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**Residential and small business community outreach package**

**December 2024**

As a trusted community member, 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, newsletters and social media.

A couple of men looking at a computer

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**Best practices when using sdg&E’s content**

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. It’s okay to retweet our public posts which you’ll find on [***facebook.com/sdge***](https://www.facebook.com/search/top?q=san%20diego%20gas%20%26%20electric) and [***twitter.com/sdge***](https://twitter.com/sdge); or post videos from our website. The graphics we provide in this document for social posts include our logo and that is fine to include in your communications.

1. **Videos**

We have a library of videos you can share in your communications 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. You’ll see some on TV, too!

**Follow us**

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

If you have any questions, comments or feedback, email Lynne Pelzek @ [***lpelzek@sdge.com***](mailto:lpelzek@sdge.com) or Peggy Parolin @ [***pparolin@sdge.com***](mailto:pparolin@sdge.com).

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**This month’s topics:**

Residential energy-saving tips; business energy-saving tips; assistance programs

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Description automatically generated **Residential articles + social posts**

**Article: Energy-saving tips for the holidays**

The holidays may mean an increase in energy use from festive lighting, baking and hosting friends and relatives at home. Here are some energy-saving tips you can use while still enjoying the holiday spirit:

1. Choose energy-efficient lighting: LEDs use up to 80% less energy and are brighter and safer because they are cooler than incandescent lights. They’re easier to install—up to twenty-four strings of LEDs can be connected end-to-end without overloading a wall socket. Plus, they last 10x longer and have no filaments or glass to break.
2. Set timers for decorations: Use timers for your holiday lights and decorations so they automatically turn off when it’s light outside. If you don’t have a timer, remember to unplug holiday lights when they’re not in use to prevent them from drawing power continuously.
3. Use candles: Instead of relying only on electric lights, use candles to create a warm and festive atmosphere. Be sure to extinguish them when you leave the room.
4. Cook efficiently: When preparing holiday meals, use energy-efficient cooking appliances like a microwave, slow cooker or convection oven. Match the size of your cookware to the size of the burner.
5. Consider natural decorations: Decorate with natural materials like pinecones, wreaths and branches for a festive and eco-friendly touch that don’t use energy.
6. Conserve heat in the kitchen: While cooking, keep lids on pots to retain heat. Also, use the oven light to check on food instead of opening the oven door often.
7. Efficient dishwashing: If you're hosting a gathering, wait until you have a full load before running the dishwasher. Use the dishwasher's energy-saving setting if available. You’ll save even more if you run your dishwasher before 4 p.m. or after 9 p.m. when energy costs less.
8. Adjust your thermostat for gatherings: With more people in the house, the temperature naturally rises. Lower your thermostat a few degrees when hosting guests to save on heating costs.
9. Gift energy-efficient appliances: If you're looking for gift ideas, consider energy-efficient appliances or gadgets that promote sustainability like smart thermostats, LED light bulbs or programmable slow cookers. Choose sustainable and recyclable gift-wrapping options like reusable gift bags, extra fabric or recycled paper.
10. Holiday travel: If you're traveling for the holidays, adjust your thermostat to conserve energy while you're away. Unplug electronic devices and appliances that won't be in use.

By incorporating these energy-efficiency tips into your holiday preparations, you can enjoy a festive atmosphere while minimizing your energy use and helping to keep your energy costs in check. Get more energy-saving tips at [***sdge.com/winter***](https://www.sdge.com/winter).

*Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.*

**Social posts: Energy-saving tips for the holidays**

Use any of the tips in the above article, then add:

Visit [***sdge.com/winter***](https://www.sdge.com/winter)for more holiday energy-savings tips. #sdge #SDGEassist

Example: If you’re traveling for the holidays, adjust your thermostat to conserve energy while you’re away. Unplug electronic device and appliances that won’t be in use. Visit [***sdge.com/winter***](https://www.sdge.com/winter)for more holiday energy-savings tips. #sdge #SDGEassist



**Article: Holiday safety tips for your home**

The holiday season is a time for joy and celebration, but it’s also important to keep safety in mind, especially when it comes to electricity and gas. Here are some essential tips to ensure your home stays safe and festive.

