

NEWS RELEASE
For Immediate Release



March 31, 2026

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CRC Launches Newest Service Offering: Social Media Monitoring & Response

Austin, Minn. — As consumer expectations for fast, digital communication continue to grow, Cooperative Response Center, Inc. (CRC) is expanding its service line to meet those needs. CRC recently announced the launch of its newest service offering for its membership: Social Media Monitoring & Response.

The new service provides 24/7/365 monitoring of subscribers' social media channels, delivering real-time responses, consistent member experiences, and proactive engagement. Designed to help electric utilities maintain a strong and responsive online presence, the service also includes content moderation, reputation protection, and critical communications support during outages and major events.

As consumer engagement continues to revolve around digital platforms, CRC's Social Media Monitoring & Response service ensures its membership can meet their consumers where they are, any time of day. By combining around-the-clock monitoring with timely, accurate responses, CRC helps organizations stay connected while safeguarding their reputation and strengthening member trust.

"Social media has become a popular way for consumers to seek information and support, especially during high-impact moments," said Brad Fjelsta, CRC's president and CEO. "With this new service, we're bringing the same dependable, people-first approach our members have trusted for decades on the phone directly to their digital channels. Our team is continuously monitoring and engaging—responding to comments and messages, removing inappropriate content, and ensuring members feel heard and supported around the clock."

The addition of the Social Media Monitoring & Response service builds on CRC's nearly 35 years of experience providing specialized services to the electric utility industry. This new offering reflects CRC's ongoing commitment to evolve alongside its members and deliver solutions that meet their changing communication needs.

For more information about CRC's Social Media Monitoring & Response service, contact a regional business manager at 800-892-1578 or email info@crc.coop.

About CRC

CRC is a nationwide, cooperatively owned and operated, 24/7 contact center and alarm monitoring center. Founded in 1992, CRC has steadily increased the size and scope of its operation with offices currently in Austin, Dunlap, Abilene, and Kirksville. CRC serves over 575 members and associate members in 47 states, representing nearly 12.9 million consumers. Visit CRC on the web at www.crc.coop.