

Extra Care partnerships tool kit

Organic social media, advert and newsletter content
Winter 2025 2026



There's an easier way
to get help during
a power cut.

Sign up to Extra Care,
our free support service.



Scan to register
enwl.co.uk/extracare
0800 008 3015

Spread the word

Extra Care is SP Electricity North West's umbrella of support services, designed to:

- Empower customers across the North West.
- Support them to access the extra support they may need.
- Help them to stay on track before, during or after a power cut.
- Ensure every customer has an easier and safer way to access support.

Almost 1 million households across our region have already registered to our free Extra Care register, yet we welcome your support to ensure every household who may struggle, knows there's an easier way to get support in a power cut this winter.

What's in this pack?

- **Links to our full suite of Extra Care assets**
including digital and print materials, animations and static imagery.
- **Approved social media copy** ready for your channels.
- **Newsletter content** and imagery for easy inclusion.
- **Opportunities to request additional free resources**, such as literature and pull-up banners for public-facing events.

Key message

‘There’s an easier way to get help during a power cut this winter’

Our focus this winter is ensure help during a power cut is accessible, reassuring and simple for customers.

In this pack you’ll find approved messaging and downloadable assets to help you share this information across your channels.

Social media handles:

LinkedIn: SP Electricity North West

Facebook: Electricity North West

X: @ElectricityNW

TikTok: electricitynorthwest

#ExtraCare #EasierWay

Your contacts:

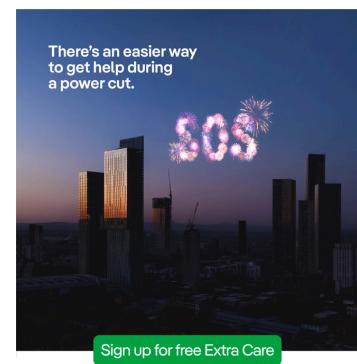
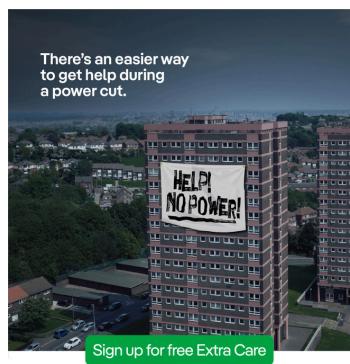
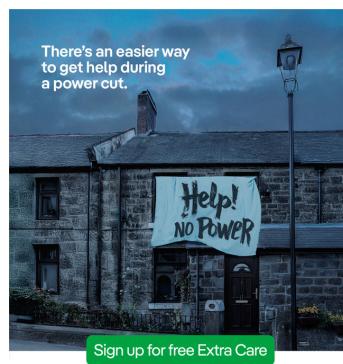
Partnership Enquiries: Partnerships@enwl.co.uk

Bespoke Media Enquiries: Pressoffice@enwl.co.uk

View our gallery

‘Access & download our full library of assets [HERE](#)

Remember, all visuals are also available in animation form to help grab your audiences attention.



Facebook or LinkedIn

Select an image from our gallery, either animated or static, and pair it with one of our three approved copy posts below

Option 1:

Could you cope in a power cut?

If you or your loved one may struggle, there's an easier way to get help this winter with SP Electricity North West.

The region's power network operator has a free Extra Care support service which can provide you with:

 Help and support in the event of a power cut

 Staying well this winter

 Help finding a warm space

 Help accessing food

Join almost one million households already registered and get extra support today. www.enwl.co.uk/extracare

Option 2:

There's an easier way to get help this winter with SP Electricity North West.

Their free Extra Care service can help you or someone you care for to stay safe and comfortable in the event of a power cut.

They also offer lots of help around energy saving advice and support for anyone worried about household bills.

Sound good? Sign up today and join almost one million households receiving free Extra Care support this winter.

www.enwl.co.uk/extracare

Facebook or LinkedIn

Option 3:

Did you know there's an easier way to get help in a power cut?

SP Electricity North West are here to help you!

You may find this winter a little more challenging:

- ❤ Due to health conditions
- babies You're caring for others or;
- babies You're juggling life's demands

Join almost one million households across the North West receiving free extra support.

www.enwl.co.uk/extracare

Newsletter Ads

**Select a quarter page, half page or full page advert from our assets.
These can be used on their own or combined with the copy below.**

Help us to keep your communities safe by sharing our messages wherever you can.

