



May 1, 2026

# Regulated Price Plan (RPP) and Customer Choice

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Social Media Tool Kit



Ontario  
Energy  
Board



To support the Regulated Price Plan (RPP) changes, the Ontario Energy Board (OEB) has developed this social media tool kit.

The social media tool kit includes step-by-step instructions, suggested captions for each post and a sample content calendar.

**Please note:** The images in this document are intended to help you match each caption to its corresponding graphic. They are for reference only. For posting, please use the final high-resolution versions of the graphics, which are included in the file you downloaded with this toolkit. These optimized files ensure the best quality and consistency across platforms.

The OEB's LinkedIn handle is [@Ontario Energy Board](#), our X handle is [@OntEnergyBoard](#) and our Instagram handle is [@OntEnergyBoard](#). We encourage you to tag us in your posts to help amplify the message.

If you require any additional support, please contact our social media advisor at [barkat.mahal@oeb.ca](mailto:barkat.mahal@oeb.ca) (she/her).

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## 1. Tool Kit Contents

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This tool kit includes content for the following social media platforms: LinkedIn, X, Facebook and Instagram. We have provided content for:

- In-feed posts on LinkedIn, X, Facebook and Instagram (English and French)
- Story posts for Facebook and Instagram (English and French)

All graphics have been optimized for each platform:

- In-feed posts are sized at 1200 x 1200 px, appearing both on your profile and follower feeds.
- Stories for Facebook and Instagram are sized at 1080 x 1920 px, appearing as 24-hour posts that are not permanently added to your profile. They appear in the stories section located at the top of follower feeds.
- Please do not use the graphics for stories as in-feed posts as the sizes are different.

➔ Please do not copy and paste graphics directly from this document. Full high-resolution graphics have been provided separately in the Resource Centre. Download the files before sharing them on social media.

In addition to optimized graphics, we've included suggested captions for each post. Caption copy is highlighted beneath each corresponding graphic in the sections below. We've also included a sample content calendar to help you plan and schedule your posts effectively.

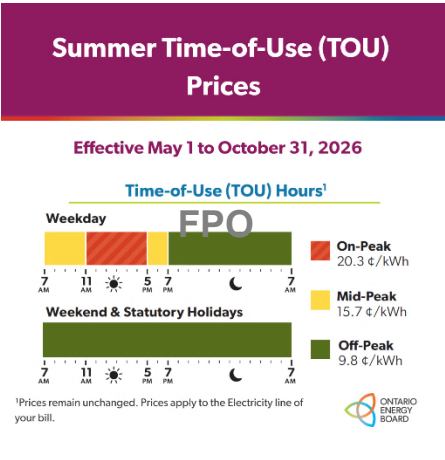
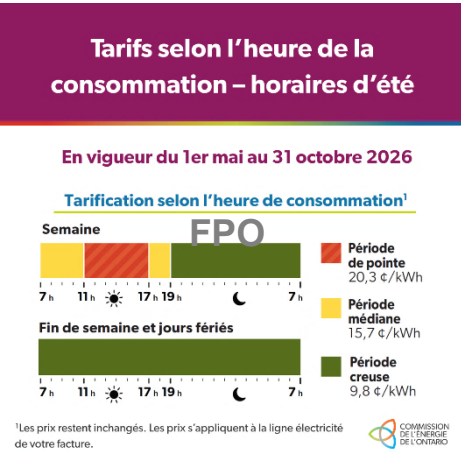
All corresponding graphics are included in the file you downloaded with this toolkit.

## 2. Four Static Graphics

For all four static graphics, we have included in-feed graphics and suggested copy in the tables below. As story graphics do not require copy, we have not provided any. All five of the following static graphics can be found in the Resource Centre:

- TOU Graph (RPP)
- ULO Graph (RPP)
- Tiered Graph (RPP)
- Blue Choice Graphic (CHOICE)

### a. TOU Graph (RPP)

	ENGLISH	FRENCH
<b>GRAPHIC</b>		
Standalone graphic		
	<p>➔ Copy and paste the caption below to post alongside the corresponding graphic.</p>	
<b>CAPTION</b>	<p>With the TOU price plan, the price of electricity depends on when you use it. Learn about all three plans at <a href="http://oeb.ca/choice">oeb.ca/choice</a>.</p>	<p>Les tarifs selon l'heure de la consommation dépendent du moment où l'électricité est consommée. Visitez <a href="http://oeb.ca/choix">oeb.ca/choix</a>.</p>

