

Re: For Approval by 6PM: Posts for Today

From: "Dibble, Jennifer (OPO)" <jennifer.dibble@ontario.ca>
To: "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Rivers, Grahame (OPO)" <grahame.rivers@ontario.ca>
Date: Thu, 09 Mar 2017 20:03:37 -0500

Are you okay with these Rebecca?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Donelson, Philip (OPO)
Sent: Thursday, March 9, 2017 7:43 PM
To: Dibble, Jennifer (OPO); MacKenzie, Rebecca (OPO); Pattillo, Ian (OPO); Byberg, Ann (OPO); Rivers, Grahame (OPO); Foerster, Carly (OPO)
Subject: Re: For Approval by 6PM: Posts for Today

Good with me

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Phil Donelson
647-530-6642

From: Dibble, Jennifer (OPO)
Sent: Thursday, March 9, 2017 7:24 PM
To: Donelson, Philip (OPO); MacKenzie, Rebecca (OPO); Pattillo, Ian (OPO); Byberg, Ann (OPO); Rivers, Grahame (OPO); Foerster, Carly (OPO)
Subject: Re: For Approval by 6PM: Posts for Today

Just checking in on these. Thanks!

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Dibble, Jennifer (OPO)
Sent: Thursday, March 9, 2017 5:43 PM
To: Donelson, Philip (OPO); MacKenzie, Rebecca (OPO); Pattillo, Ian (OPO); Byberg, Ann (OPO); Rivers, Grahame (OPO); Foerster, Carly (OPO)
Subject: RE: For Approval by 6PM: Posts for Today

How about this for the quote tweet (I cut "an average of" for space – hope that is okay for twitter):
Rising hydro costs are not fair. Lasting relief is coming this summer — we're cutting bills by 25% for small businesses like @bookshelfnews.

In the Facebook post, I've added "like The Bookshelf and The Bloom Room" to try to make the distinction of what's considered a small business more clear. The 500,000 line is already in that post.

Let me know if any other changes should be made to make this clearer — I don't want to set unrealistic

expectations for people/businesses in these posts.

From: Donelson, Philip (OPO)
Sent: March-09-17 5:18 PM
To: MacKenzie, Rebecca (OPO); Pattillo, Ian (OPO); Byberg, Ann (OPO); Dibble, Jennifer (OPO); Rivers, Grahame (OPO); Foerster, Carly (OPO)
Subject: RE: For Approval by 6PM: Posts for Today

Agreed. People have different definitions of “small business” in their mind.

Maybe in posts like this:

Twitter - Quote RT (https://twitter.com/Kate_in_Guelph/status/839838791271579648)

Rising hydro costs are not fair. Lasting relief is coming this summer — we’re cutting hydro bills by an average of 25% for small businesses.

we could add “for small business *like The Bookshelf*” – implying that business their size get the 25%, which is more accurate.

Alternatively we could use the 500k small businesses and farms line.

From: MacKenzie, Rebecca (OPO)
Sent: March-09-17 5:08 PM
To: Pattillo, Ian (OPO); Byberg, Ann (OPO); Dibble, Jennifer (OPO); Rivers, Grahame (OPO); Foerster, Carly (OPO); Donelson, Philip (OPO)
Subject: RE: For Approval by 6PM: Posts for Today

Adding Phil.

We need to be careful that the posts don’t read as if all small biz will be getting relief.

From: Pattillo, Ian (OPO)
Sent: March-09-17 4:40 PM
To: Byberg, Ann (OPO); Dibble, Jennifer (OPO); Rivers, Grahame (OPO); MacKenzie, Rebecca (OPO); Foerster, Carly (OPO)
Subject: RE: For Approval by 6PM: Posts for Today

I prefer past tense from here on out. Reassures people that we’re fixing it.

From: Byberg, Ann (OPO)
Sent: March-09-17 4:21 PM
To: Dibble, Jennifer (OPO); Rivers, Grahame (OPO); Pattillo, Ian (OPO); MacKenzie, Rebecca (OPO); Foerster, Carly (OPO)
Subject: RE: For Approval by 6PM: Posts for Today

Hmm – maybe just leave as is, then.