Newsletter Copy:

There's an easier way to get help during a power cut this winter.

The region's power network operator, SP Electricity North West are here for you with free extra care support. Join almost one million households already registered across the North West and gain valuable support.

You or someone you love may:

- Have a health condition
- Care for others
- Juggling life's hectic demands

which can make winter a little more challenging this year.

The service also provides energy saving advice and confidential support.

For more information and to sign up visit www.enwl.co.uk/extracare



‘X’ formally know as Twitter

Select an image from our gallery, either animated or static, and pair it with one of our three approved copy posts below.

Option 1:

Could you cope in a power cut?

There's an easier way to get help this winter if you or a loved one may struggle. Join @ElectricityNW free extra care support service for a helping hand.

www.enwl.co.uk/extracare

Option 2:

There's an easier way this winter with help from @ElectricityNW to keep you safe and comfortable in the event of a power cut.

For an extra helping hand, join their free extra care support service

www.enwl.co.uk/extracare

Option: 3

There's an easier way to get free help and support this winter from @ElectricityNW. You may struggle due to:

❤️ Health conditions

👩‍👩‍👧 Caring for others or;

🤹 Just juggling life's demands

Sign up today www.enwl.co.uk/extracare

Events & literature

Heading to a public event or planning lots of face-to-face activity?

We've got you covered with free pull-up banners and Extra Care flyers ready to order.

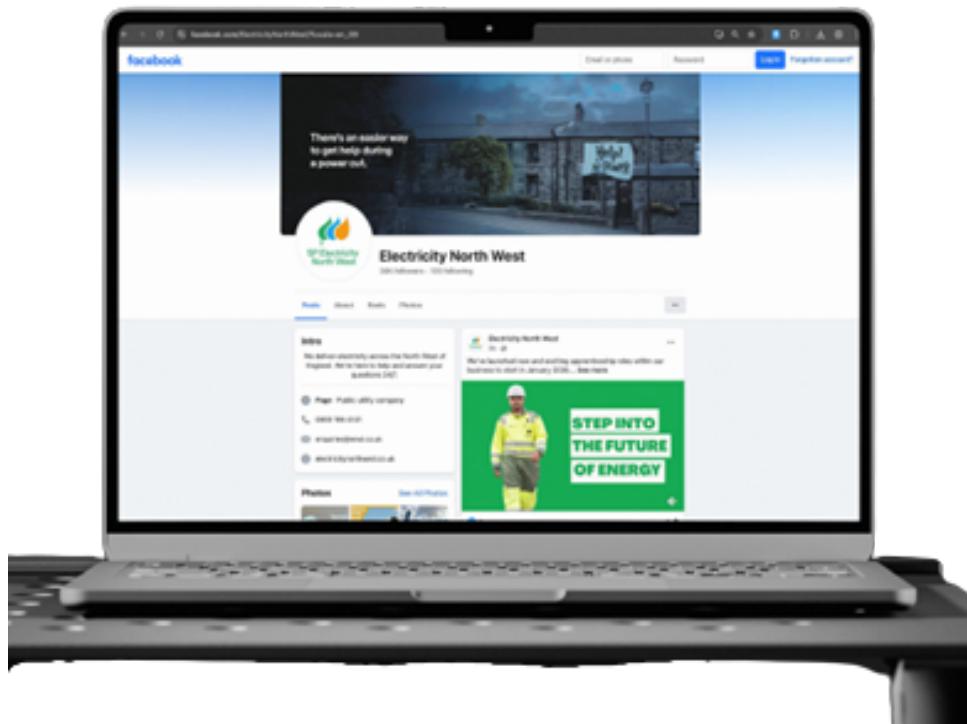
For more information or to place an order, email the Partnerships team.



Need something else?

If you're looking for additional materials or have a specific request that isn't covered in this pack, we're here to help.

Whether it's bespoke content, extra assets, or guidance on how to share our messaging, simply get in touch with the Partnerships team and we'll support you.



Thank you for helping us share this vital support with customers.

Together, we aim to welcome our millionth household to our Extra Care register this winter and make sure everyone knows that if a power cut happens, there's an easier way to get support.