## b. ULO Graph (RPP)

### GRAPHIC

Standalone graphic

	ENGLISH	FRENCH
	<p>Copy and paste the caption below to post alongside corresponding graphic.</p>	
	<p><b>CAPTION</b></p> <p>If you have an electric vehicle, you may want to switch to the ULO price plan. Learn more at <a href="http://oeb.ca/choice">oeb.ca/choice</a>.</p>	<p>Si vous avez un véhicule électrique, vous pouvez passer à la tarification de nuit très bas. Consultez le site <a href="http://oeb.ca/choix">oeb.ca/choix</a>.</p>



### CAPTION

## c. Tiered Graph (RPP)

### GRAPHIC

Standalone graphic

	ENGLISH	FRENCH
	<p>Copy and paste the caption below to post alongside corresponding graphic.</p>	
	<p><b>CAPTION</b></p> <p>With Tiered pricing, the price of electricity depends on how much you use in a month. Learn about all plans at <a href="http://oeb.ca/choice">oeb.ca/choice</a>.</p>	<p>Les tarifs par palier dépendent de la quantité d’électricité que vous consommez dans un mois. Visitez <a href="http://oeb.ca/choix">oeb.ca/choix</a>.</p>





### CAPTION

#### d. Power is Personal Three Electricity Plans Blue Graphic (Choice)

**GRAPHIC**

Standalone graphic

	ENGLISH	FRENCH
		
	<p>Copy and paste the caption below to post alongside corresponding graphic.</p>	
	<p>Choose Time-of-Use, Tiered or the Ultra-Low Overnight price plan to manage your electricity costs. Visit <a href="http://oeb.ca/choice">oeb.ca/choice</a>.</p>	<p>Choisissez la tarification selon l'heure de consommation, par palier ou de nuit très bas pour gérer vos tarifs. <a href="http://oeb.ca/choix">oeb.ca/choix</a>.</p>
<b>CAPTION</b>		

### 3. Story Graphics

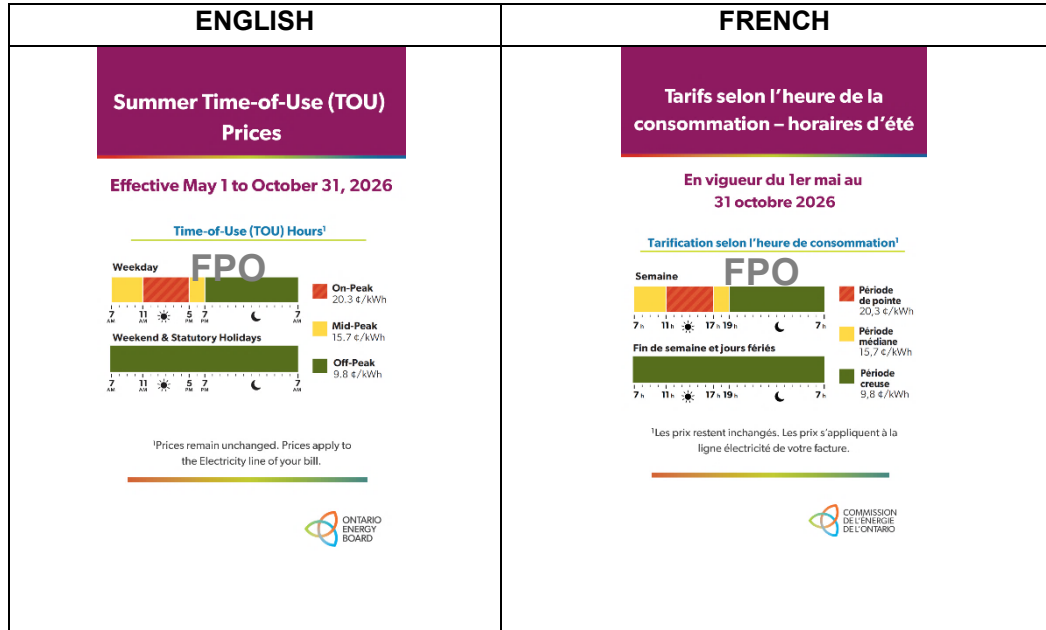
There are story graphics in the Resource Centre that are a different size than the static graphics. These are designed to be posted only as a story on Facebook and Instagram. As captions are not required for stories, they have not been provided. The following story graphics are available in the Resource Centre:

