

# January 2025 Calendar

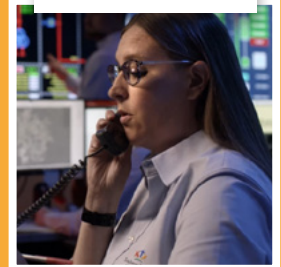
Note: most content will be posted on both Facebook and Instagram unless otherwise noted. If noted, the reason being is the content may not be suitable for the Instagram platform and will not perform well. Touchstone Energy will always post on Tuesday and Friday, unless otherwise noted.



## Week 1 | 1 Post (January 3rd)

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Connected  
New 2025 National Ad



## Week 2 | 2 posts (January 7th, January 10th)

Winter Storm #2 8 Tips for Safer  
Holiday Lighting Displays

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POWERING YOUR LIFE  
(static image)

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## Week 3 | 2 posts (January 14th, January 17th)

Facebook Only - Questline Article  
Simple Ways to Stay Warm and  
Save This Winter

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I POWER DREAMS  
(static image)

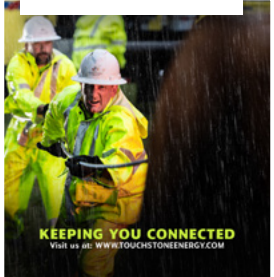
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## Week 4 | 2 posts (January 21st, January 24th)

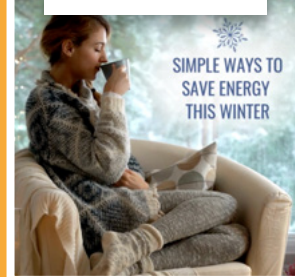
Connected Ad (static image)

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Straight Talk Content  
Winter Energy Savings Video

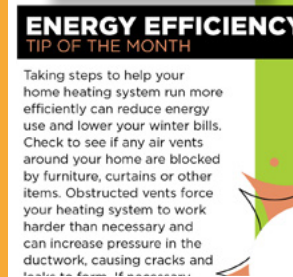
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## Week 5 | 2 posts (January 28th, January 31st)

Energy Efficiency Tip  
of the month

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Facebook Only - Questline Article  
Optimizing Heating System  
Performance

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