



## APPrO 2021 Social Media Toolkit

APPrO appreciates the help of all of our speakers, partners, volunteers and participants. Thank you for helping to get the word out!

The following guide gives you a quick list of resources for promoting APPrO 2021 to your professional networks. Many of you are already working with us to spread the word through social media, email, word of mouth, and your newsletters and websites. We appreciate these efforts and hope you'll continue to help make the APPrO Conference the leading event of its kind in Canada.

### APPrO 2021 Description

#### **"APPrO 2021 – The Electric Future**

A fully featured live interactive virtual conference

November 29 & 30, 2021

Canada, Ontario and the power industry face two major questions: how to achieve Net Zero targets effectively and responsibly, and how to adjust existing policy and regulatory systems to adapt to successive waves of new technology. Canada's power industry is vital to the historic shifts now underway towards electrification, decarbonization, and digitization, both at home and abroad. Which sub-sectors should electrify first and how can the investment and innovation be managed responsibly? In particular what needs to be done to ensure the necessary policy, regulatory and financial mechanisms are aligned to expedite progress without creating inefficiencies?

APPrO 2021 will seek answers for the pressing questions of how to ensure decarbonization efforts are both effective and economic, leveraging Canada's clean power assets to benefit the entire economy in the transition.

Join your professional colleagues and industry leaders accessing high value information through state of the art digital networking, interactive panels, virtual meetings and more, enabled by the power of modern networking technology!"

More information:

[Virtual Experience](#)

[Current Speakers](#)

[Matchmaking](#)

[Speed Networking Tables](#)


[Canadian Power Awards](#)

[Speed Mentoring](#)

[Register](#)

[Website](#)

## Links and Handles

 <b>APPRO 2021 website</b>	<a href="http://www.appro2021.com/">http://www.appro2021.com/</a>
 <b>Twitter</b>	<a href="https://twitter.com/APPROntario">@APPROntario</a>
 <b>LinkedIn</b>	<a href="https://www.linkedin.com/company/association-of-power-producers-of-ontario-appro-/">https://www.linkedin.com/company/association-of-power-producers-of-ontario-appro-/</a>
 <b>LinkedIn</b> Articles from APPRO Executive Director, Jake Brooks	<a href="https://www.linkedin.com/in/jake-brooks-9765559/detail/recent-activity/posts/">https://www.linkedin.com/in/jake-brooks-9765559/detail/recent-activity/posts/</a>
 <b>YouTube</b>	<a href="https://www.youtube.com/channel/UCAwW194Kmge1AcvSuAV2ihg?feature=watch">https://www.youtube.com/channel/UCAwW194Kmge1AcvSuAV2ihg?feature=watch</a>
 <b>Facebook</b> (The Power Memory Project)	<a href="https://www.facebook.com/APPROPowerMemoryProject">https://www.facebook.com/APPROPowerMemoryProject</a>
 <b>Instagram</b>	<a href="http://instagram.com/appro_conference">http://instagram.com/appro_conference</a>
<b>Selected Hashtags</b>	#appro2021 #powergeneration #energytransformation #innovation #electricpower #energytechnology #powerfinance #DERs #energystorage #onpoli #energypolicy #disruption #NetZero #decarbonization #digitization #canpoli #electrification #energyregulation
<b>Registration</b> for APPRO 2021	<a href="https://conference.appro.org/conference2021/easyregistration.html">https://conference.appro.org/conference2021/easyregistration.html</a>
<b>Get updates</b> on APPRO 2021	<a href="https://lp.constantcontactpages.com/su/1mQ00MA">https://lp.constantcontactpages.com/su/1mQ00MA</a>
<b>APPRO 2020 Wrap-Up</b>	<a href="https://conference.appro.org/conference2020/articles/6456-appro-2020-wrap-up.html">https://conference.appro.org/conference2020/articles/6456-appro-2020-wrap-up.html</a>
<b>APPRO PowerBrief e-Newsletter</b>	<a href="https://appro.org/news-media/powerbrief-weekly/subscribe-to-appro-powerbrief.html">https://appro.org/news-media/powerbrief-weekly/subscribe-to-appro-powerbrief.html</a>