- a. TOU Graph (RPP)
- b. ULO Graph (RPP)
- c. Tiered Graph (RPP)
- d. Blue Choice Graphic (CHOICE)

### a. TOU Graph (RPP)

GRAPHIC

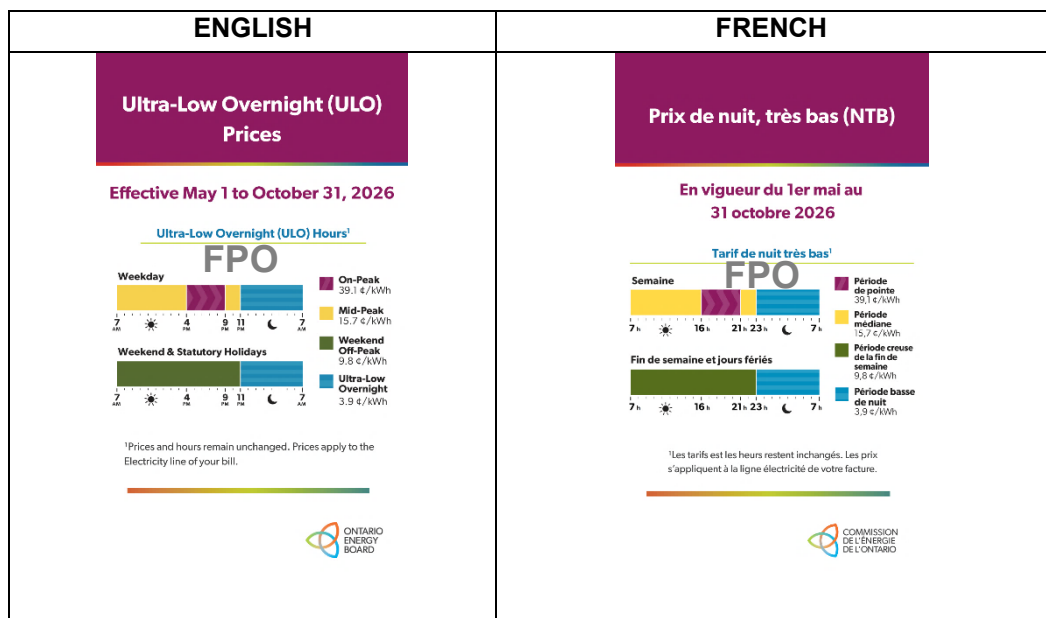
Standalone graphic



### b. ULO Graph (RPP)

UPDATED GRAPHIC

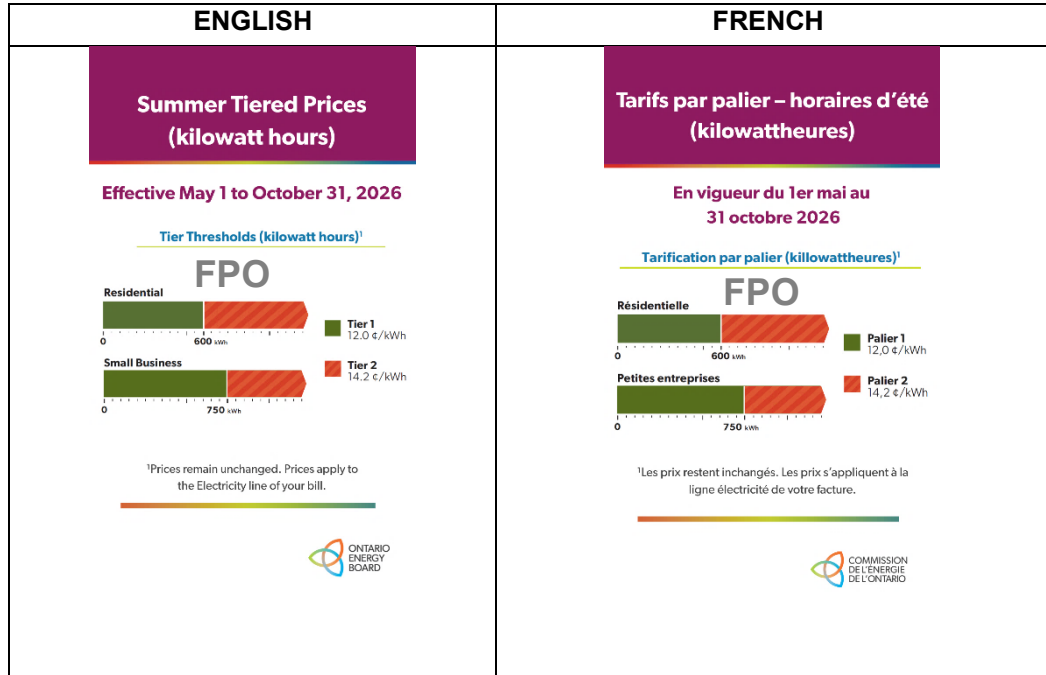
Standalone graphic



**c. Tiered Graph (RPP)**

**UPDATED GRAPHIC**

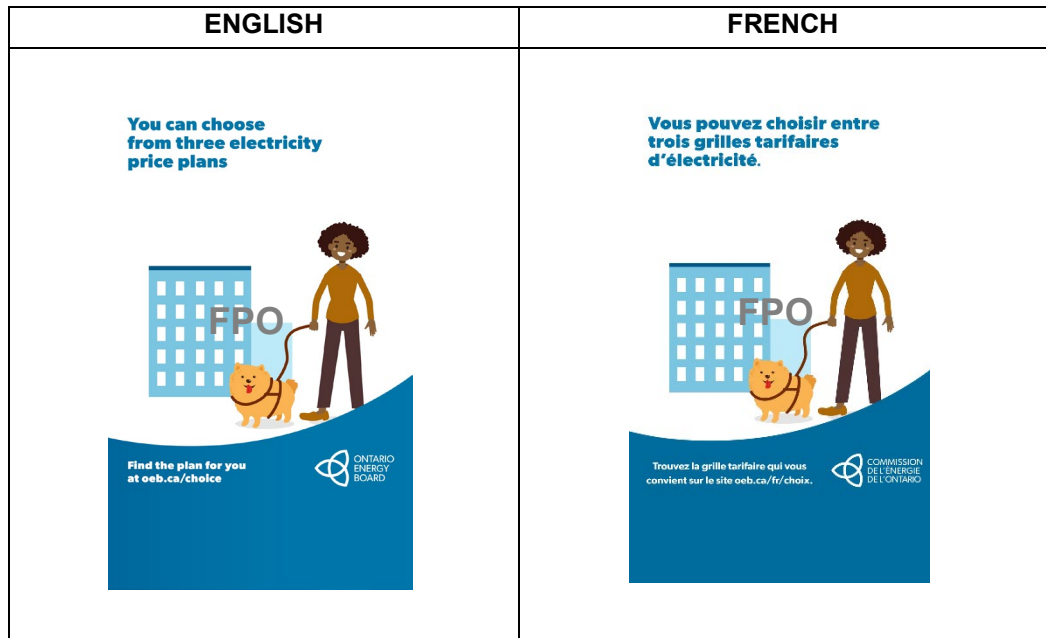
Standalone graphic



**d. Power is Personal Blue Three Electricity Plans Blue Graphic (Choice)**

**UPDATED GRAPHIC**

Standalone graphic



## 4. Story Repost

### What is a Story repost?

A story repost on Instagram is a feature that allows users to share other user's public posts or stories directly onto their own Instagram story.

On the OEB's Instagram, you can find an in-feed carousel post that explains the different electricity price plans in Ontario. You can find the post here:

<https://www.instagram.com/p/DW6vbCnUJ3>

### How to repost a story on Instagram (Using OEB's post)

Please note this can only be done on the mobile app.

