

**SDG&E RESIDENTIAL AND SMALL BUSINESS CONTENT PACKAGE | JULY 2022**

As a trusted community partner, we thank you for sharing our content and digital assets with your audiences – including residents, customers and employees – to help amplify our key messages in your email communications, websites or newsletters.

**Best practices for using our content, social media posts and images**

1. **Images**

Please choose images that are relevant for your audience and feel free to mix and match what we provide. For alternate images, [**Unsplash.com**](https://unsplash.com/) and [**Canva.com**](https://www.canva.com/photos/free/) offer free images that you can download.

1. **SDG&E logo**

You’re welcome to mention our name but, due to legal requirements, please do not use our logo in any marketing materials that you create. Please only use the SDG&E logo if we provide it to you in this package or it’s publicly available online like a social post or video. You can also retweet our public posts which you’ll find on [**twitter.com/sdge**](file:///C:\Users\lpelzek\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\T32A7OFC\twitter.com\sdge).

1. **Videos**

We have a library of videos you can share in your communications and social posts when you visit [[**youtube.com/c/SanDiegoGasElectric/videos**](https://www.youtube.com/c/SanDiegoGasElectric/videos)](https://www.youtube.com/c/SanDiegoGasElectric/videos). If you’d like to sort our videos by topic, visit [**youtube.com/c/SanDiegoGasElectric**](https://www.youtube.com/c/SanDiegoGasElectric). Some videos are in Spanish. Our newest videos discuss the [path to net zero](https://www.youtube.com/watch?v=CaNrjwerFw8), [fire hardening and safety](https://www.youtube.com/watch?v=yj6HjEKTIt4), [public safety power shutoffs](https://www.youtube.com/watch?v=Sn0JYGpoIdw), [811 Dig Alert](https://www.youtube.com/watch?v=PAsuObA1y0A) and more. You’ll see some on TV too!

**This month’s topics**: Power Saver Rewards program, Reduce Your Use, customer assistance programs, business energy-saving tips, free energy-related webinars

**Follow us**

You can find us on [**Facebook**](https://www.facebook.com/SanDiegoGasandElectric)**,** [**Instagram**](https://www.instagram.com/sdge)**,** [**Twitter**](https://twitter.com/SDGE)**,** [**YouTube**](https://www.youtube.com/sandiegogaselectric)and[**LinkedIn**](http://linkedin.com/company/sdge). When sharing these digital assets and content, feel free to tag SDG&E’s social media accounts and direct your audience to [**sdge.com**](https://www.sdge.com).

**Article: Get paid to conserve energy with SDG&E’s Power Saver Rewards Program**

Help make California’s  energy grid stronger, safer and more reliable for all Californians this summer – and get paid for it too! The Power Saver Rewards program rewards you for lowering your electricity use when energy is in high demand. This summer, it pays to be flexible.

Here is how it works. Increased demand for cooling on hot summer days strains the electrical grid and creates a higher risk of power outages. If you are eligible and can reduce your energy use during a Power Saver event between the peak hours of 4 p.m. – 9 p.m., you may receive a bill credit. The more energy you conserve, the more you can save!

Participation is voluntary and there is no penalty if you are unable to conserve energy. It’s a win-win because you’ll save on your monthly energy bill and contribute to a cleaner environment. Visit [**sdge.com/PowerSaver**](https://www.sdge.com/residential/savings-center/energy-saving-programs/reduce-your-use/power-saver-program) to enroll or find out more about the program.

**Social posts: Get paid to conserve energy with SDG&E’s Power Saver Rewards Program**

1. Get paid when you reduce your energy use! To learn more or enroll, visit [**sdge.com/PowerSaver**](https://www.sdge.com/residential/savings-center/energy-saving-programs/reduce-your-use/power-saver-program). #sdge #SDGEAssist
2. Help make California’s energy grid stronger, safer and more reliable – and get paid for it too. SDG&E’s Power Saver Rewards program rewards you for lowering your electricity use when energy is most in demand. Visit [**sdge.com/PowerSaver**](https://www.sdge.com/residential/savings-center/energy-saving-programs/reduce-your-use/power-saver-program) for details or to enroll. #sdge #SDGEAssist
3. Want to save money on your SDG&E bill? Consider participating in their Power Saver Rewards program. Get more information or enroll on [**sdge.com/PowerSaver**](https://www.sdge.com/residential/savings-center/energy-saving-programs/reduce-your-use/power-saver-program). #sdge #SDGEAssist

**Translated article: RECIBA UNA RECOMPENSA CUANDO CONSERVE ENERGÍA CON EL PROGRAMA POWER SAVER REWARDS DE SDG&E**

Ayude a que nuestra red eléctrica sea más resistente y confiable para todos los californianos este verano ¡y gane dinero por hacerlo también! El programa Power Saver Rewards le ofrece una recompensa por reducir su consumo de electricidad cuando la demanda de energía es alta.