**Electric safety tips**

1. Use LED holiday lights: LEDs emit very little heat which reduces the risk of fire hazards. They also use a lot less electricity, last much longer, are more resistant to breakage and create a smaller carbon footprint when compared to incandescent bulbs.
2. Use the correct lights: Ensure you use indoor lights indoors and outdoor lights outdoors. [Outdoor lights are designed to withstand weather conditions and are safer for exterior use](https://miltonelectric.com/blog/5-holiday-electrical-safety-tips-you-need-to-know/).
3. [Avoid overloading electric outlets: Do not connect more than three strings of lights to a single extension cord to avoid overloading circuits, which can cause fires](https://miltonelectric.com/blog/5-holiday-electrical-safety-tips-you-need-to-know/). Use surge protectors and smart power strips too.
4. Turn lights off when you’re away or asleep: Set a timer for indoor and outdoor lights and decorations to stay safe and save energy. Also remember to turn off or unplug non-essential electronics when you’re out of town to prevent power outages or fires while you’re away.
5. Be safe with outdoor lights: When hanging festive lights outdoors, use a sturdy ladder. Avoid hanging lights in wet or icy conditions. [Most importantly, stay clear of power lines to prevent electrocution](https://www.frontdoor.com/blog/how-to-guides/how-to-hang-christmas-lights).
6. Use space heaters safely: Keep space heaters at least three feet away from flammable materials like curtains, furniture and bedding. [Always turn them off when you leave the room](https://miltonelectric.com/blog/5-holiday-electrical-safety-tips-you-need-to-know/).
7. Heated blanket safety: Regularly check heated blankets for frayed wires or damage. [Plug them directly into a wall outlet rather than using an extension cord to prevent overheating](https://miltonelectric.com/blog/5-holiday-electrical-safety-tips-you-need-to-know/).
8. Proper extension cord use: Use heavy-duty extension cords rated for outdoor use when hanging lights outside. [Avoid running cords under rugs or furniture, as this can cause overheating](https://www.thegoodelectrician.com/blog/holiday-electrical-safety-tips-every-homeowner-should-know/).

**Gas safety tips**

1. Proper ventilation: Ensure your kitchen is well-ventilated when cooking with gas. [Use exhaust fans or open windows to reduce the risk of carbon monoxide buildup](https://pirg.org/edfund/articles/healthier-holiday-minimizing-the-health-risks-of-cooking-with-gas/).
2. [Routine maintenance: Schedule regular maintenance for your gas appliances, such as stoves and heaters, to ensure they are functioning properly and safely](https://www.midamericanenergy.com/articles/home-gas-safety-winter). Schedule a no-cost gas appliances safety check with SDG&E at [***MyEnergyCenter.com***](https://myenergycenter.com/).
3. [Keep a distance from flames:](https://www.yahoo.com/lifestyle/safety-energy-saving-tips-ahead-011600963.html) Keep flammable objects like holiday trees, garlands and decorations away from heat sources such as gas stoves, fireplaces and other open flames to reduce fire risks.
4. [Install detectors: Make sure you have working smoke and carbon monoxide detectors on every level of your home and test them regularly](https://www.fema.gov/press-release/20241122/five-safety-tips-kick-your-holiday-season).
5. Avoid using gas ovens for heating: Never use a gas oven to heat your home. [This can lead to dangerous levels of carbon monoxide](https://emergencycare.hsi.com/blog/holiday-safety-tips-for-your-home-and-travel).

By following these tips, you can enjoy a safe and happy holiday season with your loved ones. Stay safe and festive! Get more holiday energy safety tips at [***sdge.com/Safety-Tips***](https://www.sdge.com/more-information/safety).