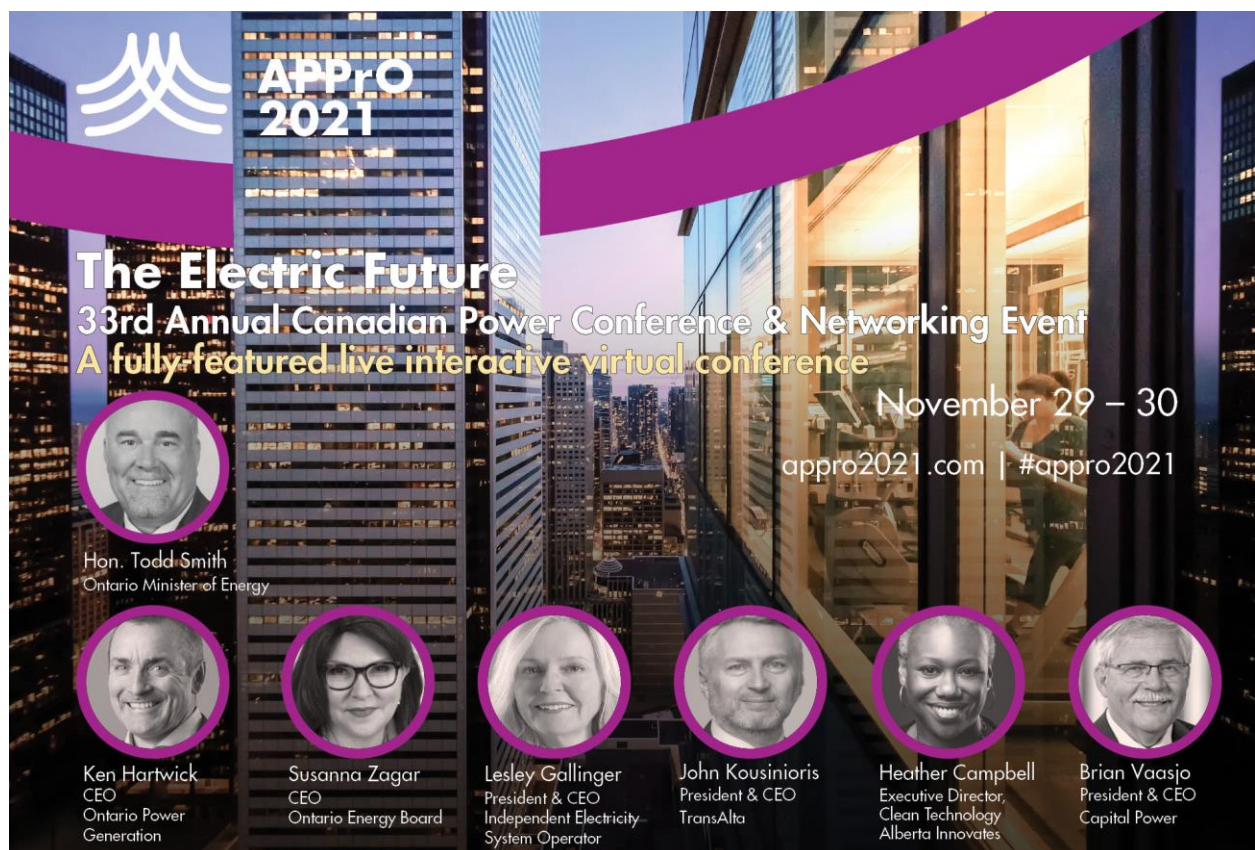
## Messaging

Media Channel	Suggested action
Twitter	Please be sure to like & retweet us #APPrO2021 and mention us @APPrOntario
	<b>Sample tweet:</b> “Looking forward to attending @APPrOntario’s #APPrO2021 Annual Canadian Power Virtual Conference & Networking Event this November 29 & 30 <a href="https://conference.appro.org">https://conference.appro.org</a> ”
LinkedIn	<p>Please like, comment re-post us:</p> <p><a href="https://www.linkedin.com/company/association-of-power-producers-of-ontario-appro-/">https://www.linkedin.com/company/association-of-power-producers-of-ontario-appro-/</a></p> <p><a href="https://www.linkedin.com/today/author/jake-brooks-9765559?trk=pref-feed">https://www.linkedin.com/today/author/jake-brooks-9765559?trk=pref-feed</a></p> <p><a href="https://www.linkedin.com/in/david-butters-7824931/">https://www.linkedin.com/in/david-butters-7824931/</a></p> <p><a href="https://www.linkedin.com/in/carolekielly">www.linkedin.com/in/carolekielly</a></p> <p><b>Sample post:</b></p> <p>“APPrO 2021 – The Electric Future will seek answers for the pressing questions of how to ensure decarbonization efforts are both effective and economic, leveraging Canada’s clean power assets to benefit the entire economy in the transition. Hear the latest on power gen industry policy directions, business strategies, regulatory intentions, and encounter valuable business opportunities at #APPrO2021 - Register early and save: <a href="https://conference.appro.org/conference2021/easyregistration.html">https://conference.appro.org/conference2021/easyregistration.html</a>”</p>
Facebook	<p><b>Please include</b> our event listing(s) on your company Facebook page:</p> <p><a href="https://www.facebook.com/APPrOPowerMemoryProject">https://www.facebook.com/APPrOPowerMemoryProject</a></p> <p><b>Sample post:</b></p> <p>“APPrO 2021 – The Electric Future will seek answers for the pressing questions of how to ensure decarbonization efforts are both effective and economic, leveraging Canada’s clean</p>

	<p>power assets to benefit the entire economy in the transition. Hear the latest on power gen industry policy directions, business strategies, regulatory intentions, and encounter valuable business opportunities at #APPrO2021 - Register early and save: <a href="https://conference.appro.org/conference2021/easyregistration.html">https://conference.appro.org/conference2021/easyregistration.html</a></p>
Your Newsletter	<p><b>Please include</b> our event listing(s) on your website and newsletters:</p> <p><b>Sample copy:</b> The Association of Power Producers of Ontario (APPrO) presents APPrO 2021, The Electric Future - the 33rd Annual Canadian Power Conference &amp; Networking Event. APPrO 2021 will seek answers for the pressing questions of how to ensure decarbonization efforts are both effective and economic, leveraging Canada's clean power assets to benefit the entire economy in the transition. Hear the latest on power gen industry policy directions, business strategies, regulatory intentions, and encounter valuable business opportunities at #APPrO2021. Join us this November 29 &amp; 30 on our award winning, state of the art, fully virtual event platform Whova! <a href="#">Register early and save</a> <a href="https://appro2021.com">appro2021.com</a> <b>#appro2021</b> <a href="#">Get automatic updates</a> and unsubscribe anytime!</p>
Website	<p><a href="https://www.appro2021.com">https://www.appro2021.com</a></p>
Subscribe	<p>Keep in the loop with the latest updates on APPrO 2021 <a href="https://lp.constantcontactpages.com/su/1mQ00MA">https://lp.constantcontactpages.com/su/1mQ00MA</a></p>



## Promotional Graphics



Customized graphics to your spec are available upon request. For additional promotional resources, or if you have any questions about the above, please don't hesitate to contact me directly:

Carole Kielly, Marketing Manager

[Carole.kielly@appro.org](mailto:Carole.kielly@appro.org)

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