Así es como funciona. Durante los días calurosos de verano, el aumento de la demanda para el enfriamiento puede sobrecargar la red eléctrica, resultando en un mayor riesgo de apagones. Si es elegible y puede reducir su uso de energía entre las 4 p.m. y las 9 p. m. durante un evento Power Saver Rewards, puede recibir un crédito en su factura. ¡Cuanta más energía conserve, más podrá ahorrar!

Participar en el programa es voluntaria y no hay penalización si no puede conservar energía. Es beneficioso para todos porque no solo ahorrará en su factura de energía mensual, sino que también contribuirá a un medio ambiente más limpio. Visite **sdge.com/PowerSaver** para o inscribirse o obtener más información sobre el programa.

**Translated social posts: reciba una recompensa CUANDO CONSERVE ENERGÍA CON EL PROGRAMA POWER SAVER REWARDS DE SDG&E**

1. ¡Reciba una recompensa cuando reduzca su uso de energía! Para obtener más información o inscribirse, visite [**sdge.com/PowerSaver**](https://www.sdge.com/residential/savings-center/energy-saving-programs/reduce-your-use/power-saver-program). #sdge #SDGEAssist
2. Ayude a que nuestra red eléctrica sea más resistente y confiable – y gane dinero por hacerlo también. El programa Power Saver Rewards de SDG&E le ofrece una recompensa por reducir su consumo de electricidad cuando hay más demanda de energía. Visite [**sdge.com/PowerSaver**](https://www.sdge.com/residential/savings-center/energy-saving-programs/reduce-your-use/power-saver-program) para inscribirse o obtener más detalles. #sdge #SDGEAssist
3. ¿Quiere ahorrar dinero en su factura de SDG&E? Considere participar en su programa de Power Saver Rewards. Obtenga más información o inscribirse en [**sdge.com/PowerSaver**](https://www.sdge.com/residential/savings-center/energy-saving-programs/reduce-your-use/power-saver-program). #sdge #SDGEAssist

**Images: Get paid to conserve energy with SDG&E’s Power Saver Rewards Program**

****

**A picture containing dog, outdoor, white, mammal

Description automatically generated**

**A person in a wheelchair in a kitchen

Description automatically generated with medium confidence**

**Article: OUTSTANDING SDG&E BILLS?**

We know for many, meeting everyday needs isn’t easy. If you have past-due bills and are a CARE or FERA customer, you may be eligible for debt forgiveness through our Arrearage Management Payment (AMP) plan. This plan offers eligible customers help with reducing their past due account balances. To see if you qualify, visit [**sdge.com/AMP**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp). Visit [**sdge.com/assistance**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/bill-payment-options-temporary-financial-help/payment-locations) for other bill assistance programs.

**Social posts: OUTSTANDING SDG&E BILLS?**

1. Are you behind on your SDG&E bill? You may qualify for SDG&E’s debt forgiveness program. Get details at [**sdge.com/AMP**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp).#sdge #SDGEassist
2. Having trouble paying your SDG&E bill? You may qualify for SDG&E’s debt forgiveness program. Learn more at [**sdge.com/AMP**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp).#sdge #SDGEassist
3. SDG&E has a debt forgiveness program that helps reduce past due balances. Find out if you qualify at [**sdge.com/AMP**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp). #sdge #SDGEassist
4. Need help paying your SDG&E bill? You may qualify for a bill assistance program. Learn more at [**sdge.com/assistance**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance). #sdge #SDGEassist

**Article (translated): ¿Facturas pendientes de SDG&E?**

Sabemos que para muchos, satisfacer las necesidades cotidianas no es fácil. Si tiene facturas vencidas y es cliente de CARE o FERA, puede ser elegible para la condonación de deudas a través de nuestro plan de Pago de Administración de Atrasos (AMP). Este plan ofrece a los clientes elegibles ayuda para reducir sus saldos de cuenta vencidos. Para ver si califica, visite [**sdge.com/AMP**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp). Visit [[**sdge.com/asistencia**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance)](https://www.sdge.com/asistencia-para-clientes-residenciales)for other bill assistance programs.

**Postas sociales: ¿Facturas pendientes de SDG&E?**

1. ¿Está atrasado en su factura de SDG&E? Usted puede calificar para el programa de condonación de deudas de SDG&E. Obtenga detalles en [**sdge.com/AMP**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp). #sdge #SDGEassist
2. ¿Tiene problemas para pagar su factura de SDG&E? Usted puede calificar para el programa de condonación de deudas de SDG&E. Obtenga más información en [**sdge.com/AMP**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp). #sdge #SDGEassist
3. SDG&E tiene un programa de condonación de deudas que ayuda a reducir los saldos vencidos. Averigüe si califica en [**sdge.com/AMP**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp). #sdge #SDGEassist
4. ¿Necesita ayuda para pagar su factura de SDG&E? Usted puede calificar para un programa de asistencia de facturas. Obtenga más información en [[**sdge.com/asistencia**](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance)](https://www.sdge.com/asistencia-para-clientes-residenciales). #sdge #SDGEassist

