

Black Hills Energy
Customer Communications Dashboard -- Social Media and Press Releases Feb. 12 -- Feb. 26

Line No.	Date	Time	Message	State	Channel	CTA	Audience	Impressions	Likes	Emails sent	Open Rate
1	2/10/2021	11:42 a.m.	As temperatures drop in Arkansas, here are some cold weather safety and heating tips, Arkansas		News release	https://www.blackhillsenergy.com/news/as-temperatures-drop-in-arkansas-here-are-some-cold-weather-safety-and-heating-tips	All customers				
2	2/11/2021		Black Hills Energy offers cold weather safety and heating tips for dropped temperatures, South Dakota		News release	https://www.blackhillsenergy.com/news/black-hills-energy-offers-cold-weather-safety-and-heating-tips-for-incoming-temperature-drops-in-rapid-city	All customers				
3	2/12/2021	10:36 a.m.	brrrr	All	Twitter		All customers		9		
4	2/15/2021	12:46 p.m.	⚠️ Impactful frigid temperatures and winter weather is impacting our service territory this week. Due to this major weather event, you may experience longer than normal hold times when contacting customer service.	All	Facebook	For non-emergency requests, contact us online at blackhillsenergy.com or direct message us on Facebook and Twitter.	All customers	9,899	35		
5	2/15/2021		⚠️ Impactful frigid temperatures and winter weather is impacting our service territory this week. Due to this major weather event, you may experience longer than normal hold times when contacting customer service.	All	Twitter	For non-emergency requests, contact us online at blackhillsenergy.com or direct message us on Facebook and Twitter.	All customers				
6	2/15/2021	2:05 p.m.	Due to extreme cold and increased demand, we're urging customers to safely reduce their #energy usage. Here are some tips to keep your family warm while the demand for energy is so high https://bit.ly/3dfM1Dv .	All	Twitter		All customers		16		
7	2/15/2021	2:38 p.m.	During this extreme and widespread frigid weather, the demand for energy is very high. You can help conserve energy with these tips: If health concerns aren't a factor, set your thermostat to 68 degrees in the winter and reduce it 2 to 3 degrees while you're away from home or sleeping. Hold off on doing chores. If you can, only wash full loads using cold water, air dry your clothes, or even better, wait until the extreme cold weather passes to complete these activities. Check your furnace filter – make sure it's clean and properly installed facing the correct direction. Make sure your furnace vent, gas fireplace vent and tankless/conventional water heater vents are free from any obstructions. Adjust your humidity. A well-humidified house at 68 degrees is as comfortable as a dry house at 75 degrees. Use kitchen, bath and other ventilating fans only as needed. In just one hour, these fans can exhaust a house full of warmed air. Reduce hot water usage and set the temperature on your water heater to 120 degrees or put it on the "warm" setting.	All	LinkedIn		All customers	3,874	54		
8	2/15/2021		During this extreme and widespread frigid weather, the demand for energy is very high. You can help conserve energy with these tips.	All	Facebook	https://bit.ly/37iH0WT	All customers	10,135	96		
9	2/15/2021	2:44 p.m.	Cold weather conservation	All	Email		All customers			612,007	35.50%
10	2/15/2021		Black Hills Energy recommends efficiency to minimize impact of prolonged frigid temps	All	News release	https://www.blackhillsenergy.com/news/recommends-efficiency-to-minimize-impact-of-prolonged-frigid-temps	All customers				
11	2/15/2021		Black Hills Energy recommends efficiency to minimize impact of prolonged frigid temps in Denver, Colorado	Colorado	News release	Black Hills Energy recommends efficiency to minimize impact of prolonged frigid temps in Denver, Colorado	All customers				
12	2/15/2021		Black Hills Energy recommends efficiency to minimize impact of prolonged frigid temps in Pueblo, Colorado	Colorado	News release	https://www.blackhillsenergy.com/news/black-hills-energy-recommends-efficiency-to-minimize-impact-of-prolonged-frigid-temps-in-pueblo-colorado	All customers				
13	2/16/2021	8:01 a.m.	There's a widespread energy demand across the country, and our resilient system and team is ready to respond to the historic cold. We applaud 🙌 and appreciate the businesses who have scaled down to allow more capacity for homes. #winterstorm2021	All	Twitter		All customers				
14	2/16/2021	11:15 p.m.	There's a widespread energy demand across the country, and our resilient system and team is ready to respond to the historic cold. We applaud and appreciate the businesses who have scaled down to allow more capacity for homes.	All	Facebook	https://bit.ly/37iH0WT	All customers	31,379	533		

