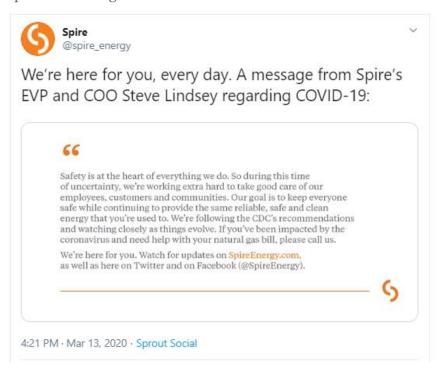
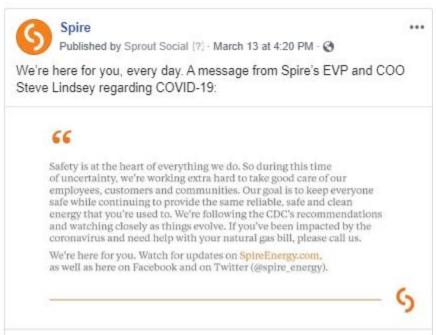
### March 13, 2020

Spire shared original statements on Facebook and Twitter.





## March 14, 2020

After we decided to stop disconnections, we issued a statement. Later, we provided additional clarification on Twitter.



We're here for you, every day. Update: A message from Spire's EVP and COO Steve Lindsey regarding COVID-19.



Safety is at the heart of everything we do at Spire, and we understand the urgency surrounding the Coronavirus. Know that we're following the CDC's guidance, watching closely as things evolve and working quickly to meet the immediate needs of our employees, customers and communities.

If you've been impacted by the Coronavirus and need help with your natural gas service or bill, please call us. We're here for you.

Watch for updates on SpireEnergy.com, as well as here on Twitter and Facebook (@SpireEnergy).

We're here for you, every day. Update: A message from Spire's EVP and COO Steve Lindsey regarding Coronavirus.



Safety is at the heart of everything we do at Spire, and we understand the urgency surrounding the Coronavirus. Know that we're following the CDC's guidance, watching closely as things evolve and working quickly to meet the immediate needs of our employees, customers and communities.

If you've been impacted by the Coronavirus and need help with your natural gas service or bill, please call us. We're here for you.

Watch for updates on SpireEnergy.com, as well as here on Facebook and Twitter (@spire\_energy).



#### Spire @spire\_energy · Mar 14

We understand the urgency of the Coronavirus situation, so we continue to look for ways to help our employees, customers and communities. That's why we're committed to keeping natural gas service for residential and small business customers uninterrupted through March 2020.



#### Spire @spire\_energy · Mar 14

We're here for you, every day. Update: A message from Spire's EVP and COO Steve Lindsey regarding COVID-19.



Safety is at the heart of everything we do at Spire, and we understand the urgency surrounding the Coronavirus. Know that we're following the CDC's guidance, watching closely as things evolve and working quickly to meet the immediate needs of our employees, customers and communities.

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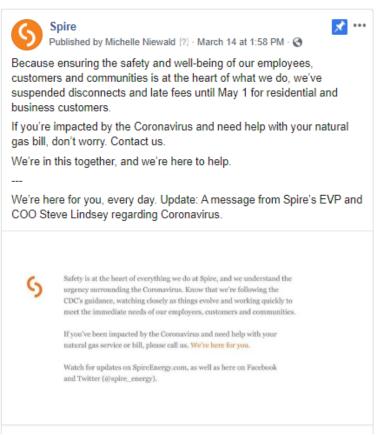


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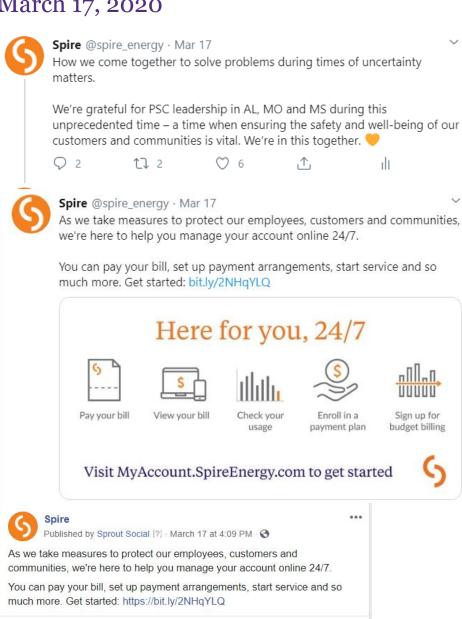
### March 15, 2020

We announced that we're suspending all disconnections until May 1.





