

APRIL

THEME: **Trustworthy / Environmentally Responsible**

FROM THE SURVEY:
Be Trustworthy.

Your local utility is viewed as a trusted resource. Local, accountable community members provide customers with safe and reliable power. Communicate during outages, share openly about upcoming plans, costs and billing, working together to bring reliable energy solutions to homes and businesses.

Key Topics

- Trustworthiness
- Energy Star Rebates
- Appliance Recycling
- Tree Power
- Choose Renewable
- Going Solar (<https://wppienergy.org/solar-communications/>)

SOCIAL POSTS

Week of April 3

- National Safe Digging Month
- Power Outage Food Safety Tips
- The Power of Trust

Week of April 10

- Earning Your Trust
- Environmentally Responsible
- Choose Renewable

Week of April 17

- Lineworker Appreciation Day 4/18
- Earth Day 4/22
- Going Solar Posts

Week of April 24

- Tree Power
- Arbor Day 4/28

Take It Further

- Take photos of your lineworkers. Post one or more each week on your website and/or social channels leading up to Lineworker Appreciation Day on 4/18.
- Distribute press release/info-graphic about your local utility and environmental responsibility. Trust Public Power to Protect the Environment.
- Reach out to local schools to offer resources, such as take-home info sheets or printable coloring pages for Earth Day, Thank A Lineworker Day or Arbor Day.
- Purchase a limited number of small saplings. Offer free/reduced trees for Arbor Day while supplies last. Promote on social, in email newsletters and on website.



Co-op News Ads
Week Of :

April 10

May 8

June 5

MAY

THEME: **Transparency**

FROM THE SURVEY:
Be Transparent.

Customers want to be in-the-know. Provide clear, complete and easily accessible information to customers. Acknowledge problems when they arise and what's being done to fix them.

Key Topics

- Digger's Hotline
- Scholarship Recipients
- Storm-Related Outages
- Hometown Service

SOCIAL POSTS

Week of May 1

- National Electrical Safety Month
- Hometown Service

Week of May 8

- Spring Cleaning for Energy Savings

Week of May 15

- Bike to Work Week May 15-21
- Bike to Work Day Friday, May 19

Week of May 22

- Congratulations Graduates!
- Energy-Efficient Landscaping

Week of May 29

- Happy Memorial Day/ Office Closed

Take It Further

- Outages: Share resources to help customers be prepared & informed. Communicate what your local utility does to prevent outages, including role of lineworkers.
- Celebrate Careers in Energy - promote scholarship offerings and the ways your local utility supports energy education.
- Press release/infographic for local newspaper and social about Ways to Reduce Summer Energy Costs.
- Spring Cleaning - Host an electronics recycling event for customers.

JUNE

THEME: **Transparency**

FROM THE SURVEY:
Be Transparent.

Tell customers how they can access information from you via your website and social media. Keep your website up to date, and be sure to tell your customers you are always open to feedback on how to better serve the community.

Key Topics

- AC Tune-Up
- Lower Summer Energy Costs
- Storm Safety
- Shared Savings Program

SOCIAL POSTS

Week of June 5

- June is National Safety Month

Week of June 12

- Storm Safety
- Shared Savings Program
- Public Power Day of Giving, 6/16

Week of June 19

- First Day of Summer
- Adjusting to Summer Temps

Week of June 26

- Central Air Care
- Summer Energy Tips

Take It Further

- Press release/infographic for web content and local newspaper about how we prevent outages and what to do to prepare. Role of lineworkers in preventing as well as resolving outages.
- Stay Safe Contacts downloadable PDF or fridge magnet giveaway of Local Utility Contact Info in case of emergency to post at home. Promote on website and in social posts.



Member
Toolkit



Monthly
Social
Posts



JULY

THEME: **Environmentally Responsible**

FROM THE SURVEY:
Be Environmentally Responsible.

Convey what you're doing as a public power utility to plan for the future in a way that's environmentally responsible. Share resources and information on renewable energy technologies. Educate customers on how you can help them make informed decisions, and communicate your commitment to a sustainable environment.

SOCIAL POSTS

Key Topics	Week of July 3	Week of July 10	Week of July 17	Week of July 24	Week of July 31
<ul style="list-style-type: none"> Environmentally Responsible Lower Summer Energy Costs Nights & Weekends Smart Plan Summer Savings Tips Going Solar Tree Power 	<ul style="list-style-type: none"> Environmentally Responsible Independence Day July 4th National Grilling Month 	<ul style="list-style-type: none"> National Ice Cream Day 7/16 	<ul style="list-style-type: none"> Summer Savings Tips Nights & Weekends Smart Plan 	<ul style="list-style-type: none"> World Conservation Day 7/28 Tree Power 	<ul style="list-style-type: none"> Beat The Heat Tips

Take It Further

- Host an ice cream social for National Ice Cream Day 7/16 or ask utility staff to help deliver free ice cream to area businesses and community groups to say thank you.
- Participate in your local Independence Day Parade with candy and flyers while wearing your local utility swag to take part in being a community asset.
- Press release/infographic on renewable energy and environmental responsibility.



