**Project: RPP & Choice Social Shareables, caption copy and instructions for posting**

**Date: October 17, 2024**

**Version: FINAL**

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**0. Social Media Post Instructions**

* **5x Static Graphics (TOU, ULO, Tiered, x2 Choice) + suggested caption copy**
  + **1:1 Meta In-Feed**: optimized for both Instagram and Facebook
  + **9:16 Meta Story:** optimized for both Instagram and Facebook
  + **1.91:1 LinkedIn In-Feed**
* **Five-frame Carousel + suggested caption copy:**
* **1:1 Meta In-Feed:** Carousel frames are designed to be posted in “carousel” format on Facebook or Instagram in order as labelled.
* **9:16 Meta Story:** Carousel frames can be added to Facebook or Instagram story in the same corresponding order as labelled.
* **1:1 LinkedIn pdf:** After starting a post, click the “+” sign denoting “More”. Click “add a document” and upload the 1:1 carousel pdf. It will automatically populate as an interactive carousel for users to click through.

**Graphic Notes:**

* Caption copy for each post is highlighted underneath each corresponding graphic below.
* DO NOT copy and paste graphics from this document. Full high-resolution graphics have been provided separately.
* The five carousel frames are labelled in order of desired appearance, 1 being the cover frame and 5 being the final frame.

**1. Focused Social Shareables for TOU, ULO & Tier Graphs**

***1. a) Single Panel TOU graph***

|  |  |  |
| --- | --- | --- |
|  | **ENGLISH** | **FRENCH** |
| GRAPHIC:  Standalone graphic |  |  |
|  | Copy and paste the caption below to post alongside corresponding graphic | |
| **CAPTION**  Characters:  EN: 123/125  FR: 116/125 | With the TOU plan, the price of electricity depends on when you use it. Learn about all three plans at oeb.ca/choice | Les tarifs selon l’heure de la consommation dépendent du moment où l’électricité est consommée. Visitez oeb.ca/choix |

***1. b) Single Panel ULO graph***

|  |  |  |
| --- | --- | --- |
|  | **ENGLISH** | **FRENCH** |
| GRAPHIC:  Standalone graphic |  |  |
|  | Copy and paste the caption below to post alongside corresponding graphic | |
| **CAPTION**  Characters:  EN: 100/125  FR: 122/125 | If you have an electric vehicle, you may want to switch to the ULO plan. Learn more at oeb.ca/choice | Si vous avez un véhicule électrique, vous pouvez passer à la tarification de nuit très bas. Consultez le site oeb.ca/choix |

***1. c) Single Panel Tiered graph***

|  |  |  |
| --- | --- | --- |
|  | **ENGLISH** | **FRENCH** |
| GRAPHIC:  Standalone graphic |  |  |
|  | Copy and paste the caption below to post alongside corresponding graphic | |
| **CAPTION**  Characters:  EN: 125/125  FR: 114/125 | With Tiered pricing, the price of electricity depends on how much you use in a month. Learn about all plans at oeb.ca/choice | Les tarifs par palier dépendent de la quantité d’électricité que vous consommez dans un mois. Visitez oeb.ca/choix |

***1. d) Five Panel Carousel with Intro, Plan graphs, CTA***

|  |  |  |
| --- | --- | --- |
|  | **ENGLISH** | **FRENCH** |
| GRAPHIC:  5-panel carousel beginning with slide 1 displayed |  |  |
| **CAPTION**  Characters:  EN: 92/125  FR: 113/125 | Utilities offer three price plans. Choose the one that’s right for you. Visit oeb.ca/choice | Les services publics proposent trois grilles tarifaires. Choisissez celle qui vous convient. Visitez oeb.ca/choix |

**2. Choice “Power is Personal” Social Shareables X2**

***2. a) Choice “Pink” Static Post***

|  |  |  |
| --- | --- | --- |
|  | **ENGLISH** | **FRENCH** |
| GRAPHIC:  Standalone graphic |  |  |
| **CAPTION**  Characters:  EN: 100/125  FR: 119/125 | Use a lot of electricity overnight? Consider switching to the ULO price plan. Visit oeb.ca/choice | Vous consommez beaucoup d’électricité pendant la nuit? Envisagez la tarification de nuit très bas. Visitez oeb.ca/choix |

***2. a) Choice “Blue” Provided Static Post***

|  |  |  |
| --- | --- | --- |
|  | **ENGLISH** | **FRENCH** |
| GRAPHIC:  Standalone graphic |  |  |
| **CAPTION**  Characters:  EN: 120/125  FR: 124/125 | Choose Time-of-Use, Tiered or the Ultra-Low Overnight price plan to manage your electricity costs. Visit oeb.ca/choice | Choisissez la tarification selon l’heure de consommation, par palier ou de nuit très bas pour gérer vos tarifs. oeb.ca/choix |