

## **Social Media Messaging on Saving Energy to Help Prevent Power Outage**

### **Toplines**

- Over the next week, California and the rest of the West Coast will face a historic heatwave that will put pressure on our energy grid.
- In order to avoid electricity shortages, states like California are asking businesses and residents to reduce energy usage in order to prevent service interruptions.
- It's especially important to limit energy usage from 3 pm to 10 pm, especially air conditioning, electric car charging and other energy intensive technology. Over cool your home overnight and in the morning in order to stay cool all day.
- Sign up to receive Flex Alert notifications from your utility provider to help California conserve energy during times of grid stress.

### **Social Messaging**

Three things you can do to help prevent power outages during this heatwave:

Pre-cool your home at 72° overnight & in the morning

Turn your A/C to 78° or higher from 3-10pm

Avoid major appliance use from 3-10pm

Learn more [flexalert.org](http://flexalert.org)

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California's heatwave is expected to last all week! To avoid power outages, we have to do our part NOW to save energy. Pre-cool your home overnight and in the early morning at 72° and, from 3-10pm, set your A/C at 78° or higher and avoid using major appliances. Sign up for alerts here: [flexalert.org](http://flexalert.org)

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The more we limit our energy use now, the less likely power outages this week are. Do your part: from 3-10pm avoid using major appliances and set your thermostat to 78° or higher. Sign up for alerts here: [flexalert.org](http://flexalert.org)

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California is in a historic heatwave and we all need to do our part to reduce energy usage to prevent service interruptions!

Between 3-10pm:

- Set your A/C at 78° or higher
- Avoid major appliance use
- Turn off unnecessary lights

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We're having a heatwave and it's putting pressure on California's energy grid. It's critical to limit energy usage from 3-10pm to help prevent service interruptions. Sign up for Flex Alerts & learn more here: [flexalert.org](http://flexalert.org)

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CA is expecting record heat over the next week and we must limit energy use to help prevent power outages. Pre-cool homes overnight at 72° then set your A/C at 78° or higher after 3pm. Use major appliances before 3:00pm. Learn more here: [flexalert.org](http://flexalert.org)

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When temps rise, our energy usage should stay low. It's critical that we all do our part early to avoid power outages.

Pre-cool your home in off-hours. Keep the thermostat at 78° and avoid major appliance use from 3-10pm.

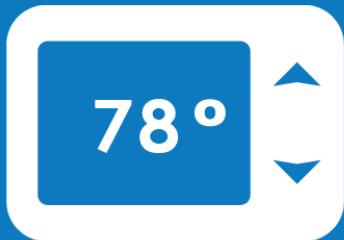
Learn more [flexalert.org](http://flexalert.org)

# 5 TIPS TO REDUCE ENERGY USAGE AND HELP PREVENT POWER OUTAGES

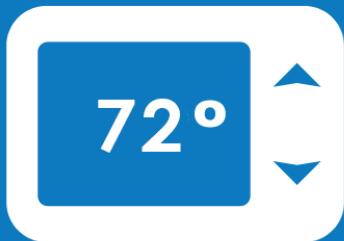


1. Pre-cool your home overnight & in the morning by turning A/C down to 72 degrees
2. Keep A/C at 78 degrees or higher during peak hours, 3-10 PM
3. Avoid use of major appliances during peak hours
4. Turn off all unnecessary lights
5. Sign up for alerts at [flexalert.org](http://flexalert.org)

# Conserve Energy at Home



3-10 pm



Overnight & early morning to pre-cool your home

## 5 TIPS TO REDUCE ENERGY USAGE AND HELP PREVENT POWER OUTAGES

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