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15	2/16/2021		There's a widespread energy demand across the country, and our resilient system and team is ready to respond to the historic cold. We applaud and appreciate the businesses who have scaled down to allow more capacity for homes.	All	Instagram		All customers		121		
16	2/17/2021	12:24 p.m.	Hold off on the chores today. Doing laundry and washing dishes can use energy to heat the water and your dryer. Only wash full loads using cold water if possible, air dry your clothes or even better - wait until the extreme cold weather passes to complete these activities.	All	Twitter		All customers		3		
17	2/16/2021	4:14 p.m.	#Energysavingtip: Reduce hot water usage: Use low-flow faucets and shower heads and take short showers instead of baths. Set the temperature on your water heater to 120 degrees Fahrenheit or put it on the "warm" setting.	All	Twitter	https://twitter.com/hashtag/Energysavingtip?src=hashta	All customers				
18	2/17/2021		There's a widespread energy demand across the country, and our resilient system and team is ready to respond to the historic cold. We applaud and appreciate the businesses who have scaled down to allow more capacity for homes.	All	Instagram		All customers				
19	2/17/2021		During this extreme and widespread frigid weather, the demand for energy is very high. You can help conserve energy with these tips.	All	Instagram		All customers				
20	2/17/2021		Who's down for a cup of ☕ hot chocolate right about now? ☺	All	Twitter		All customers		11		
21	2/17/2021		Energy conservation tips during extreme weather	All	blackhillsenergy.com	https://www.blackhillsenergy.com/efficiency-and-savings/energy-conservation-tips-during-extreme-weather	All customers				
22	2/17/2021		Winter storm FAQs on supply and pricing	All	blackhillsenergy.com	https://www.blackhillsenergy.com/efficiency-and-savings/energy-conservation-tips-during-extreme-weather/winter-storm-faqs-supply-and	All customers				
23	2/18/2021		We appreciate everyone for their energy conservation efforts and encourage All customers to continue minimizing energy usage wherever possible. We always strive to provide affordable, reliable energy, but we know the drastic increase in nationwide usage will drive up costs. To reduce this impact, we need everyone's help in safely conserving energy. The steps we all take to limit usage will help keep everyone warm and the energy affordable during this historic cold snap.	All	Instagram		All customers		43		
24	2/18/2021		We appreciate everyone for their energy conservation efforts and encourage All customers to continue minimizing energy usage wherever possible. We always strive to provide affordable, reliable energy, but we know the drastic increase in nationwide usage will drive up costs. To reduce this impact, we need everyone's help in safely conserving energy. The steps we all take to limit usage will help keep everyone warm and the energy affordable during this historic cold snap. For customers in need of payment assistance, we offer a number of resources. Learn more at https://lnkd.in/dJabFst	All	LinkedIn		All customers				
25	2/18/2021		We appreciate everyone for their energy conservation efforts and encourage All customers to continue minimizing energy usage wherever possible. We always strive to provide affordable, reliable energy, but we know the drastic increase in nationwide usage will drive up costs. To reduce this impact, we need everyone's help in safely conserving energy. The steps we all take to limit usage will help keep everyone warm and the energy affordable during this historic cold snap.	All	Facebook	blackhillsenergy.com/pea-ridge-ar	All customers				
26	2/18/2021		To reduce the impact of cost from the drastic increase in nationwide usage, we need everyone's help in safely conserving energy. The steps we all take to limit usage will help keep everyone warm and the energy affordable during this historic cold snap.	All	Twitter	https://www.blackhillsenergy.com/efficiency-and-savings/energy-conservation-tips-during-extreme-weather?utm_source=social&utm_medium=twitter&utm_campaign=winter-energy-conservation	All customers	8,710	97		
27	2/23/2021		Use kitchen, bath and other ventilating fans only as needed. In just one hour, these fans can exhaust a house full of warmed air. #EnergySavings	All	Twitter	https://twitter.com/hashtag/EnergySavings?src=hashtag	All customers		8		
28	2/15-26/2021		Energy conservation tips during extreme weather	All	Facebook ads	Facebook ad set	All customers				

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Line No.	Date	Time	Message	State	Channel	CTA	Audience	Impressions	Likes	Emails sent	Open Rate
29	2/25/2021	10:41a.m.	<p>We understand customers may have questions about their energy bill after last week's historic cold temperatures, and we're here to help.</p> <p>Usage is the single largest portion of energy billing, and weather is the biggest factor in increased usage. When temperatures are exceptionally low, and usage increases dramatically, the law of supply and demand creates a temporary increase in commodity prices. While last week's unprecedented demand for electricity and natural gas will impact customer bills, we're committed to supporting reasonable energy costs and helping customers in need – today and every day.</p> <p>If you're worried about affording your bill, please see all available resources.</p> <p>blackhillsenergy.com/assistance</p> <p>We understand customers may have questions about their energy bill after last week's historic cold temperatures, and we're here to help.</p>	All	Facebook			8,186	22		
30	2/25/2021		<p>Usage is the single largest portion of energy billing, and weather is the biggest factor in increased usage. When temperatures are exceptionally low, and usage increases dramatically, the law of supply and demand creates a temporary increase in commodity prices. While last week's unprecedented demand for electricity and natural gas will impact customer bills, we're committed to supporting reasonable energy costs and helping customers in need – today and every day.</p> <p>If you're worried about affording your bill, please see all available resources.</p> <p>blackhillsenergy.com/assistance</p>	All	LinkedIn		All customers				
31	2/25/2021	4:12 p.m.	<p>We understand customers may have questions about their energy bill after last week's historic cold temperatures, and we're here to help. If you're worried about affording your bill, please visit http://blackhillsenergy.com/assistance to see all available resources.</p>	All	Twitter				6		
32	2/26/2021		Post-cold updates	All	Email			72,183		609,325	30.69%