

## “Every Day” Value of Public Power Video — Promotional Recommendations

We encourage you to share your customized “Every Day” video with your customers and networks to help spread the value of public power messaging. Videos are great visual tools to help tell the public power story. With these city and town branded videos, your community’s logo is prominently displayed, helping to make the public power connection for customers.

As you plan your promotional strategy, we have compiled several ideas for consideration. Should you have questions, please reach out to Elizabeth Kadick, Communications Manager at 919-760-6285 or [ekadick@electricities.org](mailto:ekadick@electricities.org).

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**Distribution channels:** Your community likely has several channels available for sharing the video. Since customers have different preferences for how and where they receive information, consider opportunities to include this messaging across all communication channels:

- Share on your city/town website homepage
- Share on your utility landing webpage
- Link to the video on each of your social media channels
- Include the link in customer emails
- If guidelines allow, include video link in utility employee email signatures
- Include in new customer welcome materials (if digital)
- Share with city/town and utility employees (via employee meetings, internal newsletters, etc.)
- Share on public access channels
- Consider earned media opportunities using the video’s messaging

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**Timely hooks:** The video can and should be featured throughout the year. Showcasing the video not just once but over the course of the year on multiple channels will help extend the video’s reach. Consider sharing the video as part of your communications efforts around the following:

- Public Power Week (first full week in October)
- Energy Awareness Month (October)
- Lineworker Appreciation days (state and national) (April)
- City/town/utility employee appreciation days
- City/town/utility celebrations and anniversaries

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**Measuring success:** Setting goals and tracking progress against goals will help inform this and future promotional efforts while getting to know the kind of content that resonates best with customers.

- Track video views on your website (through Google Analytics, YouTube view counts, etc.)
- Track social media engagement on video posts (likes, comments, shares, etc.)
- Measure qualitative success by capturing customer testimonials where possible

For more information, contact Electricities Corporate Communications  
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