

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

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

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

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

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

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

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.

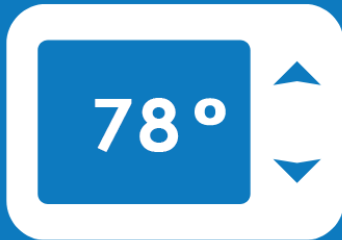
Learn more flexalert.org

5 TIPS TO REDUCE ENERGY USAGE AND HELP PREVENT POWER OUTAGES

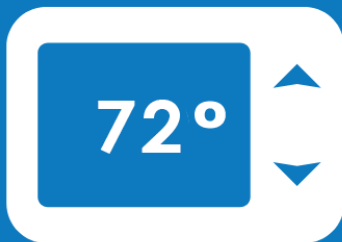


1. Pre-cool your home overnight & in the morning by turning A/C down to 72 degrees
2. Keep A/C at 78 degrees or higher during peak hours, 3-10 PM
3. Avoid use of major appliances during peak hours
4. Turn off all unnecessary lights
5. Sign up for alerts at flexalert.org

Conserve Energy at Home



3-10 pm



Overnight & early morning to pre-cool your home

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