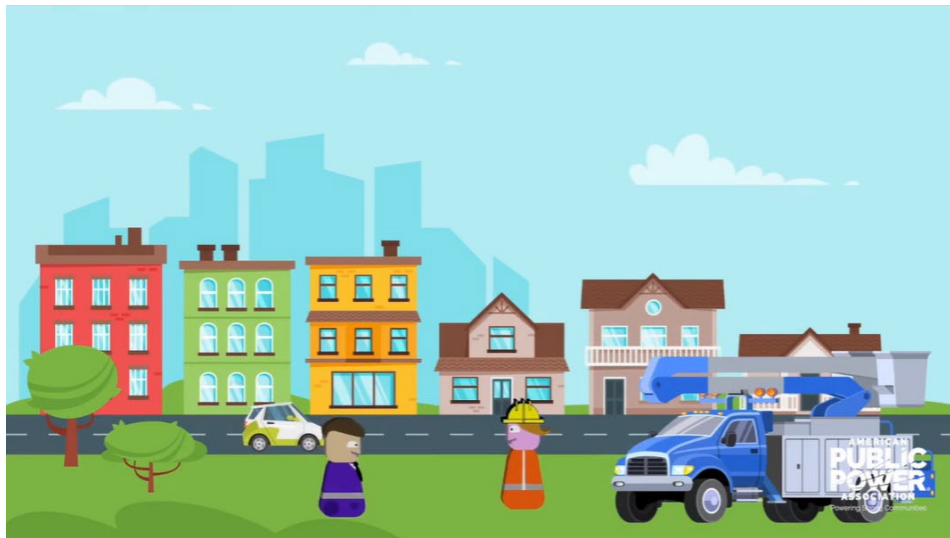


Facebook/LinkedIn/Instagram/X

Note for Instagram: You can add up to 30 relevant hashtags to each post to increase its reach. For example, you can add location-specific hashtags, like #WashingtonDC, based on where you are posting. You should also 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. That’s because here in [CITY/COMMUNITY], we are a #PublicPower community! Our friends and neighbors at [UTILITY NAME] serve us the electricity we rely upon. [UTILITY NAME] is one of 2,000 public power utilities across the nation, all serving one purpose: building strong communities. Watch this short video to learn more: <https://youtu.be/MzU4tiohHrA?feature=shared> #CommunityPowered





Message #2

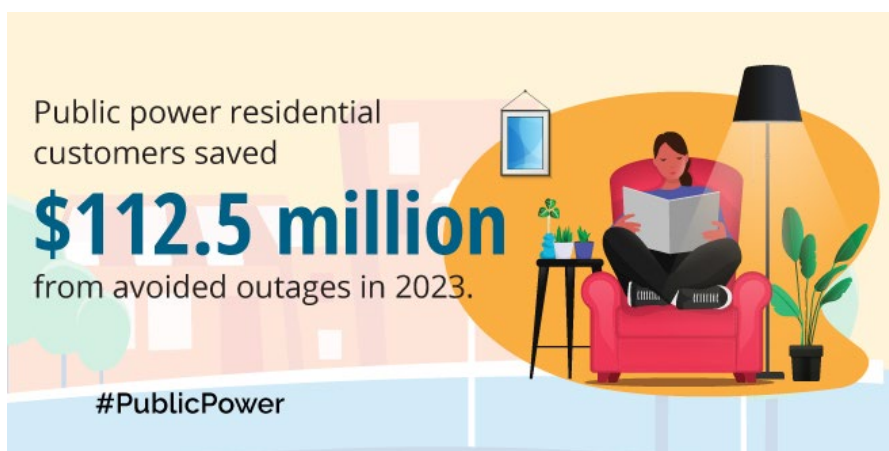
Did you know #PublicPower utilities provide excellent community support? In fact, they contribute 9% more to their communities compared to for-profit utilities! Join us from October 5–11 to celebrate Public Power Week and learn more about how #BetterServiceSaves. #CommunityPowered #PublicPowerWeek #CommunityPowered



(Source: Median payments for public power and IOUs based on data in the Public Power Pays Back report from May 2024.)

