

GMAC Stakeholder Engagement Toolkit

The demands on the current electric grid continue to grow. Modernizing the grid will make a significant difference in the lives of Massachusetts residents and businesses. We have an opportunity now to encourage residents to learn about upcoming activities of the GMAC and get looped into the grid planning process. GMAC has many ways for Massachusetts residents to plug in. Below is a comprehensive toolkit to invite participation and provide an educational groundwork for grid modernization in our state.

Reference links:

1. Get to know the [Grid Modernization Advisory Council](#)
2. *NEW GMAC Resource* [Modernizing Massachusetts's Electric Grid](#)
 - a. Friendly link: [Mass.gov/GridMod](#)
3. Grid Modernization 101 [Factsheet](#)
4. Grid Modernization 201 [Factsheet](#)

Suggested messaging content for the following social media platforms is included on the following pages of this toolkit:

[Instagram](#)

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

[Newsletter](#)

[Images](#)

We invite you to send us your posts after they are out. Feel free to email MA-GMAC@mass.gov with links to your social media posts.

Instagram/Facebook

Message 1

Greening our electric grid and powering our buildings and transportation means investing in reliable and clean energy solutions. Learn more about how Massachusetts is investing in the grid and get involved. [[101 Factsheet link](#)] [[Mass.gov/GridMod](#)]

Suggested image: [Condensed 101 Factsheet](#)

Message 2

Reliable and clean energy solutions may feel like jargon, but the results will make a real difference in everyday life. We mean everyday folks in Massachusetts can green our electric grid and power our buildings and transportation in ways that help us and help the environment. All at the same time. [[101 Factsheet link](#)] [[Mass.gov/GridMod](#)]

Suggested image: [Condensed 101 Factsheet](#)

LinkedIn

Message 1

Massachusetts residents are seeing the impacts of climate change every day, but we are making progress towards the future by modernizing our electric grid. Updates to the electric grid will sustain and improve the grid for the future. [[101 Factsheet link](#)] [[Mass.gov/GridMod](#)]

Suggested image: [Condensed 101 Factsheet](#)

Message 2

Massachusetts continues to be a leader in the clean energy transition. Modernized electric grid infrastructure and local clean energy means cleaner air, cleaner water, and better health for everyone. [[201 Factsheet link](#)] [[Mass.gov/GridMod](#)]

Suggested image: [Condensed 201 Factsheet](#)

Twitter/X

Message 1

Massachusetts continues to be a leader in the clean energy transition. Modernized electric grid infrastructure and local clean energy means cleaner air, cleaner water, and better health for everyone. [[101 Factsheet link](#)] [[Mass.gov/GridMod](#)]

Suggested image: [Condensed 101 Factsheet](#)

Message 2

Hey friends! Climate change is real—stop being gaslit. To reduce the harmful impacts of fossil fuels on the climate and in our communities, we need to make our energy use cleaner and more sustainable. That means building our future electric grid! [[101 Factsheet link](#)] [[Mass.gov/GridMod](#)]

Suggested image: [Condensed 101 Factsheet](#)

Message 3

Taking actions to update our electric grid now can help mitigate future costs and climate change effects. Grid updates today are a downpayment toward the clean energy future. Learn more here: [[201 Factsheet link](#)] [[Mass.gov/GridMod](#)]

Suggested image: [Condensed 201 Factsheet](#)

Newsletter Copy

Residents and businesses across Massachusetts are experiencing the impacts of climate change, including inland and coastal flooding, extreme storms that bring power outages, droughts and wildfires, and reductions in food security. Massachusetts will continue to lead in the clean energy transition, and is working to address one key challenge – electric grid infrastructure. Upgrades to our region’s electric grid will allow Massachusetts to use new technologies that will reduce air pollution, make our water cleaner, and improve public health. The GMAC (Grid Modernization Advisory Council) has developed factsheets that clearly explain the challenges our grid faces and how upgrades are a vital solution. The GMAC invites residents and businesses to read and share the factsheets, and learn how to be involved in the grid planning process, by visiting [Mass.gov/GridMod](#).

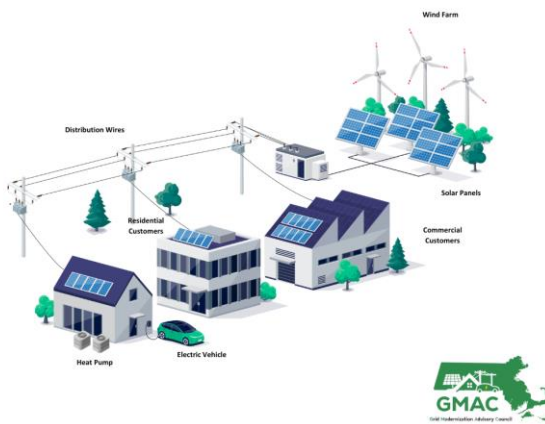
[[101 Factsheet link](#)] [[201 Factsheet link](#)]

Factsheet Images

[Download images](#)

Condensed 101 Factsheet Image

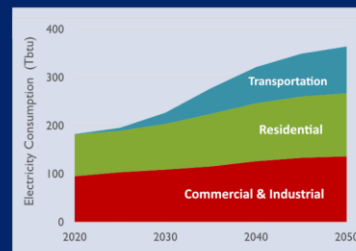
Your Electric Grid, Your Future: Get Involved
Because your electricity should be clean, affordable, and reliable.



Condensed 102 Factsheet Image

Your Electric Grid, Your Community
Have a say in your community's energy infrastructure!

Why Modernize the Grid?



We need to double our electricity supply by 2050 to meet the Commonwealth's climate goals as more people purchase electric vehicles and switch from fossil fuel burning to electric heating systems. Our grid infrastructure must be updated to ensure we meet our climate goals.

