

**ElectriCities Social Media Messages
During Storms and Outages**

**1. Outage Messaging***Key Hashtags: #OutageUpdate, #StayTuned #ThankYou Key Theme: Clear, concise, consistent communication that manages expectations; Thank you for your patience.*

We are aware of an outage affecting [XXX] number of customers at [XXX areas / street names]. Crews are onsite. We expect power to be restored by [TIME]. #StayTuned for updates. Next update in [TIME, e.g., 30 minutes]. We are here for you! To report power outages, call us at [PHONE] or visit [WEB]. Please stay safe! #HurricaneNAME #NCPublicPower

For the latest information on outages from across our [TOWN/CITY], please follow us on [SOCIAL CHANNEL AND HANDLE]. We will post the most recent information we have there. #StaySafe [LINK TO CHANNELS]

We are aware of an outage in [XXX], related to a substation issue. Crews are actively responding to the situation, and we will post updates as we get them. Thank you for your understanding and patience while we work to restore power!

Crews are working on the power outage in [XXX]. Please allow [XXX] more [MINUTES/HOURS] for restoration. Thank you for your patience.

All power has been restored. If you are still experiencing electrical issues, please call [PHONE] [OR WEB]. Thank you for your patience!

**2. Storm / Hurricane Preparedness Communications – General***Key Hashtags: #StaySafe, #BeReady, #HurricaneNAME, #PreparedNotScared Key Theme: Be prepared before, during, and after the storm.*

**BEFORE:** Is your emergency kit stocked? Do you have one in your car? Do your kids know what to do? Take a few minutes to address these questions and you’ll be ready when the storms strike this season.

**DURING:** A storm is no time to charge up devices. Unplug your electronics to protect them from power surges. And keep away from windows when winds are high and lightning strikes.

**AFTER:** The storm has passed. The power is out. Do you know how to operate your generator safely? Never connect it directly to your home and never use it indoors.

Preparing isn’t just about supplies. It’s also about communication. Have a communication plan with your family and friends so you know how to reconnect and reunite when a disaster strikes.

Practice your evacuation plan with kids and pets in the car, so the whole family gets practice.

Review with kids: Sending text messages, contact numbers, and dialing 9-1-1 for emergencies. (And memorizing REALLY important numbers is a great idea in case your cell phone battery dies.)

During Hurricane Katrina, thousands of children were separated from their families and unable to be reunited quickly because they didn’t know their last names, their parents’ first names, or their phone numbers. If you have young children, family guides like this one from Sesame Street can make a difference. <https://www.sesamestreet.org/sites/default/files/media_folders/Images/PSEG_ePrepFamilyGuide_R10FINAL.pdf>

More resources for young families can be found at: <https://www.sesamestreet.org/toolkits/ready>

Keep some cash on hand for emergencies in case the ATM or card readers aren’t available. #BePrepared

#DidYouKnow that less than half of NC residents can find their home county on a map? Emergency declarations often reference counties affected, not cities. Know your county and where it is on the map to #StaySafe during severe weather. #HurricaneNAME

“If you fail to plan, you plan to fail.” Ben Franklin was right, and you should take his advice to heart. No one wants a #HurricaneFail. Check out our list for the ultimate #HurricanePrep kit. (Future You will thank you.) <https://www.electricities.com/newsroom/articles/hurricane-preparedness/>

**3. Storm Event Communication – Pre-Storm** *Key Hashtags: #StaySafe, #BeReady, #HurricaneNAME Key Theme: Be prepared before, during, and after the storm. Take specific actions.*

**BEFORE:** Is your emergency kit stocked? Do you have one in your car? Do your kids know what to do? Take a few minutes to address these questions and you’ll be ready when the storms strike this season.

We’re using Facebook & Twitter page as the primary method of comm. before, during, & after #HurricaneNAME. Please RT & follow to stay informed with the latest. REPORT UTILITY EMERGENCIES AFTER NORMAL BUSINESS HOURS TO [CONTACT]. #staysafe

Stay tuned to [LOCAL MEDIA WEBSITE] for info about possible shelters opening for #HurricaneNAME. If you live in a low-lying area prone to flooding, be prepared to take action if evacuations are ordered. Crews may not be able to help once conditions deteriorate. #BeReady

We are expecting #HurricaneNAME to bring strong sustained winds & rain to our service area. Please stay clear of any downed lines & report outages to our 24hr Customer Service Center at [CONTACT] or [WEB]. #StaySafe

We are closely monitoring #HurricaneNAME & prepared to respond to outages & emergencies. Utility crews CANNOT respond to outages if wind gusts >35 mph+. Updates=4 hours. Pray for first responders, line crew & town workers. If possible, #StayHome & #StaySafe.

