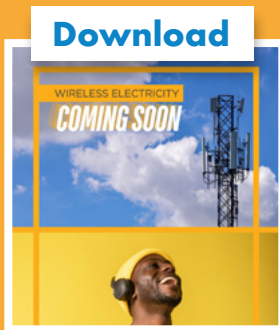


April 2025 Calendar

Note: most content will be posted on both Facebook and Instagram unless otherwise noted. If noted, the reason being is the content may not be suitable for the Instagram platform and will not perform well. Touchstone Energy will always post on Tuesday and Friday, unless otherwise noted.

Week 1 | 2 posts (April 1st, April 4th)

Straight Talk Content
April Fools Image



Facebook Only - Questline Article
Tax Credits Help Pay for Home
Energy Upgrades



Week 2 | 2 posts (April 8th, April 11th)

Powering Your Lives
(static image)

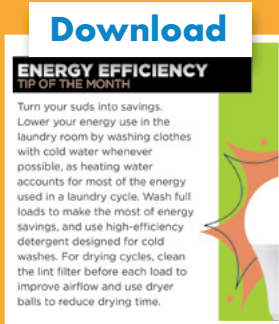


What Lies Ahead
(Video)



Week 3 | 2 posts (April 15, April 18th)

Straight Talk Content
April Energy Efficiency
Tip of the Month



Straight Talk Content
Linemen Appreciation Day
Video



Week 4 | 2 posts (April 22nd, April 25th)

Straight Talk Content
Earth Day Image



Day or Night
(static image)



Week 5 | 1 Post (April 29th)

Facebook Only - Questline Article
Is Cooking Eating Up your
Energy Dollars?



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SOCIAL