

PECO Ambassador Toolkit

Take the Chill Out of Higher Winter Energy Bills

With energy prices poised to rise nationwide this winter, it is important for customers to know how to prepare for the impact on their bills. Whether that is through energy efficiency methods such as managing the thermostat wisely, or applying for financial assistance, PECO has a variety of solutions to help customers decrease their energy bills. We are asking you to help spread the word by posting and amplifying this message on social media.

The community looks to you as a local leader, which is why you are the perfect person to share this information and help them get through the winter.

How to Participate

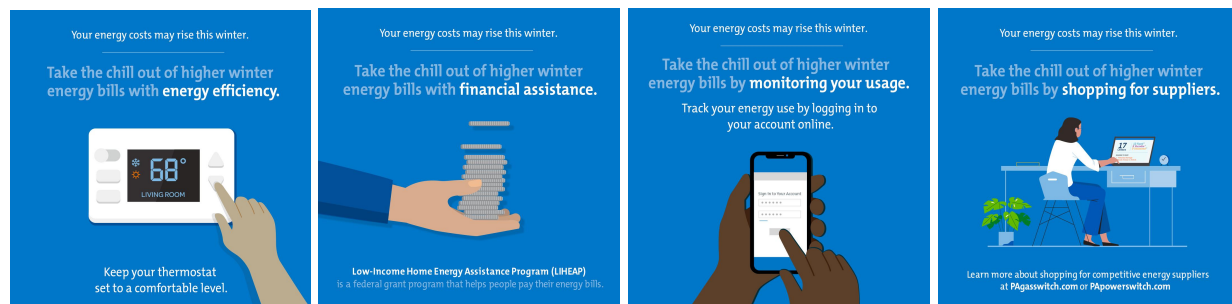
Here is how you can be a part of this effort:

1. Select one or more of the four graphics to post on Facebook, Instagram, Twitter or LinkedIn over the next two weeks.
2. Download the graphic(s) from the zip file attached.
3. Post the graphic and suggested copy, or a version of the copy including the recommended hashtags and tag @PECOconnect, to your social account(s).
4. Watch the engagement come in and interact with your followers! Tell your followers to direct message @PECOconnect with questions.

Creative and Messaging

Creative: The following graphics are available for promoting this initiative on social media.

- Facebook/Instagram/LinkedIn: 1080x1080
- Twitter: 1200x670



EE Thermostat

LIHEAP

Monitor Use

Shop for Supplier

Messaging: These are recommended captions to go with each graphic. You can copy and paste these directly, or use them as starting points to which you can add your own voice and personality when speaking to your audiences.

- **EE Thermostat:**
 - #Energy prices are poised to rise nationwide this winter, but @pecoconnect customers can take advantage of energy efficiency tips and programs to save. Learn more: <https://bit.ly/3HsTiN9>
- **LIHEAP:**
 - Need help paying your winter energy bills? @PECOconnect encourages eligible customers to apply for the LIHEAP program, which offers up to \$1,500 to help manage energy costs and ensure service during the heating season: <https://bit.ly/3Dgl23K>
- **Monitor Use:**
 - Did you know you can track your energy use, set up high usage alerts, get tips on how to reduce energy costs, and learn which appliances use the most energy by logging into your @pecoconnect account? Get started: <https://bit.ly/2YK5Oww>
- **Shop for Supplier:**
 - #Energy prices are poised to rise nationwide this winter, but @pecoconnect customers may be able to save money by shopping for natural gas with a competitive supplier. Learn more: <https://bit.ly/2YFTjLU>

Example

Here is what your post could look like (Facebook):

