

**ElectriCities Social Media Messaging  
Public Power Week - October 2020**

**Collateral:**

* Sample Messages document
* ElectriCities Public Power Week toolkit: <https://www.electricities.com/public-power-week-resources/>
* APPA Public Power Week toolkit: <https://www.publicpower.org/event/public-power-week#event-1>

**Public Power Week – October 4 – 10, 2020   
#2020PPW and #ThePowerOfCommunity**

* Public Power Week starts on Sunday! It’s a whole week just for public power utilities like us—and public power communities like yours—and we plan to make the most of it. Tune in all next week for tips, facts, and fun events happening around our state. #2020PPW #ThePowerOfCommunity
* #PublicPowerWeek is next week and we’re celebrating with over 70 #NCPublicPower communities across the state! Oct. 4-10 gives us an occasion to celebrate our locally grown, locally owned power providers and utility workers. #2020PPW #ThePowerOfCommunity
* #PublicPowerWeek is here! And even though celebrations might look different this year due to COVID-19, there’s no better time to celebrate our public power frontline heroes for their hard work and sacrifices, especially given the challenges of this year. Are you excited to celebrate #ThePowerOfCommunity? We are! Tag us in your posts of your #hometownheroes with #2020PPW and shine a light on them!
* It just isn’t #PublicPower without YOU! On behalf of our 70+ member communities, we just want to #ThankYou for being the biggest part of what makes #NCPublicPower so special: customers like you! #PublicPowerWeek #2020PPW #ThePowerOfCommunity
* As a #CommunityOwned not-for-profit electric utility, #PublicPower exists to provide you with safe, reliable, and affordable energy. Through storms, hurricanes, natural disasters, and pandemics, we are here with you and for you – neighbors serving neighbors.
* It’s #PublicPowerWeek, and we’re celebrating the many hometown advantages of living in a #publicpower community. So, on behalf of the 70+ #NCPublicPower communities, #ThankYou for being our customer – we are proud to be Public Power! #2020PPW #ThePowerOfCommunity
* #DidYouKnow that #NCPublicPower serves 1.2 million customers? That’s more than the populations of Raleigh and Charlotte combined—AND North Carolina ranks among the top 10 providers of #publicpower in the nation! #CommunityPowered #2020PPW #ThePowerOfCommunity
* Do you own a business that runs on public power? Tell us what being #communitypowered means to you. #PublicPowerWeek #2020PPW #ThePowerOfCommunity
* What’s #PublicPowerWeek? Only the greatest week of the year! And as we dive into this electric celebration of community effort, we answer a simple, but important question: what IS a #PublicPower community? <https://youtu.be/-2iFL9c7T4k> #2020PPW #ThePowerOfCommunity
* Electricity is such a ubiquitous part of our lives, we don’t really even notice it—or stop to wonder where it comes from. This #PublicPowerWeek, power up your knowledge with this @publicpowerorg infographic about where your electricity comes from. #2020PPW #ThePowerOfCommunity <https://www.publicpower.org/sites/default/files/inline-images/29-Electrcity-Flow-Infographic.jpg>
* How can you find out if you’re #communitypowered? @publicpowerorg made it a snap with their #FindYourUtility tool! <https://wearecommunitypowered.com/#find> #2020PPW #ThePowerOfCommunity
* #PublicPowerWeek ends today—and we want to hear from YOU! What do you want to know about public power? Do you want to help manage your utility? Are you interested in how public power gets funded? How to use your electricity more efficiently? Tweet us your burning questions! #2020PPW #ThePowerOfCommunity