

HYDROPOWER
DAY AUGUST 24, 2023



#HydroDay

Executive Summary



Editorial Mentions

382

The number of times Hydro Day messaging appeared in articles



Broadcast News Mentions

The number of mentions on broadcast news



Government Engagement

Number of Twitter posts from Federal and State government officials



Articles on Social Media

396

Number of times articles about National Hydropower Day were shared on social media





Yahoo! Finance us | Aug 23, 3:30

National Hydropower Day 2023: Celebrating America's First Renewable on August 24

46.1m Reach





Associated Press us | Aug 23, 3:31

National Hydropower Day 2023: Celebrating America's First Renewable on August 24

35.7m Reach





KTLA-TV us | Aug 23, 4:30

National Hydropower Day 2023: Celebrating America's First Renewable on August 24

8.0m Reach





Washington Exam...

us | Aug 25, 1:47

Daily on Energy: Interior hides behind rare whale in oil and gas Gulf fight

6.0m Reach



National Hydropower Day 2023: Celebrating America's First Renewable on August 24

4.4m Reach



wGN-17 us | Aug 23, 4:24

National Hydropower Day 2023: Celebrating America's First Renewable on August 24

3.6m Reach

GlobeNewswi by notified



us | Aug 23, 3:30

National Hydropower Day 2023: Celebrating America's First Renewable on August 24

2.4m Reach





Department of En... us | Aug 24, 12:13

Hydropower Is Key to a Clean Energy Future—Here's Why

2.2m Reach

Federal & State **Engagement**



Industry Arranged Tours

Two industry members (Tacoma PUD and NorthWestern Energy) invited and organized tours for their members of Congress



Theme Utilization

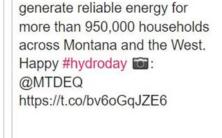
Dept. of Energy and Members of Congress used the "Hydropower is Key" theme, as well as the social media toolkit



Continuing Dialogue

National Hydropower Day provides another opportunity to reach out to Congressional offices and educate them about hydropower, acting as a starting point for further advocacy





Governor Greg Gianforte 🐡 @G

Twitter | US | Aug 24 - 4:53 PM





the permitting process for private hydropower infrastructure because I know #hydroiskey to Idaho. #hydroday https://t.co/alytlK9tHt







Positive O

♦ Happy National Hydropower Day This clean energy source can be relied on during periods of high energy demand and even during droughts.

© 4.92M = 405 @ 31.4k

© 824k ■ 55 @ 31.4k Positive O

hydroday, #HydroDay



Hydropower accounts for nearly 70% of the electricity generated in Washington State, but only 3% of all dams

© 53.2k ■ 48 @ 2.44k Positive O



© 118k ■ 75 @ 4k

Positive O

This National #hydroday, I'd like to recognize the crucial role the Lower Snake River Dams play in Central Washington and the Pacific

© 25.2k ■ 72 @ 31.4k

Steve Daines @ @SteveDaines · Aug 24



It's National Hydropower Day! Access to affordable, reliable clean power is dam important for Southwest Washington, I'll keep working to



Twitter | US | Aug 24 - 3:05 PM

Sen. Lisa Murkowski 🦃 @lisamı

https://t.co/iBlopNnnDH

© 9.58k ■ 65 @ 2.44k Positive O





[QT] @Interior: Happy #hydroday!; .@usbr is the 2nd largest producer of hydropower in the U.S., operates 53 hydroelectric powerplants and delivers enough electricity to serve 3.7 million homes. https://t.co/1BlgWim57h

10.5k Reach 23 Engagement 1.58k Views Positive O







Industry Engagement



Industry Shared Their Stories

Industry took to social media and shared stories about their work in hydropower



Press Releases

Various hydropower industry members published press releases in celebration of National Hydropower Day, highlighting their assets and community work.



Theme Utilization

Industry used the "Hydropower is Key" theme and expanded on it by adding unique perspectives and images of their own hydro assets



It's #HydroDay! We're proud to be generators of clean, renewable hydropower! With multiple large and small hydroelectric plants with a capacity of more than 232 MW, we're helping power the lives of 240,000 people with clean, carbon-free energy.



Eagle Creek Renewable Energy LLC

benefits our lives each and every day!

HYDROPOWER

DAY AUGUST 24, 2023

Stanley Kocon • 2nd

COO Michael Purdie and 168 others

On this National Hydropower Day, I am energized by the enormous

opportunities in the U.S. #hydropower market. After more than 120 years of

hydroelectric generation in the U.S., hydropower continues to be resil ...see more

NATIONAL

HYDROPOWER DAY AUGUST 24, 2023

NATIONAL

America's first #renewable energy source, #hydropower, is being celebrated

today, #HydroDay! #HydroIsKey to keeping the lights on in our homes and

businesses, and every year, we love to take the opportunity to share how hydro



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2 comments · 5 reposts

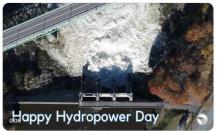
HYDROPOWER IS KEY

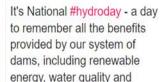


It's #HydroDay! For more than century, hydropower has fueled the NW with reliable clean energy, Hydro's dependability & flexibility enable the integration of intermittent renewables like wind & solar. Together, we're leading the NW into a bright, clean energy future. #HydroDay









Duke Energy @ @DukeEnergy

Twitter | MM | Aug 23 - 1:00 PM

Hydropower has helped shape

the landscape of the Carolinas

since 1904 - and will continue

energy future. Happy National

https://t.co/0WmvzTgE9k

Positive 0

Tennessee Valley Authority 6 (
Twitter | US | Aug 24 - 9:45 AM









Happy #nationalhydropowerday to all who celebrate. To those who don't: Happy to be instrumental in our clean Thursday. https://t.co/7yhdVgyabP

nationalhydropowerday, #NationalHydropowerDay

© 7.61k ■ 26 ⊚ 434 □ 1

hydroday, #HydroDay

#hydroday





Yesterday was National Hydropower Day, and we are continuing to celebrate! We were honored to recently host Rep. Marie Gluesenkamp Perez (D-WA-03) and













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