### March 17, 2020





## March 19

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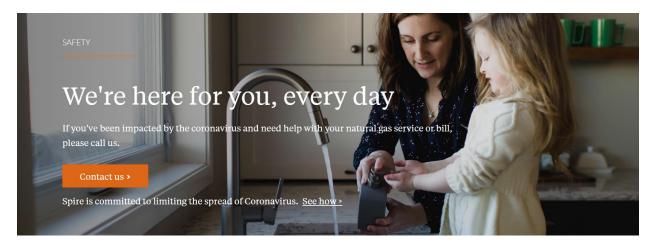
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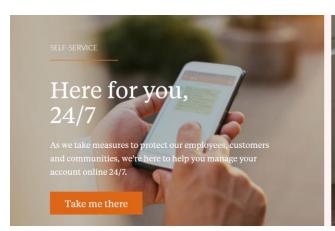


## SpireEnergy.com

### Homepage hero



### Secondary buckets





### Payment location page

### Pay in person at a location near you.

You can pay your Spire bill in places that are already part of your day to day — grocery stores, convenience stores, drugstores and other businesses with extended hours to suit your needs. These authorized payment agents are another way we work to connect to the people we serve.

NEW: Some payment agents may be closed or observe different hours due to concerns over the coronavirus. Please check your payment location's hours, or explore online payment options <a href="here">here</a>.

#### Alert banner



We're in this together, so we've suspended disconnects and late fees until May 1.

Learn more

×

# Week of 3/23

## Highlights:

- Suzanne Sitherwood's <u>all-customer email</u> went out on 3/25, resulting in positive shout-outs from the community on social media (Screengrabs posted below)
- Our <u>coronavirus landing page</u> is providing excellent data on how our customers are looking to Spire to lead our communities during this time
- More users are accessing our coronavirus page from the homepage than any other medium, meaning we're meeting them where they are and alleviating concerns instantly
- The social media content is **highly shareable** and incredibly relevant, helping Spire shine among our peers

## March 24, 2020

#### LinkedIn



\*Used Jessica Willingham's online presence as a thought leader and communicator to create momentum, sharing a personal-professional message and giving Spire a truly human voice throughout the pandemic

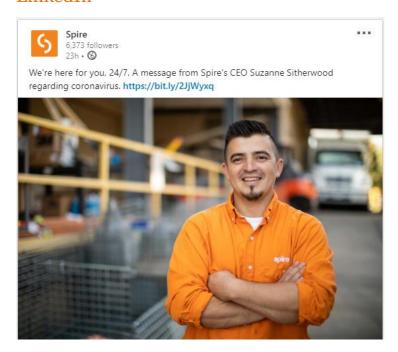
## March 26, 2020

### **Twitter**





#### LinkedIn



### Instagram



reliable energy while
helping our communities
stay safe is incredibly
important right now,
because we're considered an
essential utility and part of
our nation's vital energy
infrastructure."

"So, when you see our field technicians working, know that we're there to provide you with the energy you need to cook homemade dinners and warm your homes while our communities shelter in place."

9

# Positive comments about Spire's response to the community

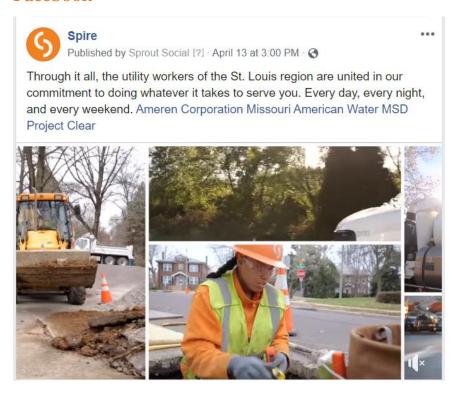
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	$\Diamond$	<b>↑</b> 3	♡ 4	riangle	
	SinfulPandora27 @SinfulPandora27 · Mar 25  Got an email from @spire_energy saying that they are not charging anyone late fees or disconnects until May 1st. Not something my husband and I have to worry about personally, but I'm relieved for so many people! Very good move on Spire's part in a time of great need				
W.	Andrea Mullins @Andrea_Mullins · Mar 24  @spire_energy Thank you for all your employees are doing to insure we have gas in our homes! I'm praying you stay safe and well.				
	O 1	$\uparrow \supset$	<b>9</b> 1	, <b>↑</b> ,	

