

MINISTRY OF ENERGY
CAMPAIGN: ANNOUNCEMENT PHASE 1
TIMING: MARCH 2 – MARCH 31 TBC

Social Media Strategy

Summary:

The first phase of the Announcement campaign will run for four weeks with messages and creative segmented by urban and rural Facebook users to highlight specific energy savings they will receive through the Fair Hydro Plan and direct users to ontario.ca.

Audience:

Ontarians over the age of 18

Paid Assets:

25% reduction: Targeting urban/rural segments

- 3 EN photo-based adverts
- 3 FR photo-based adverts

Guaranteed rate: Target urban/rural segments

- 3 EN photo-based adverts
- 3 FR photo-based adverts

Accounts: Facebook - @EnergyOntario / @EnergieOntario

Organic Assets:

2 Shareables

Accounts: Facebook - @EnergyOntario / @EnergieOntario shared by ONgov accounts

Paid Social Schedule – EN/FR

Live posted		
Date	Urban	Rural
March 2	Urban Ad 1	Rural Ad 1
March 7	Urban Ad 2	Rural Ad 2
March 13	Urban Ad 3	Rural Ad 3

Allocated Budget – EN/FR

Allocation may change based on population.

Urban: \$22,500 EN / \$2,500 FR

Rural: \$22,500 EN / \$2,500 FR

Facebook MPA: \$ 50,000

Sample Post Copy

Urban

Urban Ad 1 & 3	
Shareable text	25% off
Post copy	An average of 25% off your hydro bill for every household and small business in Ontario.
Headline	25% Off Starting May 1.
Description	Ontario's Fair Hydro Plan
Caption	ontario.ca/FairHydroPlan

Urban Ad 2	
Shareable text	
Post copy	The 25% hydro rebate is guaranteed to be held at or below the rate of inflation for a minimum of four years.
Headline	4 Year Guaranteed Rate
Description	Ontario's Fair Hydro Plan
Caption	ontario.ca/FairHydroPlan

Rural

Rural Ad 1 & 3	
Shareable text	25% off
Post copy	An average of 25% off your hydro bill for every household, farm and small business in Ontario.
Headline	25% Off Starting May 1.
Description	Ontario's Fair Hydro Plan
Caption	ontario.ca/FairHydroPlan

Rural Ad 2	
Shareable text	
Post copy	The 25% hydro rebate is guaranteed to be held at or below the rate of inflation for a minimum of four years.
Headline	4 Year Guaranteed Rate
Description	Ontario's Fair Hydro Plan
Caption	ontario.ca/FairHydroPlan