

Be winter ready campaign

Social media toolkit


We have launched our annual 'Be winter ready' campaign to help and support all of our commercial and domestic customers throughout the winter months.




As part of the campaign, we have set up the following dedicated web page enwl.co.uk/BeWinterReady


Our social media channels: -

Customer channels

- Twitter - @ElectricityNW
- Facebook - facebook.com/ElectricityNorthWest
- LinkedIn - linkedin.com/company/electricity-north-west
- Instagram - <https://www.instagram.com/electricitynw/>

FB1 Customer Message: We're prepared	
Copy	Visual
<p>⚡ We're prepared for all weathers this winter. We have resilient response plans if you need us, so we can get power back on as soon as possible.</p> <p>✅ #BeWinterReady visit enwl.co.uk/BeWinterReady</p>	
FB2 Customer Message: Extra Care Register	
Copy	Visual
<p>⚠️ Could you cope in a power cut this winter? Sign up for our FREE extra care register if you think you might need a little help and support this Winter.</p> <p>✅ #BeWinterReady visit enwl.co.uk/BeWinterReady</p>	
<p>Alternative messages:-</p> <ul style="list-style-type: none"> • @ElectricityNW's FREE extra care register provides extra support to keep you safe and comfortable until the power's back on • We have practical, free and impartial advice to help you, whether you have a power cut or not. 	

FB3 Customer Message: We've invested	
Copy	Visual
<p>⚡ We're investing and reducing costs.</p> <p>We're only a very small part of your overall electricity bill (about £90 a year) and we invest millions in the region's network of overhead lines and underground cables to keep power flowing.</p> <p>✅ #BeWinterReady Find out how you can prepare by visiting enwl.co.uk/BeWinterReady</p>	
FB4 Customer Message: Winter checklist	
Copy	Visual
<p>⚠️ Are you ready for winter?</p> <p>✅ Follow our top tips and checklist to #BeWinterReady</p> <p>For more advice and to join our Extra care register visit enwl.co.uk/BeWinterReady</p>	
<p>Alternative messages:-</p> <ul style="list-style-type: none"> • We're a network operator, not a supplier. Contact us if you need extra help or if you have a power cut. Power cut? Call 105. • Stay away from our equipment If you see any damage report it to us immediately on 105 • Power cut? Go online to report it enwl.co.uk/BeWinterReady or call 105, the free power cut emergency number 	
FB5 Customer Message: Partnerships	
Copy	Visual
<p>💞 In partnership with our below partners, we help and support our customers with their needs throughout winter, including the cost of living, energy saving and health care.</p> <p>@ManchesterCAB</p> <p>@MindCharity</p> <p>@age_uk</p> <p>@scope</p> <p>✅ #BeWinterReady Find out how you can get free support by visiting enwl.co.uk/BeWinterReady</p> <ul style="list-style-type: none"> • We've got lots of information and work with lots of other organisations who can help you if you are struggling with the cost of living this winter. • We offer FREE energy saving advice and support and wider support working with local and national charities to help direct you to someone who can help, for free. • We work with many well-known charities and partners who can help support you through the cost-of-living crisis. We're here to help and we've pulled lots of information together all in one place. 	
LI1 Corporate Message: Businesses	

Copy	Visual
<p>🔔 North West Businesses.</p> <p>We offer FREE help reduce the impact of power cuts on our business customers. We're here to make sure your business has the information and support it needs should you ever experience a planned or unplanned power cut.</p> <p>✅ #BeWinterReady</p> <p>For more advice and to join our Extra Care Register visit enwl.co.uk/BeWinterReady</p>	

Always include: #BeWinterReady

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