Message #3

#PublicPower means less disruption and more reliability. Customers of public power utilities like [UTILITY NAME] have more time with the lights on, with the average customer experiencing 72 more minutes each year not worrying about outages. That translates to 25.6 million hours with power that would have been lost if served by a different utility type. That's \$112.5 million that public power residential customers didn't lose to outages. Happy #PublicPowerWeek! #CommunityPowered





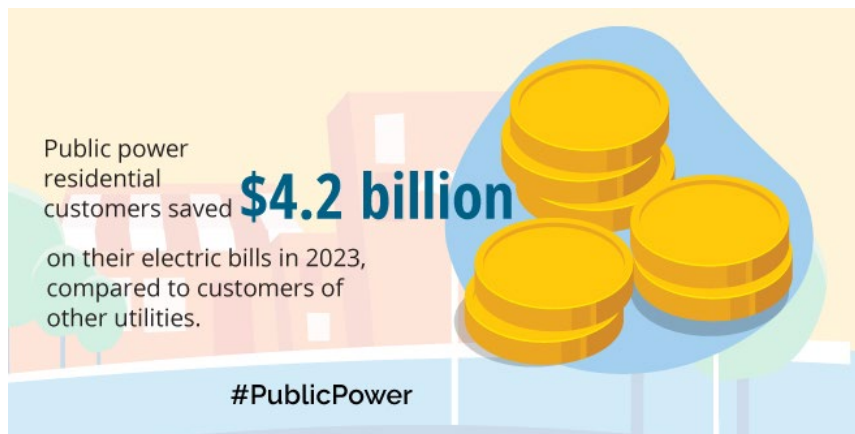
(Based on reliability data submitted to EIA for 2023 for utilities using the IEEE standards for SAIDI, SAIFI, and CAIDI. Associated cost savings derived from the difference in these metrics from the Lawrence Berkeley National Laboratory's Interruption Cost Estimator Calculator.)

Message #4

#PublicPowerWeek is all about connecting with our community, but we want to hear from you all year long! Living in a #PublicPower community means you have a say in how your electric utility is run. Share what public power does for you and make your voice heard! [YOUR WEBSITE URL]
#CommunityPowered

Message #5

Each year, #CommunityPowered #utilities across the U.S. highlight the benefits of #PublicPower during #PublicPowerWeek. For example, in 2023, residential customers saved an average of \$191.97 on their electric bills — totaling \$4.2 billion in savings nationwide. #EnergySavings



(Source: Savings extrapolated from average bills of customers of each utility type, based on average revenue per kilowatt hour and average electric usage for residential customers of public power, cooperative, and investor-owned utilities. Averages based on data reported to the Energy Information Administration, Form 861 for 2023.)

Message #6

With local decision-making, you can make your voice heard! Tell us what being in a #PublicPower community means to you. #PublicPowerWeek [YOUR WEBSITE URL] #CommunityPowered



Message #7

What are the perks of community-owned #PublicPower? Collectively, public power customers save \$4,329,087,944 each year! 2,000 utilities with one purpose: building strong communities. Lower bills, fewer outages, and quality service from a dedicated team — a lot to celebrate this #PublicPowerWeek! [YOUR WEBSITE URL] #CommunityPowered



Message #8

Join (COMMUNITY NAME) in celebrating #PublicPowerWeek! [UTILITY NAME] is one of 2,000 #PublicPower utilities across the nation, all serving one purpose: building strong communities. [YOUR WEBSITE URL] #CommunityPowered

Message #9

[YOUR UTILITY] cares about keeping the lights on in our community, as well as helping our customers save energy and money. So when you see #PublicPower utility workers around town, be sure to thank them for keeping you powered! #PublicPowerWeek [YOUR WEBSITE URL] #CommunityPowered

Message #10

When you flip on a light switch, do you ever think about where that power comes from? #PublicPowerWeek is a celebration of your community's utility, [YOUR UTILITY NAME]. [UTILITY NAME] is one of 2,000 public power utilities across the nation, all serving one purpose: building strong communities. [YOUR WEBSITE URL] #CommunityPowered