Co-op News Ads Week Of :

July 10

August 7

September 4

AUGUST

THEME: **Affordable Power**

FROM THE SURVEY:
Communicate Affordable Power.

Work with customers to help manage energy costs. Share how you're working to keep costs down through innovative system upgrades, long-term planning and reduced operating costs. Provide open communication when planning new services, system projects or rate changes.

SOCIAL POSTS

Key Topics	Week of July 31	Week of Aug 7	Week of Aug 14	Week of Aug 21	Week of Aug 28
<ul style="list-style-type: none"> Beware of Scams Nights & Weekends Smart Plan Business Programs Shared Savings 	<ul style="list-style-type: none"> Affordable Power 	<ul style="list-style-type: none"> Nights & Weekends Savings 	<ul style="list-style-type: none"> National Relaxation Day 8/15 Business Programs (WI) 	<ul style="list-style-type: none"> National Honeybee Day 8/21 Back to School 	<ul style="list-style-type: none"> Labor Day Mon, Sept 4

Take It Further

- Host a Business Breakfast or provide handouts and speak at local Chamber of Commerce meeting to highlight Business Programs that can save energy costs.
- Affordable Power Content/Infographic – What's Being Done to Keep Costs Down and Provide for Affordable Power for the Future.
- Plan and prepare for Public Power Week Efforts.



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SEPTEMBER

THEMES: **Public Power Week/ Customer Appreciation**

FROM THE SURVEY:
Show Appreciation.

Invest time and energy in your local community, and demonstrate that you're accessible and approachable as a fellow member of the community you serve. Showcase the benefits of living in a community with a public power utility.

SOCIAL POSTS

Key Topics	Week of Sept 4	Week of Sept 11	Week of Sept 18	Week of Sept 25
<ul style="list-style-type: none"> LED Lighting Choose Renewable Tree Power Smart Thermostat Rebate Electric Vehicles 	<ul style="list-style-type: none"> Affordable Power National Read a Book Day 9/6 	<ul style="list-style-type: none"> Back to School Energy Savings National Cleanup Day 9/16 	<ul style="list-style-type: none"> Partnering with our Schools Car-Free Day 9/22 First Day of Autumn 9/23 	<ul style="list-style-type: none"> Partnering with our Schools National Good Neighbor Day 9/28 National Drive Electric Week

Take It Further

- Show customer appreciation. Host prize drawings for local area gift cards to buy LED Lighting, shade trees, smart thermostats, etc. for anyone who contacts your local utility during September to ask about new energy savings programs.
- Electric Vehicle Education: Educate customers on the benefits of electric vehicles and how the local utility can be a resource, including EV programs and incentives available.
- Plan and prepare for Public Power Week Efforts.

Member Toolkit



Monthly Social Posts



Q4 2023

YOUR POWER PLAN FOR MARKETING & COMMUNICATIONS

OCTOBER

THEME: **Public Power Week**

FROM THE SURVEY:
Celebrate Public Power Week.

Take pride in the vital role you play in providing reliable, affordable and environmentally responsible power for the community you live in and love.

Key Topics

- Public Power Week
- Energy Assistance
- Phantom Load Awareness

SOCIAL POSTS

Week of Oct 2

PUBLIC POWER WEEK

Week of Oct 9

■ Indoor Savings Tips

Week of Oct 16

■ Energy Vampires

Week of Oct 23

■ Phantom Load

Week of Oct 30

■ Happy Halloween
■ Halloween Electrical Safety Tips

Take It Further

- Press release/Infographic that highlights the impact locally-owned public power and renewable energy have on the local community timed with Public Power Week.
- Consider participating in your local high school's Homecoming Parade handing out treats, or hand out Public Power Week info/stickers depending on parade timing.
- Reverse Trick or Treating (take treats to locations/businesses) to let your community know it's your "Treat" to serve them timed with Public Power Week.



Co-op News Ads Week Of:

- October 2
- November 6
- December 4

NOVEMBER

THEME: **Community Asset**

FROM THE SURVEY:
Invest in your Community.

Be present and active members of the local community. We are fellow members of the communities we serve, and we take pride in actively strengthening our local community for our neighbors and ourselves.

Key Topics

- Hometown Service
- Energy Assistance
- Winter Savings Tips
- Holiday Lighting
- Indoor Savings Tips

SOCIAL POSTS

Week of Oct 30

■ Hometown Service
■ National Smart Home Day 11/3

Week of Nov 6

■ Veteran's Day 11/11

Week of Nov 13

■ Energy Assistance
■ America Recycles Day 11/15
■ National Take A Hike Day 11/17

Week of Nov 20

■ Thanksgiving Energy Savings Tips
■ Happy Thanksgiving
■ Shop Local/Small Biz Saturday

Week of Nov 27

■ Giving Tuesday 11/30

Take It Further

- Host a Business Customer Breakfast to say thank you and share more about Business Programs and energy savings opportunities. Or present at your local Chamber meeting.
- Consider being a drop off/collection point for canned goods donations for your local food pantry leading up to Giving Tuesday 11/30.
- Press release/infographic on Winter Energy Savings Tips.