# Week of 4/13/2020

# Highlights

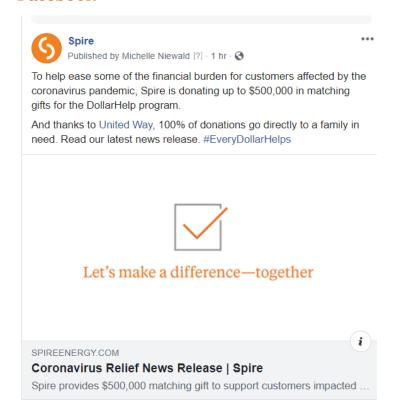
- Shifted focus to DollarHelp
- Shared video content featuring Spire employees
- Launched a new relief hub on SpireEnergy.com and greatly enhanced the coronavirus landing page
  - o Visit the hub for coronavirus relief: <a href="mailto:spireenergy.com/relief">spireenergy.com/relief</a>

## April 13, 2020



## April 16, 2020

### Facebook





#### LinkedIn



To help ease some of the financial burden for customers affected by the coronavirus pandemic, Spire is donating up to \$500,000 in matching gifts for the DollarHelp program.

And thanks to United Way, 100% of donations go directly to a family in need. Read our latest news release. #EveryDollarHelps



### Let's make a difference—together

Spire provides \$500,000 matching gift to support customers impacted by the coronavirus

spireenergy.com

## April 17, 2020



### **Twitter**



Spire @spire\_energy · 1h

Now until May 31, when you give to DollarHelp, your gift supports those impacted by the coronavirus pandemic. Learn how you can help: bit.ly/2VfM3Sv #EveryDollarHelps



 Note: This image is running a paid advertising campaign on Facebook driving traffic to SpireEnergy.com/DollarHelp

# Week of 4/20/2020

# Highlights

- Continued sharing DollarHelp messages and positive stories
- Thanks to media outreach, many community partners shared the DollarHelp message on social media
- Spire employees mobilized to spread the DollarHelp message on their personal social media channels and on inSpire

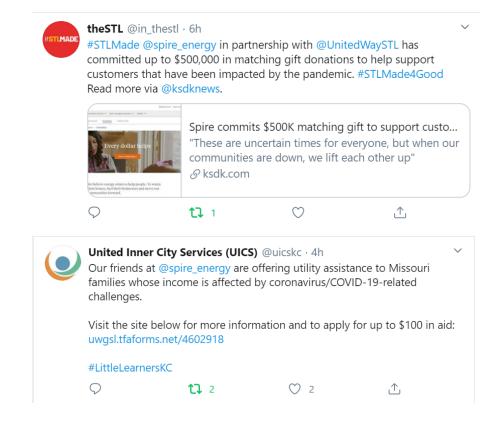
### Monday, 4/20

# Friday, 4/24





#### **Twitter**



# Week of 4/27/2020

## **Highlights**

- Maintained focus on DollarHelp through paid and organic social media posts
- Added additional news content about the food relief program

### April 28, 2020

**Facebook** 

Link to video



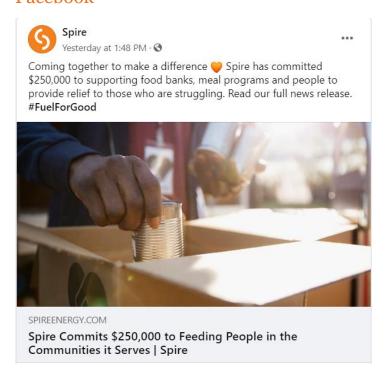
We've committed \$500,000 in matching gifts for DollarHelp now until May 31 to help families and small businesses impacted by the coronavirus. These Spire employees wanted to share why they're passionate about the program, and give more information about how you can help.

To learn more or sign up: https://bit.ly/2yRyAre #EveryDollarHelps #community #smallbusiness



## April 30, 2020

#### **Facebook**

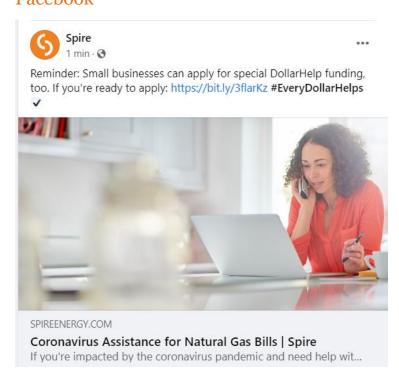


### Instagram



# Week of 5/4/2020

# May 4, 2020



### LinkedIn



Reminder: Small businesses can apply for special DollarHelp funding, too. If you're ready to apply: https://bit.ly/3flarKz #EveryDollarHelps

