



Touchstone Energy is launching 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 will begin supporting Facebook and Instagram.

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 Co-op Month
- Throughout May, messages to commemorate Electrical Safety month.
- Throughout April, messages to commemorate Lineman Appreciation month.

All participants in this program will receive a monthly content calendar to review and approve. Users can opt out on a monthly basis if there are regional matters that conflict with timing or content of posts.

Cost to Members: FREE

Enhanced Social Media Management:

Members interested in 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. Enhanced Support also allows members to:

- Review and approve individual national posts.
- Schedule and post co-op developed content.
- Access engagement reporting on nationally and locally developed posts.
- Add and manage LinkedIn profiles in addition to Facebook and Instagram.

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

Paying annually | \$2,065 annually (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

February 2023 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 | 1 post (Feb 3rd)

Winter Storm Tip 2 Animation: <https://vimeo.com/787704330> | [Download Link](#)

Week 2 | 2 posts (Feb 7th, 10th):

Facebook Only, Smarter 15s TV Ad v1: <https://vimeo.com/792305856> | [Download Link](#)

Saving with Energy Efficient Appliances Animation: <https://vimeo.com/788705015> | [Download Link](#)

Week 3 | 2 posts (Feb 14th, 17th):

Valentine's Day Static Image: refer to image | [Download Link](#)

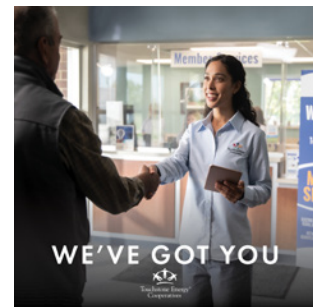
Winter Storm Tip 3 Animation: <https://vimeo.com/787704592> | [Download Link](#)



Week 4 | 2 posts (Feb 21st, 24th):

Facebook Only, We've Got You 15s TV Ad: <https://vimeo.com/792305775> | [Download Link](#)

We've Got You Static Image: refer to image | [Download Link](#)



Week 5 | 1 post (Feb 28th):

Facebook Only, Questline Article: <https://www.touchstoneenergy.com/portable-space-heaters-keep-warm-and-stay-safe>

Dashboard Screenshot of Sample Content Calendar

My dashboard 4:31 PM Jana A

PUBLISH ACTIVITY MONITOR CONTENT REPORTS PROFILES COMPOSE

PUBLISH Holidays SCHEDULED QUEUED SENT OVERVIEW

Calendar

Scheduled 0 (1)

Queues

Sent

Undelivered

Drafts

Tasks 0

TODAY

December 2022

MONTH WEEK DAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
			<div>1:23pm JA We are so excite...</div> <div>2:25pm MC Touchstone Ener...</div> <div>2:45pm LE Touchstone Ener...</div>	<div>11:22am CC The holiday seas...</div> <div>11:58am CC The holiday seas...</div> <div>12:05pm LE Congratulations ...</div>	<div>3:02pm LE The 2023 NEXT ...</div>	
4	5	6	7	8	9	10
	<div>8:45am LE The 2023 NEXT ...</div>					
11	12	13	14	15	16	17
			<div>11:25am LE Yesterday our na...</div> <div>12:31pm CC Yesterday our na...</div>			
18	19	20	21	22	23	24
				<div>8:52am LE From our family ...</div>		