Rebecca or Ian – any rules for messaging that we should be following on this? (past Vs present now that we are post-announcement?)

From: Dibble, Jennifer (OPO)
Sent: March 9, 2017 4:20 PM
To: Byberg, Ann (OPO); Rivers, Grahame (OPO); Pattillo, Ian (OPO); MacKenzie, Rebecca (OPO); Foerster, Carly (OPO)
Subject: RE: For Approval by 6PM: Posts for Today

Thanks for flagging this, Ann. I went with present tense in the tweet because in the next sentence we say relief is coming in the summer (so technically costs could still rise in the meantime), and for space (the tweet as is is exactly 140 characters), but I do see your point. If you’d like it to be “were not fair,” with the

idea that we're fixing the issue, I can just remove the last period to make it fit.

From: Byberg, Ann (OPO)
Sent: March-09-17 4:12 PM
To: Dibble, Jennifer (OPO); Rivers, Grahame (OPO); Pattillo, Ian (OPO); MacKenzie, Rebecca (OPO); Foerster, Carly (OPO)
Subject: RE: For Approval by 6PM: Posts for Today

Thanks for these, Jennifer.

My only flag is the tense we are using – Twitter says “are not fair” and LinkedIn says “were hurting”, etc. I think we should use the past tense because we have set the plan in motion – but I could argue for the present tense as well.

From: Dibble, Jennifer (OPO)
Sent: March 9, 2017 4:07 PM
To: Rivers, Grahame (OPO); Pattillo, Ian (OPO); MacKenzie, Rebecca (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Subject: For Approval by 6PM: Posts for Today

Hi everyone,

Apologies that these are getting to you so late in the day. Please see the posts below for approval by 6PM

Thanks!
Jen

Twitter – PHOTO, tagged with @bookshelfnews:

Talked hydro with small business owners in Guelph today. It's crucial to hear about their experiences & learn how gov can help them succeed.

Twitter - Quote RT (https://twitter.com/Kate_in_Guelph/status/839838791271579648)

Rising hydro costs are not fair. Lasting relief is coming this summer — we're cutting hydro bills by an average of 25% for small businesses.

LinkedIn – Hydro Echo – PHOTO

Today I met with small business owners in Guelph to talk hydro. High rates were hurting Ontario's small businesses, so we're taking 25% off.

Instagram – Hydro Echo - PHOTO

This morning I met with owners of two wonderful small businesses in Guelph to talk hydro. The high cost of electricity was not fair on families or small businesses. It was great to talk to owners about the 25% cut, on average, coming to hydro rates starting this summer, and hear their thoughts on how government can help them continue to grow and contribute to the community.

Facebook – Hydro Echo – VIDEO

It takes a lot of courage to start a small business. Small-business owners are passionate and hard-working, and the businesses they create are essential to their communities and to our entire economy. Today I had the opportunity to meet with the owners of The Bookshelf and The Bloom Room in Guelph — two businesses that help make Guelph such a vibrant, friendly community. Recently I've been talking about the fact that the high cost of hydro was an unfair burden on families across Ontario, but small businesses were struggling with rising rates too. The high rates just weren't fair. Something needed to be done, so we're taking action.

Last week I announced the province's plan to lower the cost of electricity for households and small businesses — like [The Bookshelf](#) and [The Bloom Room](#) — throughout Ontario by an average of 25 per cent, starting this summer. This significant rate cut will reach about 500,000 small businesses and farms. And because this break in rates is built on real change, we'll be able to hold rates down, allowing them to rise only by inflation — roughly 2 per cent — for at least four years.

I love speaking with business owners and learning about their passions. We want more people to be able to pursue their dreams of opening and growing a small business in Ontario, and listening to owners' experiences firsthand helps us understand how we can better support those ambitions. So does ensuring fair hydro costs.