

Communications Objectives and Platforms

Objectives

- Promote and inform members of the 2022 election, including voting, district boundaries, registration, respective candidates, and deadlines
- Encourage member participation and provide instructions and tools for members to check voting eligibility
- Highlight convenient ways to vote: by mail, online, or QR code scanner on ballot
- Reinforce the “cooperative difference”

Platforms

- PEC Website
- Texas Co-op Power
- Press Releases
- Bill Messaging
- Social Media
- Print and Digital Advertising



Communications Plan Timeline

Phase	Timeline
I - Nomination Application and Petition Forms <ul style="list-style-type: none">• Texas Co-op Power• Bill Insert and Message	January – March 2023
II – Candidates <ul style="list-style-type: none">• Candidate Application Deadline through Digital Platforms	March – April 2023
III – Voting <ul style="list-style-type: none">• Voting Begins in May and Promote on all Communications Platforms• Annual Meeting Notice• PEC Corporate Statistics Provided to Membership• Texas Co-op Power Dust Cover to Voting Districts	May – June 2023
IV – Election Results and Annual Meeting <ul style="list-style-type: none">• Election Results Released to Membership• Annual Meeting: Election Results Announced and Welcome New Directors• Inform Members of Election Results on Various Channels	June – August 2023

Note: All phases include social media communications.

