

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

Note: All phases include social media communications.