1. Go to the OEB's Instagram page (@OntEnergyBoard) and scroll to find the "When You Use Electricity Matters." post



2. Tap the paper airplane icon below the post and select "add to story"



3. Feel free to customize the post by adding your own text.
4. Once you are happy with the look of your story, click the blue arrow at the bottom right of your screen to post.

## 5. Ten-Panel Carousel Post

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### What is a Carousel post?

Carousel posts are an effective way to share layered content across platforms like LinkedIn, Facebook and Instagram. This format allows you to present multiple visuals or messages in a single, swipeable post – ideal for guiding your audience through a structured narrative.

The carousel format helps break down key messages into digestible, visually engaging panels that encourage users to spend more time with the content. This increases visibility and drives deeper engagement with the material.

[Click here to see an example of how the OEB used carousel posts for our 2025 Spring RPP announcement.](#)

The 10-panel carousel included in this tool kit is designed to help customers better understand their electricity pricing options, guide them in selecting the plan that best suits their needs and equip them with tools to make informed decisions.

The carousel graphics provided under resources can be used for:

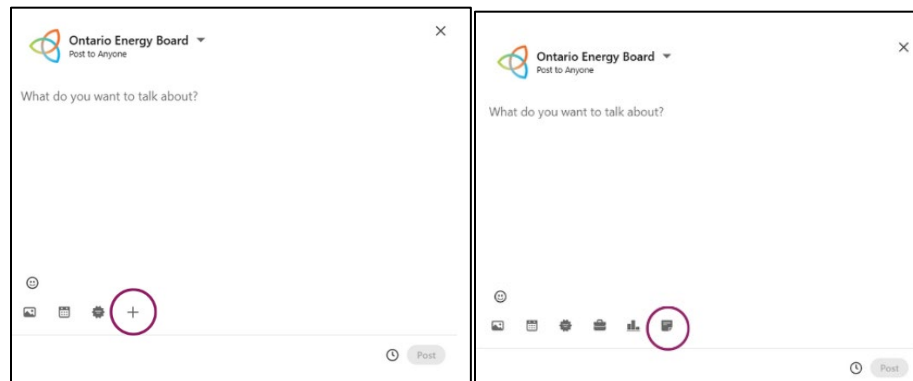
- An in-feed carousel post on LinkedIn by uploading a PDF.
- An in-feed carousel post on Instagram by adding multiple images in chronological order to a post.
- A story on Facebook **OR** Instagram by adding images multiple images in chronological order to stories.

Please see the following instructions on how to share a carousel post for each of the formats/platforms.

## How to Post a Carousel on LinkedIn (Using a PDF)

LinkedIn treats multi-page PDFs as carousel posts. Each page becomes a swipeable slide.

1. Download the PDF LinkedIn file – all you need to do is download, LinkedIn does rest.
2. Start a New Post
  - Click “Start a post” at the top of your feed.
3. Upload Your Carousel
  - Click the document icon (labeled “Add a document”). You may have to click the “+” sign to expand the media upload section.

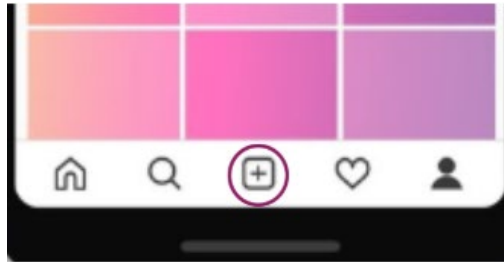


- Select your PDF file from your computer.
  - Add a title for the document (this appears above the carousel). Our suggested title is "Choosing your electricity plan."
4. Copy and paste the corresponding caption.
  5. Post it
    - Click “Post” and your carousel will go live.

## How to Post an in-feed Carousel on Instagram

➔ **Note: A PDF will not upload to Instagram.**

1. Start a new post
  - Tap the “+” icon at the bottom center.



- Select “**Post.**”
2. Select the images to add to the carousel post.
  - Select the 10 Images the OEB provided in chronological order.
  - Once selected, click “Next” at the top right corner.
  - This will then take you to a page to edit each slide. No edits required, click next at the bottom right corner.
3. Copy and paste the corresponding caption
4. Post it.
  - Click “Share” at the bottom and your carousel will go live.

