

Post #/Date	Copy + Link	Graphic Direction
Post #1 Planned Outage 4/1	 Planned Outage Alert  We will be performing transformer repairs at the northwest corner of Lincoln and 5th Street on Thursday, April 3rd, from 8:00 AM to 10:00 AM. Customers within an approximately 5-mile radius may experience a temporary outage during this time. Please plan accordingly. We'll share updates if anything changes.	Planned outage graphic + pic of power location.
Post #2 Easter 4/5	For those celebrating, we wish you a safe and joyful holiday spent with the ones you love.	Canva Easter graphic that says: Hoppy Easter from OPPD!
Post #3 EMB 4/9	 In this edition of Electricity Mythbusting, we answer a common question: Is it safe to run water during a thunderstorm? Bottom line? Showers can wait, your safety can't!	Canva graphic: Myth: It's safe to shower during a thunderstorm. Fact: Lightning can move through plumbing, so keep the water OFF and wait until the storm passes before you hit the showers!

Post #4

4/13

💡 Do you wander through the lighting aisle in the hardware store and wonder what the heck you're looking at?

From incandescent to LED, there are many to choose from, and the type of lighting in your home plays a big role in energy use.

The good news? One simple switch can make a noticeable difference.

Here's a quick guide to the different types of light bulbs + how they impact your energy bill!

Carousel post (with pics of each type):

Slide 1 (Cover)

💡 Light Bulb Breakdown

Which ones actually save you electricity?

Slide 2

💡 Incandescent Bulbs

- Old-school, traditional bulbs
- Use the MOST electricity
- Short lifespan

👉 Cheap upfront, expensive long-term

Slide 3

💡 Halogen Bulbs

- Slight upgrade from incandescent
- A bit more efficient

- Still run hot

👉 Better, but not by much

Slide 4

💡 CFL Bulbs (Curly bulbs)

- Use ~70% less energy than incandescent
- Last longer
- Contain small amounts of mercury

👉 Efficient, but being phased out

Slide 5

💡 LED Bulbs

- Use up to 80–90% less energy
- Last 15–25x longer
- Stay cool and durable

		<p>👉 Best choice for most homes</p> <hr/> <p>Slide 6</p> <p>💡 So what should you use?</p> <ul style="list-style-type: none"> ✓ LEDs for everyday lighting ✓ Replace old bulbs gradually ✓ Look for ENERGY STAR ratings <hr/> <p>Slide 7 (Closer / CTA)</p> <p>💡 Small switch. Big savings. Upgrading your light bulbs can lower energy use and your monthly bill.</p>
<p>Post #5 Shocking Eel Fact</p>	<p>Note to self: do not play with electric eels. 🔌🐟😬</p> <p>Were you SHOCKED to find this out?</p> <p>#LookDontTouch #ElectricityFact</p>	<p>⚡ Fun Fact: Electric eels can generate shocks of up to 600 volts—strong enough to stun prey (and humans).</p>

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