



Touchstone Energy Social is a service for members to ensure their social feeds have positive and educational content that will benefit their member owners and balance the communications about operational issues. This service supports **Facebook** and **Instagram**.

Free Tier | National Content Support:

The Touchstone Energy team will push out one to two posts per week consisting of:

- Monthly messages on efficiency and safety with attractive graphics, linking to the popular Questline articles.
- Monthly posts with original Touchstone Energy animations on safety, efficiency, and timely weather-related energy tips.
- Bi-weekly messages in conjunction with quarterly national advertising buys.
 - 15 second social videos
 - Images from videos with key messages
- Throughout October, messages about co-op principles and value to commemorate Cooperative Month
- Throughout May, messages to commemorate Electrical Safety month.
- Throughout April, messages to commemorate Lineman Appreciation month.
- Includes some content from NRECA's Straight Talk

All participants in this program can view monthly content calendars at TouchstoneEnergy.com/social. Users can opt out monthly if there are regional matters that conflict with timing or content of posts. This tier is intended to be a supplement to your co-op's social media strategy.

Cost to Members: FREE

Paid Tier | Enhanced Social Media Management:

Members interested in a more custom service can sign up for enhanced support. With enhanced support, members can utilize the Touchstone Energy system to manage all your social media. Paid users would have their own account, content calendar, analytics and have access to the full capacity of the platform. This is intended to be the platform that a co-op would run their entire co-op's social media content strategy on.

Enhanced Support also allows members to:

- Can still receive free tier posts if desired.
- Access the free tier content library to edit and post on your own accord.
- Schedule and post co-op developed content.
- Access engagement reporting on nationally and locally developed posts.
- Add and manage co-op LinkedIn, Twitter, TikTok and YouTube profiles in addition to Facebook and Instagram.

Cost to Members: Paying Monthly | \$185 / month (\$2,220 annually)

Paying Annually | \$2,065 (1 month FREE)

Statewide Association/G&T Access and Support

Statewide Associations and G&Ts who have a majority of members using Touchstone Energy Social can have a free account to manage their own social media and support the social media efforts of their members. This national, regional, and local content strategy will elevate member-owners online experience and drive enhanced engagement. Touchstone staff will create a distribution list for qualifying Statewides and G&Ts and provide training on how to use the system.

Cost to Members: FREE

Paid Tier | Enhanced Social Media Management Screenshots:

Schedule / Planning Content Calendar

TODAY < April 2023 > MONTH WEEK DAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	2	3	4	5	6	7
						8
	9	10	11	12	13	14
						15
	16	17	18	19	20	21
						22

Create Your Own / Access TE Content Library

5 Ways Renters Can Save
Renting? Here are five energy saving tips that can help save money and energy in the long run. 🏡 #PowerOn

Cooperative Difference Defined
We live in the communities that we serve. We are your friends and neighbors, and that makes a difference. #PowerOn

Electrical Safety Month: Overloaded Outlet
Don't forget to double-check outlets around your home. Overloaded outlets and power strips greatly increase the risk of an electrical fire. 🏡 #ElectricalSafetyMonth

MY LIBRARIES

- My Content
- Questline Articles
- TE National Instagram Re...
- TE National Social

Customize Your Analytics

REPORTS HUB

- Engagement
- Facebook Page
- Twitter
- Instagram
- LinkedIn
- Monitoring
- YouTube
- Google Analytics

My reports 1

- Report builder
- Download data

Reports hub

Engagement
Track performance engagement metrics across all your accounts.

Facebook Page
Understand your Facebook Page audience, their behavior and engagement trends.

Instagram
Understand the impact your Instagram Posts have on your audience and engagement.

Twitter
Analyze your Twitter accounts to understand your audience and engagement.

LinkedIn
Track your company's presence on LinkedIn with insightful data.

Monitoring
Gain insight into what is being said about particular keywords and who is saying it.

YouTube
Track your audience growth on YouTube & understand which videos are most engaging.

Google Analytics
Analyze the impact social media has on traffic to your website with Google Analytics.

Manage reports

My reports
View, manage and share your reports.

Report builder
Design your own custom branded reports.

Download data
Export raw social media analytics to CSV or HTML.

Pick and Choose KPIs

Add modules ✕

General Reports | Profiles | Monitoring | Links | Google Analytics

- Activity overview**
Summary of engagement, audience, mentions and message volume across all your social accounts. ✕
- Audience growth**
Audience growth across all your connected social profiles. ✕
- Content habits**
Overview of posting habits across all your connected social profiles. ✕
- Engaged users**
Most engaged audience members across all your connected social profiles. ✕
- Inbound message activity**
The number of incoming posts, comments and messages received each day. +