**Images: OUTSTANDING SDG&E bills?**

****

A woman on a sofa on her laptop with baby crawling next to her

Description automatically generated with low confidence

**Two dads and a baby

Description automatically generated with low confidence**

**Article:** **PREPARE YOUR BUSINESS FOR THE HOT SUMMER**

Summer heat waves can drive up the temperature – and your business’s energy use. Now is the perfect time to set your business up for summer energy savings success. Here are some tips to get started:

1. **Know the details of your SDG&E energy pricing plan**. Your pricing plan impacts your bottom line. As summer temps rise, review your business’s pricing plan and energy use on [**MyAccount.sdge.com**](https://myaccount.sdge.com/portal/PreLogin/Validate)to learn when to conserve energy. If your pricing plan includes event days, prepare to reduce your energy use for on-peak and event-day hours (4 – 9 p.m.) when an activation is called.
2. **Implement energy-saving strategies**. Use motion detectors to control lighting in frequently unoccupied areas and photocells to turn lights off automatically when enough daylight is detected. Get more energy-saving tips at [**sdge.com/Business-Summer**](http://www.sdge.com/business-summer%20).
3. **Sign up for energy alerts**. You can sign up for alerts through SDG&E’s My Account to receive notifications when an Event Day occurs. This way you can prepare for any shifts in operations to conserve energy.
4. **Take advantage of SDG&E’s business programs**. Sign up for a Demand Response (DR) program that provides incentives to businesses when they can reduce electricity use when the demand is higher.
5. **Does your business need help with its SDG&E bill**? You can set up a payment plan on [**sdge.com/help-with-bills**](https://www.sdge.com/help-with-bills). Visit [**sdge.com/recovery**](https://www.sdge.com/recovery) for more options.

**Social posts: PREPARE YOUR BUSINESS FOR THE HOT SUMMER**

1. Is your business on the best SDG&E pricing plan? It can make a big difference to your bottom line. Visit [**sdge.com/Business-Summer**](http://www.sdge.com/business-summer%20) to compare pricing plans. #sdge #SDGEassist
2. Rising summer temps mean many businesses will be turning on their A/C which can put a strain on the power grid. If your business can reduce its energy use during times of high demand, you could get rewarded when you enroll in a demand response program. Visit [**sdge.com/Business-Summer**](http://www.sdge.com/business-summer%20) to learn about these plans. #sdge #SDGEassist
3. Does your business need help with paying its SDG&E bill? You can set up a payment plan on [**sdge.com/help-with-bills**](https://www.sdge.com/help-with-bills)or visit [**sdge.com/recovery**](https://www.sdge.com/recovery) for more options. #sdge #SDGEassist

**Images: PREPARE YOUR BUSINESS FOR THE HOT SUMMER**

****

****

****

**Article: TAKE ADVANTAGE OF NO-COST TRAINING FROM ENERGY EXPERTS**

Did you know that SDG&E provides webinars for business owners and trade professionals, so you can learn new skills at your own pace? And most are at no cost. You or your employees can learn about the latest in green building practices, technology and energy-saving solutions from industry experts. Certifications and continuing education units are available for many classes. Check out the class listing at [**sdge.com/EnergyClasses**](https://www.sdge.com/energyclasses).

Some of July’s topics include:

* July 12 – 13: Commercial Water Heat Pump Series Sessions 1 and 2
* July 19: Home Energy Efficiency, Solar and Storage
* July 20: Rethinking Energy Solutions Sales in the Wake of Market Disruption
* July 21: Criteria for Building Automation Dashboards
* July 28: Assembling the Zero-Carbon Home

**Social posts: TAKE ADVANTAGE OF NO-COST TRAININGS FROM ENERGY EXPERTS**

1. Did you know SDG&E provides energy education and training webinars at no cost? These on-demand webinars are offered at introductory, intermediate and advanced levels. See the webinar list at [**sdge.com/EnergyClasses**](https://www.sdge.com/energyclasses). #sdge #SDGEassist
2. Learn the latest in green building design, operations, maintenance and technology at no-cost energy webinars led by industry experts. See the on-demand webinar list at [**sdge.com/EnergyClasses**](https://www.sdge.com/energyclasses). #sdge #SDGEassist
3. Enroll in a no-cost, on-demand energy topic webinar. Energy education and training can give you and your employees the knowledge and skills that customers value. Check out the webinar list at [**sdge.com/EnergyClasses**](https://www.sdge.com/energyclasses). #sdge #SDGEassist

**Images: TAKE ADVANTAGE OF NO-COST TRAININGS FROM ENERGY EXPERTS**

****

free webinar sign

Description automatically generated with medium confidence

****