#HurricaneNAME All hurricane preparations should be completed by this evening. Conditions will worsen later tonight into early morning. Impacts could be felt well away from the storm center.

If you need to report an outage or other utility-related emergency, please call our toll-free Hotline at [PHONE]. Pro-tip: Using a phone listed on your account takes you through the process even faster.

#StormSurges are life-threatening coastal flooding events that can impact areas away from the coast, especially via tidally connected streams, creeks, rivers, waterways or bays. Portions of the NC Coastline are under Storm Surge Watches currently. Stay tuned to local media and news outlets as #HurricaneNAME continues along its path. #NCPublicPower

#HurricaneNAME Update: We are monitoring [STORM NAME] and its potential impact, and we’re partnering at the federal level with both the American Public Power Association (APPA) and the U.S. Department of Energy (DOE). That said, we are currently in standby mode while we wait to see where [STORM] lands. If our [COMMUNITY] does not have any damage, we will coordinate crews and make them available to impacted public power communities in surrounding states. Stay tuned for further updates from us, local weather and emergency services, and your local utility provider. Take this time to #BeReady for severe weather and #BuildAKit.

We are among the many #PublicPower communities across the country that stand ready to send #StormWarriors to [AFFECTED AREA] for #HurricaneNAME restoration efforts. #StaySafe #BeReady #MutualAid

As #HurricaneNAME strengthens, our crews continue their storm preparations. When our community is in the clear, we stand ready to send crews as requested for #MutualAid to [AFFECTED AREA]. In the meantime, work your own preparedness plan and check your hurricane kit.

As #HurricaneNAME makes its way through [AFFECTED AREAS], we are ready to respond. We’re ready to mobilize emergency power restoration crews and materials via the national #MutualAid network with #PublicPower and APPA. #NeighborsHelpingNeighbors #StormWarriors

[DATE] [MORNING or EVENING] Update: We continue our preparedness measures and stand ready for #HurricaneNAME.

#HurricaneNAME Update: Much of #NCPublicPower is in the cone of uncertainty from [DATE] onward. We’re actively working our emergency response plan and you should, too. Start by checking in with your neighbors and see how you can help each other before and after the storm.

We are expected to feel the impacts from #HurricaneNAME as soon as [DATE]. NOW is the time to make final emergency preparations before the storm’s onset. We are continuing to work our emergency response plan and urge you to stay connected to local news and media outlets for the latest updates for your area to keep yourselves and your families safe.

#HurricaneNAME Update: A state of emergency has been declared for North Carolina. Our Emergency Response Team is actively monitoring the storm’s path and preparations are in place. NOW is the time to make sure you’re personally ready for the storm.

#HurricaneNAME Update: We could experience impacts beginning [TIMEFRAME]. Some evacuation orders have been issued. We’re continuing our emergency response prep and urge you to stay tuned to local media outlets for updates.

⚠️ All hurricane preparations should be completed by this evening. ⚠️ Conditions will worsen later [TIMEFRAME] as #HurricaneNAME moves [DIRECTION, e.g., “northward along the coast,” “inland,” etc.].

Rain and wind will begin across [AREA] [TIMEFRAME] and continue [TIMEFRAME]. Impacts will occur well away from [StormNAME]’s center. Remember the category of the storm is only related to the wind and says nothing about impacts of heavy rain, storm surge, tornadoes, etc.

Residents in [AREA] must act now to prepare ahead of the storm:

✅ Gather supplies for several days. Include: water and food, prescription medications, first aid products, items for infants and toddlers, toiletries, and pet supplies.

✅ Make sure you have cash on hand and collect important papers or create password-protected digital copies.

✅ Prepare your home or business. Anchor larger outdoor items, such as grills or propane tanks, to keep them from moving in floodwaters. Bring lightweight outdoor items inside.

✅ Remember that tape alone will not prevent windows from breaking. Board up windows with 5/8-inch plywood sheets cut to fit.

**4. Storm Event Communication – During Storm** *Key Hashtags: #StaySafe, #NCPublicPower, #HurricaneNAME Key Themes: Current information / outage updates / restoration times*

**DURING:** A storm is no time to charge up devices. Unplug your electronics to protect them from power surges. And keep away from windows when winds are high and lightning strikes.When conditions are safe, we are ready to send crews to restore power. Utility crews CANNOT respond to outages w/ wind gusts >35 mph+.

