

Social Media Messaging - ETC Report *Power Systems Transformation: Delivering Competitive, Resilient Electricity in High-Renewable Systems*

OVERVIEW

Thank you for helping us promote the ETC's report, ***Power Systems Transformation: Delivering Competitive, Resilient Electricity in High-Renewable Systems*** and Insights briefing, ***Connecting the World: Long-Distance Transmission as a Key Enabler of a Zero-Carbon Economy***. This document is designed to help your teams share the ETC's key findings and disseminate the messaging of the report across your social media channels.

Link to report web page (links will be live at 00:01 BST on 29th July)

The report can be found here: <https://www.energy-transitions.org/publications/power-systems-transformation/>

Link to all social media assets

All social media assets uploaded to the [member portal](#).

ETC Social media handles:

Twitter: @ETC_Energy

LinkedIn: Energy Transitions Commission <https://www.linkedin.com/company/energy-transitions-commission/>

Bluesky: @etc-energy.bsky.social

Launch hashtags

The hashtags for the report are #PowerSystemsTransformation and #ConnectingtheWorld. Please use the hashtags as often as you can in your social media activities around the report launches.

Pre-launch

Look out for the new @Energy Transitions Commission report on #PowerSystemsTransformation. The analysis describes how global power systems dominated by wind and solar generation can reliably deliver electricity at costs comparable to or lower than today's fossil fuel-based power systems in most parts of the world.

Long-distance international transmission can play a major and valuable role in the global power system by enabling increasing shares of renewable generation.

Our upcoming @Energy Transitions Commission Insights briefing #ConnectingtheWorld outlines actions needed to achieve this.