DECEMBER

THEME: **Community Asset**

FROM THE SURVEY:
Invest in your Community.

The local utility belongs to everyone in the community. Share your commitment and support for quality local jobs, hanging up holiday lights downtown, volunteering at hometown events and providing student scholarships. We're here when you need us.

Key Topics

- Holiday Savings Tips
- Winter Savings Tips
- Holiday Lighting
- Happy Holidays
- Energy Assistance

SOCIAL POSTS

Week of Dec 4

■ Community Asset
■ Hanukkah 12/7-12/15

Week of Dec 11

■ Energy Assistance
■ Holiday Savings Tips
■ Holiday Lighting

Week of Dec 18

■ Outages Don't Take Holidays
■ Holiday Savings Tips
■ Happy Holidays

Week of Dec 25

■ New Electronics/Discard Safely
■ Happy New Year 1/1/2024

Take It Further

- Host /sponsor local LED Holiday Tree Lighting. Offer to recycle old holiday lights, offer prizes/giveaways of LED holiday lighting kits in exchange for canned food or toy donations.
- Local school outreach: Offer downloadable printable take-home tips or coloring pages that include energy savings tips for winter/holidays.
- Press release/infographic regarding Holiday & Winter Energy Savings Tips.



Member Toolkit



Monthly Social Posts



Q1 2024

YOUR POWER PLAN FOR MARKETING & COMMUNICATIONS

JANUARY

THEME: **Reliability**

FROM THE SURVEY:
Be Reliable.

Your local utility is committed to providing safe and reliable electricity, today and in the future. Don't just contact customers when the power goes out; remind them when it is on and everything you are doing to keep it that way.

Key Topics

- Reliability
- Energy Assistance
- New Year's Savings Resolutions
- Statewide Partnerships (residential)
- Indoor Savings Tips

SOCIAL POSTS

Week of Jan 1

- Happy New Year 1/1
- New Year's Savings Resolutions
- Reliability Always On Call

Week of Jan 8

- Smoke & CO Detectors
- Energy Preparedness

Week of Jan 15

- MLK Day 1/15
- Indoor Savings Tips
- Energy Assistance
- Nat'l Squirrel Appreciation 1/21

Week of Jan 22

- January Savings
- Winter Storm Safety
- Where to Go for Info on Outages

Week of Jan 29

- Energy Assistance
- Statewide Partnerships

Take It Further

- Reliable Power content via press release/infographic and on website about where to go for info in the event of an outage, and what your local utility does to prevent outages.
- Consider being an ongoing drop off point for donations of canned goods, outerwear or other local organizations who serve those in need in your community.
- Press release/infographic on ways your local utility provides energy assistance to families in need and programs available.



Co-op News Ads
Week Of :

- January 8
- February 12
- March 11

FEBRUARY

THEME: **Reliability**

FROM THE SURVEY:
Be Reliable.

Reliability means keeping go-to resources and information up to date. This lets customers that we care and that they can rely on us.

Key Topics

- Home Energy Report
- Scholarships Available
- Shared Savings Program
- Reliability
- Energy Assistance
- LED Lighting

SOCIAL POSTS

Week of Feb 5

- Our Promise: Reliable Power
- LED Lighting

Week of Feb 12

- Valentine's Balloon Safety
- Valentine's Day Savings Date Tips 2/14

Week of Feb 19

- Scholarships Available
- Engineers Week
- Energy Assistance
- My Account Mobile App Reminder

Week of Feb 26

- Scholarships Available
- Shared Savings Program
- Energy Assistance
- Space Heaters Safety

Take It Further

- Local school/preschool outreach. Downloadable printable coloring pages for Valentine's Day with "We Love Saving Energy" Winter Tips to take home.
- Press release/web content about last year's Scholarship Recipients "Where Are They Now" as way to introduce this year's scholarships available.
- Send "Love, Your Lineworker" Valentines to thank local residential and business customers.



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MARCH

THEME: **Trustworthy**

FROM THE SURVEY:
Be Trustworthy.

Show customers that you look out for their best interests. Keep communication open and consistent. Communicate during emergencies in multiple ways and showcase all available programs and services.

Key Topics

- Home Energy Report
- My Account
- Choose Renewable

SOCIAL POSTS

Week of March 4

- Earning Your Trust
- Online Bill Pay
- Daylight Savings Time 3/10

Week of March 11

- MyAccount Reminder
- St. Patrick's Day Save Some Green 3/17

Week of March 18

- Choose Renewable
- Renewable Energy Day 3/21
- March Madness Spring Energy Tips

Week of March 25

- The Power of Trust
- Spring Storm Safety Reminder

Take It Further

- Press release/infographic on Impact of Renewable Energy on our local community and environment. Call To Action = Choose Renewable Program.
- Local school outreach: offer visits and other resources to help Educators share helpful info with kids and their families about Renewable Energy.
- Highlight employees on website and social media and what they appreciate about being providers of reliable energy for the local community.

Member
Toolkit



Monthly
Social
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