⚠️ Multiple #NCpublicpower communities are under severe weather alerts, including hurricane, tropical storm, tornado, storm surge, and flash flood warnings.

We urge you to ⚠️ stay tuned to local news/weather and state/local authorities ⚠️ for the latest information for your area.

Stay alert, connect with your family and neighbors, and work your personal severe weather preparedness plan. We stand ready to address situations as they arise.

Keep these links handy from NC Emergency Management: 🌀 Get weather information by following NC Emergency Management or local emergency management channels. 🚗 Check driving conditions at <https://drivenc.gov/>  📱 Download the ReadyNC app for info on preparedness, evacuations, shelters and more. 🌊 Check your flood risk at <https://flood.nc.gov/ncflood/>

Here are the Key Messages from NHC regarding #HurricaneNAME, issued [DATE and TIME] - [www.hurricanes.gov](http://www.hurricanes.gov)

We have a #HurricaneNAME update section on our website [LINK] with all the latest news [including an outage map – link if applicable].

#HurricaneNAME continues to move through North Carolina. #StaySafe and listen to local authorities for weather and other safety alerts.

We are here for you! To report power outages, call us at [PHONE] or visit [WEB]. Please stay safe! #HurricaneNAME #NCPublicPower

For the latest information on outages from across our [TOWN/CITY], please follow us on [SOCIAL CHANNEL AND HANDLE.] The most recent information we have will be posted there. #StaySafe [LINK TO CHANNELS]

A huge #ThankYou to all our #NCpublicpower crews and #MutualAid partners who have been working tirelessly to restore power to our communities. We know you leave your families to take care of so many others. We deeply appreciate your service!

You may be without power, but let's take a moment to give thanks to those who put our families before their own. #ThankALineworker #PublicPower #MutualAid #HometownHeroes #HurricaneNAME #NCPublicPower @publicpowerorg

For all that you've done and continue to do, a heartfelt #ThankYou goes out to our #PublicPower crews currently serving in #HurricaneNAME: #StaySafe, and thank you for #KeepingTheLightsOn. ⚡ #MutualAid #CommunityPowered @publicpowerorg

Crews are working on the power outage in [XXX]. Please allow [XXX] more [MINUTES/HOURS] for restoration. Thank you for your patience.

**5. Storm Event Communication – Mutual Aid** *Key Hashtags: #ThankYou, #MutualAid, #FirstResponders #NCPublicPower, #PublicPower, #HurricaneNAME Key Themes: Power is restored; Thank you for your service; Thank you for mutual aid.*

#MutualAid prestaged crews are prepping in [@TOWN/CITY] prior to heading to [@DESTINATION].

[PERSON] leads a safety orientation meeting with crews from [@TOWN/CITY] and [@TOWN/CITY] for power restoration for #HurricaneNAME. #ThankYou for your service! #LineLife #FirstResponders #MutualAid #NeighborsHelpingNeighbors

Restoration efforts continue in [@LOCATION]. Right now, we have XXX outages and power is expected to be restored in [TIME]. Thank you for your patience while our crews work quickly and safely to restore power. #LineLife #HurricaneNAME

#StaySafe around downed power lines! They can energize the ground up to 30 feet away from the line.⚠️

Keep up the great work, y'all! We appreciate your efforts. #MutualAid #HurricaneNAME @publicpowerorg

**6. Storm Event Communication – Post-Storm***Key Hashtags: #ThankYou, #MutualAid, #FirstResponders #NCPublicPower, #PublicPower, #HurricaneNAME Key Themes: Power is restored; Thank you for your service; Thank you for mutual aid.*

**AFTER:** The storm has passed. The power is out. Do you know how to operate your generator safely? Never connect it directly to your home and never use it indoors.

#CITYStrong! All power has been restored! 🎉 #ThankYou to all the #MutualAid crews. Y’all are the best! #PublicPower #CommunityPowered #HurricaneNAME @publicpowerorg

Again, a huge heartfelt #ThankYou to all our #PublicPower crews that have worked so hard to restore power so quickly! We had an estimated [XXX] outages at [TIME] and have seen an impressive restoration effort across all of #NCPublicPower. #ThankALineworker #HurricaneNAME #MutualAid #LineLife #NeighborsHelpingNeighbors

All power has been restored. If you are still experiencing electrical issues, please call [PHONE] [OR WEB]. Thank you for your patience!

*Updated: 06.01.2022*