**Social posts: Holiday safety tips for your home**

Use any of the tips in the above article, then add:

Visit [***sdge.com/Safety-Tips***](https://www.sdge.com/more-information/safety)for more holiday energy-savings tips. #sdge #SDGEassist

Example: [Schedule regular maintenance for your gas appliances, such as stoves and heaters, to ensure they are functioning properly and safely](https://www.midamericanenergy.com/articles/home-gas-safety-winter). Schedule a no-cost gas appliances safety check with SDG&E at MyEnergyCenter.com. Visit [***sdge.com/Safety-Tips***](https://www.sdge.com/more-information/safety)for energy safety tips. #sdge #SDGEassist

A group of people wearing socks

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**Article: Need help with your energy bill?**

If you are having trouble paying your energy bill, you might be eligible for programs and services that can provide financial assistance and help you avoid interruptions to your service. Flexible payment arrangements are also available to help you pay down past due balances. Learn more at [***sdge.com/Payment-Arrangements***](https://www.sdge.com/residential/pay-bill/payment-arrangements).

Check out these energy assistance programs:

* California Alternate Rates for Energy (CARE) Program: Save 30% or more every month on your bill. Find out if you qualify at [***sdge.com/CARE***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs).
* Family Electric Rate Assistance (FERA) Program: If you do not qualify for CARE and your household has three or more people, you may qualify for FERA. You could receive an 18% discount on your electric bill. Visit [***sdge.com/FERA***](https://www.sdge.com/FERA) to learn more.
* Energy Savings Assistance (ESA) Program: You may qualify to receive free energy-saving improvements for your home, like new appliances, lighting, insulation and more. Find details at [***sdge.com/ESA***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements).
* Arrearage Management Plan (AMP): If you have outstanding bills and you are a CARE or FERA customer, you may be eligible for debt forgiveness. See if you qualify at [***sdge.com/AMP***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp).

Even if you made a recent payment or set up a flexible payment plan with SDG&E, there may still be assistance programs available to help you. For a complete list of available offerings, visit  [***sdge.com/assistance***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance).

**Social posts: Need help with your energy bill?**

1. If you are behind on your energy bill, you may qualify for financial assistance. Learn more at [***sdge.com/assistance***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance). #sdge #SDGEassist
2. Hardship can hit at any time – when it does, the last thing you need to worry about is your energy bill. Get help with your bill at [***sdge.com/assistance***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance). #sdge #SDGEassist
3. SDG&E provides assistance programs to help you with your monthly energy bill which can include up to a 30% discount. Find out if you qualify at [***sdge.com/assistance***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance). #sdge #SDGEassist
4. Whether you rent or own, you could be eligible to receive no-cost, energy-efficient home improvements that can make your home more comfortable and help reduce your energy bill. Find out if you qualify at [***sdge.com/ESA***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements). #sdge #SDGEassist



**Article (translated): ¿Necesita ayuda con su factura de energía?**

Usted puede calificar para un descuento en su factura o mejoras en el hogar. Hay programas de asistencia que pueden ayudar a reducir su factura mensual de energía mientras mantiene su hogar cómodo.

* Programa de Tarifas Alternativas de Energía de California (CARE, por sus siglas en inglés): Ahorre un 30% o más cada mes en su factura. Averigüe si califica en [***sdge.com/CAREesp***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs#googtrans(en|es)).
* Tarifa Eléctrica Familiar (FERA, por sus siglas en inglés): Si no califica para CARE y su hogar tiene 3 o más personas, puede calificar para FERA. Podría recibir un 18% de descuento en su factura de electricidad. Visite [***sdge.com/FERAesp***](https://www.sdge.com/FERA#googtrans(en|es))para obtener más información.
* Programa de Asistencia para el Ahorro de Energía (ESA, por sus siglas en inglés): Puede calificar para recibir mejoras gratuitas para el ahorro de energía en su hogar, tales como electrodomésticos nuevos, iluminación, aislamiento y más. Encuentre los detalles en [***sdge.com/ESAesp***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements#googtrans(en|es)).
* Arrearage Management Plan (AMP): Si tiene facturas pendientes y es participante en el programa de CARE o FERA, puede ser elegible para la condonación de deudas. Averigüe si califica en [***sdge.com/AMPesp***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp#googtrans(en|es)).

Las aplicaciones en línea son fáciles, rápidas y convenientes. Para obtener más información, visite [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance#googtrans(en|es)).

