

The Energy Freedom & Fairness Act: Social Media Toolkit

Hashtags:

- #BYOPower

Links:

- [Toolkit](#)
- [Template legislation](https://bit.ly/43dsdtQ) (<https://bit.ly/43dsdtQ>)
- [Fact sheet](https://bit.ly/4oW1lqp) (<https://bit.ly/4oW1lqp>)
- [Graphics and Charts](#)

Pre-Drafted Social Posts:

Topic	Post Text	Link	Graphic
Legislation			
	Electric utilities face growing demand & costly generation needs. The Energy Freedom & Fairness Act offers a smart fix: let large users #BYOPower — Bring, Build or Buy their own electricity. ✔ Reduces risk ✔ Saves ratepayers ✔ Strengthens reliability	Template link or state legislation	Energy Freedom & Fairness Act – bright idea
	Why should families & small businesses foot the bill for new power plants? Let large users #BYOPower — Bring, Build or Buy their own energy. Private companies take on the risk, not utility ratepayers. A common-sense solution to rising costs & grid strain. ⚡	Template link or state legislation	BYOPower Solution graphic
	Big employers want energy flexibility — ratepayers want fair costs. The Energy Freedom & Fairness Act lets large users #BYOPower (Buy their own). ✔ Relieves utilities ✔ Attracts jobs ✔ Protects households		BYOP Graphic: It's what large businesses want
	New load growth doesn't have to mean higher bills. Let large users #BYOPower — Buy their own electricity.		Protect ratepayers graphic

	A smart, limited fix that keeps power reliable & affordable for everyone. ⚙️⚡		
Electric Rate Increases			
	Electric rates are on the rise, but in some states, they are skyrocketing. The states that let large users #BYOPower — Buy their own energy are doing better on rate increases than states where the utility builds, and ratepayers fund, all power generation.		Bar Chart of State Rankings Based on Price Increases Over Time
	States that offer more flexibility in power procurement have seen slower rate increases – electric rates in monopoly states have risen 47% since 2008, compared to only 14% in states that allow customer choice. Let large users #BYOPower		Line chart of all-sector price performance (monopoly vs competitive)
Better Grid Planning			
	The Energy Freedom & Fairness Act strengthens reliability by relieving pressure on utilities to overbuild. Large users #BYOPower, utilities can plan smarter, manage retirements responsibly, and keep the lights on for everyone. 💡		BYOP Graphic: It's a bright idea
Avoided Generation Costs			
	MI allows some customers to #BYOPower. 5,000+ customers get their electric from competitive suppliers. That's 2,798MWs the utilities didn't have to build — the equivalent of 4 natural gas plants that could have cost ratepayers \$3.2B to build.		
	The typical cost to build one 700 MW natural gas plant is \$800million+. In monopoly markets, the customers pay that bill. In competitive markets, private investments pay for it. Limit the costs and let large energy users procure their own electricity. #BYOPower		Cost to build a natural gas plant.
Economic Development			
	Energy flexibility = job growth. Letting large users #BYOPower attracts manufacturers & data centers without shifting costs onto families. Pro-business, pro-ratepayer, pro-growth. 🇺🇸 Support The Energy Freedom & Fairness Act!		
	Large electric users save money when they have the ability to BYOP – Buy Your Own Power. In MI, commercial customers that purchase from a competitive supplier save BIG compared to the utility rate.		Commercial savings in Michigan
	Independent energy producers are ready to invest if		10-Year Generation

	states would just let them serve large energy users! With #BYOPower, they can build new generation using private capital — not ratepayer dollars — driving jobs and growth across our state. ⚡		Build Comparison
Clean Energy Development			
	Businesses want cleaner power. The Energy Freedom & Fairness Act lets them get it directly — no subsidies, no new mandates, just market-driven clean energy. #BYOPower		