## How to Post a Carousel on Instagram stories

➔ **Note: A PDF will not upload to Instagram. Stories can only be posted through the mobile app.**

1. Access the story feature
  - Tap your profile picture at the top left or swipe right from your feed to open the camera.
  - Tap the gallery icon (bottom left) to access your camera roll.
2. Select Multiple Slides
  - Tap “Select” or “Multiple” (depending on your device).
  - Choose the slides in the order you want them to appear.
  - Tap the arrow at the bottom right.
  - This will then take you to a page to edit each slide. No edits required, click the arrow at the bottom right corner.
3. Post your stories
  - A pop up will appear asking where you would like to share your story.
  - Choose “Your Story” and tap “Share.”

## How to Post a Carousel on Facebook stories

➔ **Note: A PDF will not upload to Facebook.**

1. Access the story feature
  - Tap “Create Story” at the top of your feed or profile
  - Alternatively click the “+” button at the top right and select “Story” from the dropdown menu.
2. Select Multiple Slides
  - Tap “Select Multiple.”
  - Choose the slides in the order you want them to appear.
  - Tap the “Next” button at the bottom right.
4. Post your stories
  - A pop up will appear asking “Post as... .” Select “Separate Stories”
  - After clicking this, a preview will load, allowing you to scroll through to double check order.
  - Once you are ready to post, click “share to story” button at the bottom of your screen.



## Ten-Panel Carousel with Intro, Plan graphs, CTA

### UPDATED GRAPHIC

10-panel carousel beginning with slide 1 displayed

### CAPTION

Characters:  
EN: 505/125  
FR:

ENGLISH	FRENCH
<p><b>Did you know?</b> <b>Electricity customers can choose their price plan</b></p> 	<p><b>Le saviez-vous?</b> <b>Les consommateurs d'électricité peuvent choisir leur grille tarifaire</b></p> 
<p>⚡ Starting May 1, the summer hours for Time-of-Use (TOU) and a lower threshold for Tiered price plans for residential customers come into effect. The Ultra-Low Overnight (ULO) hours remain the same year-round.</p> <p>Here are three things to keep in mind if you're on a TOU, ULO or Tiered price plan:</p>	<p>⚡ À compter du 1er mai, la tarification d'été selon l'heure de la consommation et un seuil de tarification par palier plus faible pour les clients résidentiels entreront en vigueur. Les tarifs de nuit, très bas (NTB), demeurent inchangés tout au long de l'année.</p> <p>Si vous êtes un consommateur d'électricité en Ontario et que vous êtes assujetti aux tarifs en fonction de l'heure de</p>

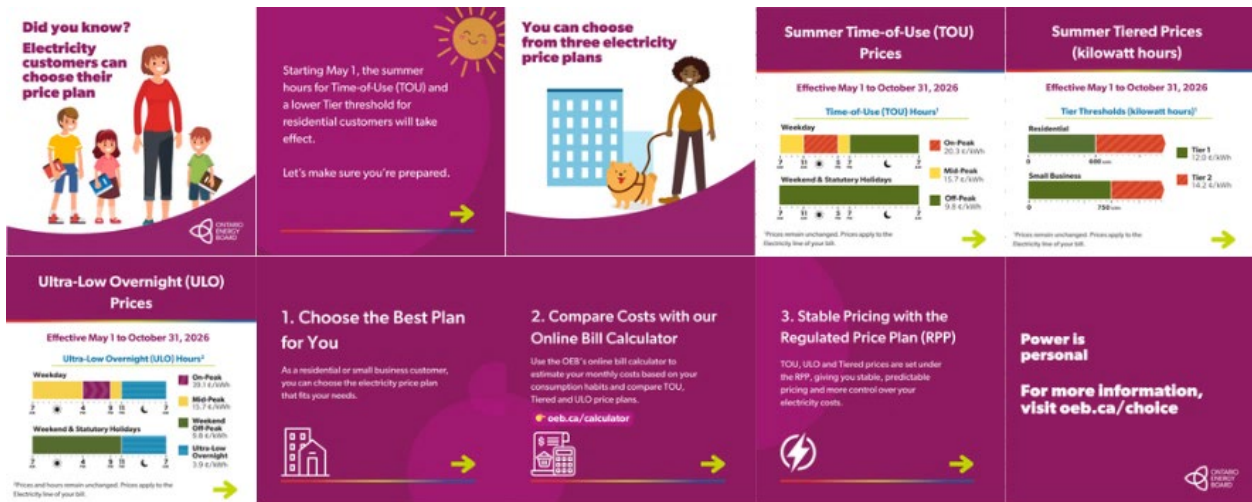
<ol style="list-style-type: none"> <li>1. Choose the Best Plan for You</li> <li>2. Compare Costs with our Online Bill Calculator</li> <li>3. Regulated Price Plan (RPP)</li> </ol> <p>Learn more: <a href="http://www.oeb.ca/choice">www.oeb.ca/choice</a></p> <p>#electricityrates</p>	<p>consommation, aux tarifs NTB ou aux tarifs par palier, vous devez garder à l'esprit les trois points suivants :</p> <ol style="list-style-type: none"> <li>1. Choisissez la grille tarifaire qui vous convient le mieux</li> <li>2. Comparez les coûts en utilisant notre calculatrice de facture en ligne</li> <li>3. Grille tarifaire réglementée (GTR)</li> </ol> <p>En savoir plus : <a href="https://oeb.ca/fr/consommateurs/tarifs-delectricite/choisir-sa-grille-tarifaire-delectricite">https://oeb.ca/fr/consommateurs/tarifs-delectricite/choisir-sa-grille-tarifaire-delectricite</a></p> <p>#tarifsdélectricité</p>
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### Overview of Story Carousel