**Publicaciones para compartir en las redes sociales: ¿Necesita ayuda con su factura de energía?**

1. Si está atrasado en su factura de energía, puede calificar para asistencia financiera. Obtenga más información en [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance#googtrans(en|es)). #sdge #SDGEassist
2. Dificultades pueden aparecer en cualquier momento – si aparecen, lo último que necesita es preocuparse por su factura de energía. Obtenga ayuda con su factura en [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance#googtrans(en|es)). #sdge #SDGEassist
3. SDG&E ofrece programas de asistencia para ayudarle con su factura mensual que puede incluir hasta un 30% de descuento. Descubra si califica en [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance#googtrans(en|es)). #sdge #SDGEassist
4. Si alquile o es propietario, podría ser elegible para recibir mejoras de eficiencia energética en su hogar, sin costo, que pueden hacer que su hogar sea más cómodo y ayuden reducir su factura de energía. Descubra si califica en [***sdge.com/ESAesp***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements#googtrans(en|es)). #sdge #SDGEassist



**Business article + social posts**

**Article:** **Winter energy-saving tips for small businesses**

Don’t let the cold sneak up on your energy bill this winter. SDG&E can help with energy-saving programs and tips to help keep your business’s energy costs low – and that can make a positive difference on your bottom line.

1. Lower the temperature. Your business can keep comfortable without cranking up the heat. Adjust your thermostat by a few degrees to help reduce your energy bill. Don’t completely turn off your heat overnight though – you’ll use more energy to heat up the building again in the morning.
2. Change the direction of your fans. Did you know ceiling fans help in the colder months too? Change the rotation of your fan blades to clockwise, which will pull warm air down and spread it throughout the room.
3. Open blinds and sunshades to allow sunlight in. It will heat up the room, especially on south- or west-facing windows. Natural light can warm the space and reduce the need for lighting. When you need to turn on lights, save energy by using energy-efficient LED bulbs.
4. Install motion sensors. In work areas that get little use, like storage and conference rooms, install sensors so lights will automatically go off when employees are working elsewhere.
5. Check for drafts. Make sure cold air isn’t drifting into your building by checking weather stripping on your doors and caulking on your windows and other areas that outside air can seep inside. This is especially important in older buildings. You can also put clear, inexpensive plastic sheeting on your windows to add more insulation and reduce cold drafts.
6. Perform maintenance on your heater. Get a tune-up on your heater to ensure your system is operating efficiently. New, clean air filters can improve airflow and heating.
7. Keep heating vents free from blockage. Make sure your heating air intake and outlet grilles are not blocked by furniture or paper. Obstructed grilles put more of a burden on the system’s fans to move heated air through an office. Also, check your ductwork for air leaks or any damage to insulation.
8. Keep HVAC filters clean. Check your HVAC filters monthly and clean it or replace it if it’s dirty. Keeping your HVAC system properly maintained can help save on heating costs.
9. Check your doors. Find out if a door provides good insulation by placing your hand against it from the inside. If it feels cooler than the inside walls, it might be time to install a door that's better insulated.

Visit [***sdge.com/MyBusiness***](https://www.sdge.com/business/savings-center/business-winter-savings-safety-and-solutions) for more helpful energy-saving tips.

*Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.*

**Social posts: Winter energy-saving tips for small businesses**

1. Check your HVAC filters monthly and clean it or replace it if it’s dirty. Keeping your HVAC system properly maintained can help save on heating costs. Visit [***sdge.com/MyBusiness***](https://www.sdge.com/business/savings-center/business-winter-savings-safety-and-solutions) for more helpful energy-saving tips. #sdge #SDGEassist
2. Did you know ceiling fans help in the colder months too? Change the rotation of your fan blades to clockwise, which will pull warm air down and spread it throughout the room. Visit [***sdge.com/MyBusiness***](https://www.sdge.com/business/savings-center/business-winter-savings-safety-and-solutions) for more helpful energy-saving tips. #sdge #SDGEassist
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5. Is your business looking for ways to save energy during the colder months? Visit [***sdge.com/MyBusiness***](https://www.sdge.com/business/savings-center/business-winter-savings-safety-and-solutions) for helpful energy-saving tips. #sdge #SDGEassist
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