

Value of Public Power

Social Media Content Guide



April 2025

Below is this month's social media content guide, featuring the copy and corresponding creatives/graphics for your use. **After downloading the zip file, please use the accompanying Word document for the copy, and the PNG files (and video file) for posting on your social media platforms.** If you have any questions or need assistance, please contact Director of Communications, Valerie Larson-Holmes: valerie.larson-holmes@mrenergy.com or 605-338-4042.

DATED POSTS:

- April 11 – National Pet Day
- April 18 – Lineworker Appreciation Day
- April 19-20 – Easter Weekend
- April 21-25 – National Work Zone Awareness Week
- April 22 – Earth Day
- April 25 – Arbor Day

April 11 – National Pet Day

It's #NationalPetDay! A day to spoil your best bud with extra treats and attention. As a pet owner, it's also a good time to remember to include them in your family emergency plan in case of spring storms and outages. Keep a selfie of you and your pet in your emergency kit — it's a simple way to help prove ownership, if needed.

#PetSafety #SafetyTips



April 18 – Lineworker Appreciation Day

It's #NationalLineworkerAppreciationDay! Lineworkers are the true heroes of our electric grid, braving tough conditions and working long hours. Today, we honor these dedicated men and women who work tirelessly to keep our homes and our community of <<Name of Community>> powered. We appreciate you today and every day!

#CommunityPowered #ElectricityHeroes



April 19-20 – Easter Weekend

We're here — to power togetherness, no matter where you or your loved ones are!

#PublicPower #WePowerOn



April 21-25 – National Work Zone Awareness Week

It's National Work Zone Awareness Week! Please slow down and stay alert in work zones —whether it's utility workers or road crews, using extra caution when behind the wheel could save a life. Respect the zone, so we all get home!

#WorkZoneAwareness #SafetyFirst



April 22 – Earth Day

Celebrate Earth Day by saving energy! Every small action makes a big difference!

- Upgrade to a smart thermostat for better efficiency
- Seal leaks around doors and windows to keep the air in
- Switch to LED bulbs — they use 75% less energy than incandescent!
- Clean or replace filters and coils in home appliances for optimal performance
- Embrace natural light — open the blinds and let the sunshine in!

Every day is Earth Day for public power! Our commitment to renewable energy will help protect the planet for future generations. How do you celebrate Earth Day?



April 25 – Arbor Day

Happy Arbor Day! Did you know that planting trees around your home can help cut down on heating and cooling costs? In the summer, leafy deciduous trees provide shade, keeping your home cool and reducing the need for air conditioning. In the fall, they shed their leaves, letting in sunlight to naturally warm your home in the winter.

#ArborDay #EnergySavingTips



The following VPP content may be used at your discretion throughout the month.

From sunrise to sunset, at <<Utility Name>>, we work hard behind the scenes to provide reliable and affordable energy to power your life! That's

#PublicPower!

#EmpoweringOurCommunity



Spring has arrived, making it the perfect time to dive into those outdoor DIY projects! April is National Safe Digging Month — a reminder that many utility lines are buried just inches below the surface. Protect yourself and avoid costly mistakes by calling 811 before you dig. It's fast, free and it's the law!

#Call811 #SafetyTips



Remember, look but don't touch! Utility flags are there to protect you, your family and your neighbors. If you're planning to dig, always call 811 first. Once underground utilities are marked, leave the flags alone — they're there for your safety!
#Call811 #SafetyTips



April showers may bring May flowers, but spring weather can also be full of surprises! Blizzards, thunderstorms and flooding can strike when you least expect it. Be #StormReady and stay ahead of the storm by following our social media channels for the latest service updates and important alerts. If you experience an outage, please report it.
#SafetyTips #EmpoweringOurCommunity



A neighborhood outage? Why is your power out if your neighbor's is on? Here are some possible explanations.



***SEE VIDEO

We're here to power our community when it matters the most.
#PublicPower #Reliability



We Power On! 24/7
We work 24/7 to make sure the music doesn't stop.
#WePowerOn



Did you know every dollar paid to a #PublicPower employee circulates through the local economy about 4 to 5 times? Public power keeps local dollars at home, strengthening our community and our economy. It's a win-win for everyone!

#LocalMatters #EmpoweringOurCommunity



Know the signs and beware of scammers pretending to be a utility employee. If you receive a call, text or email saying you've overpaid and asking for your banking or credit card information — it's a scam! Stay safe and never share your personal information. If you're unsure, please contact us directly, right away at <<Utility Phone Number or Email>>.

#CybersecurityTips



Did you know that letting in more natural light can help lower your energy bills? Open those blinds and let the sun do its magic! Not only does it brighten your space, but it also cuts down on the need for artificial lighting and even helps warm up your home on those chilly days.

#EnergySavingTips



Power your yard the smart way! Ditch the gas and make the move to electric outdoor tools!

Here's why electric tools are the smarter, cleaner choice:

- Eco-Friendly: Zero emissions – cleaner air for everyone
- Quiet Operation: Less noise, more peace (your neighbors will thank you!)
- Low Maintenance: No oil changes or fuel mixing — just plug in and go!
- Cost-Effective: Say goodbye to gas expenses and hello to saving
- Easy to Use: Lighter, faster starts – no more pull cords!

#PublicPower #GoElectric