The Story Carousel consists of seven panels. The first panel, 'Did you know? Electricity customers can choose their price plan', shows a family and states that starting May 1, summer hours for Time-of-Use (TOU) and a lower Tier threshold for residential customers will take effect. The second panel, 'You can choose from three electricity price plans', shows a person walking a dog and lists three options: Summer Time-of-Use (TOU) Prices, Summer Tiered Prices (kilowatt hours), and Ultra-Low Overnight (ULO) Prices. The third panel displays three price plan charts for TOU, Tiered, and ULO. The fourth panel, '1. Choose the Best Plan for You', suggests using the OEB's online bill calculator. The fifth panel, '2. Compare Costs with our Online Bill Calculator', explains how the calculator estimates monthly costs based on consumption habits. The sixth panel, '3. Stable Pricing with the Regulated Price Plan (RPP)', notes that TOU, ULO, and Tiered prices are set under the RPP. The final panel, 'Power is personal', provides the website [oeb.ca/choice](http://oeb.ca/choice) for more information.

### Overview of in-feed Carousel



The in-feed carousel features six panels. The first panel, 'Did you know? Electricity customers can choose their price plan', repeats the information about the May 1 changes. The second panel, 'You can choose from three electricity price plans', lists the three options: Summer Time-of-Use (TOU) Prices, Summer Tiered Prices (kilowatt hours), and Ultra-Low Overnight (ULO) Prices. The third panel, 'Ultra-Low Overnight (ULO) Prices', shows a chart for ULO hours and rates: On-Peak (20.3¢/kWh), Mid-Peak (13.7¢/kWh), Weekend & Statutory Holidays (9.8¢/kWh), and Ultra-Low Overnight (3.9¢/kWh). The fourth panel, '1. Choose the Best Plan for You', directs users to [oeb.ca/calculator](http://oeb.ca/calculator). The fifth panel, '2. Compare Costs with our Online Bill Calculator', explains the calculator's function. The sixth panel, '3. Stable Pricing with the Regulated Price Plan (RPP)', notes that TOU, ULO, and Tiered prices are set under the RPP. The final panel, 'Power is personal', provides the website [oeb.ca/choice](http://oeb.ca/choice) for more information.

## 6. Sample Content Calendar

To support your scheduling and co-ordination efforts, we've included a sample content calendar that outlines suggested posting dates. This calendar is designed to help you plan ahead and maximize visibility of your posts. Feel free to adapt it to suit your organization's posting rhythm and audience engagement patterns.

### May 2026

					1 	2
3	4	5 Repost OEB Price Plans post 	6	7	8	9
10	11 	12	13	14 	15	16
17	18 	19	20	21 	22	23
24	25	26	27	28	29	30