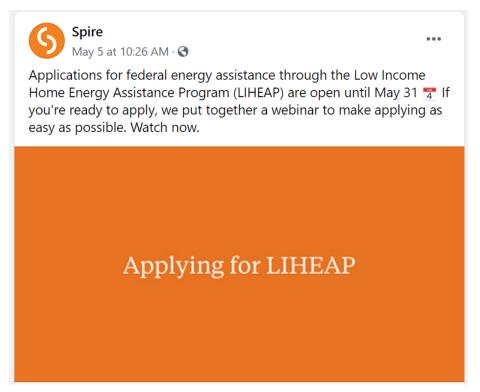


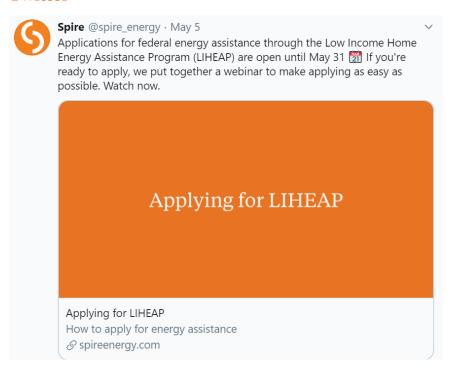
## Instagram TV

### May 5, 2020

#### **Facebook**

Link to LIHEAP landing page featuring Spire webinar





## May 6, 2020

### Facebook



### <u>Link to video ></u>

#### **Twitter**



**Spire** @spire\_energy · May 6

Scott Carter, president of Spire's Missouri utilities, recently sat down (virtually!) with BJ the DJ of iHeartRadio to talk about the ways we're supporting our communities during these challenging times. Tune in to learn more. ##NowStreaming ihr.fm/2SGZSYB



#### LinkedIn



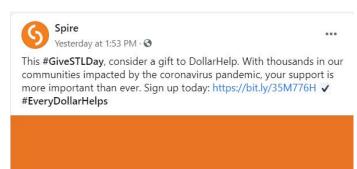
Scott Carter, president of Spire's Missouri utilities, recently sat down (virtually!) with BJ the DJ of iHeartRadio to talk about the ways we're supporting our communities during these challenging times. Tune in to learn more. 

#NowStreaming https://ihr.fm/2SGZSYB



### May 7, 2020

### Facebook



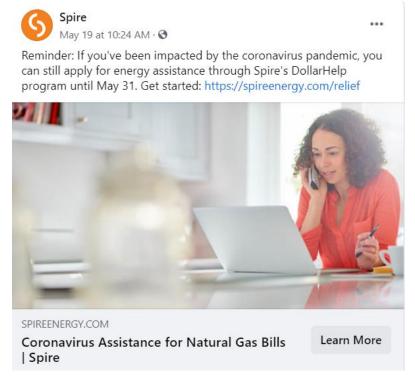
Care for your community in one simple step. Enroll in DollarHelp.

SpireEnergy.com/DollarHelp

# Week of 5/18

# May 19, 2020

### Facebook

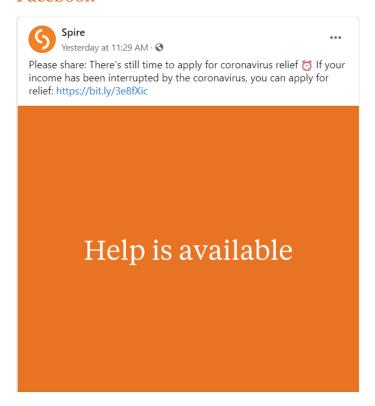


### LinkedIn



## May 21, 2020

### Facebook





#### LinkedIn



Lifting each other up, one dollar at a time. We're matching gifts to the DollarHelp program up to \$500,000 to help those impacted by the coronavirus until May 31. Learn more: https://bit.ly/2WTHeyR #EveryDollarHelps #caringforothers

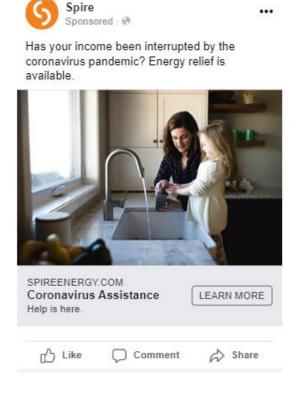
When our communities are down, we can lift them up—together.

## Paid Facebook ads – scheduled May 22

### Small business segment



### Residential segment

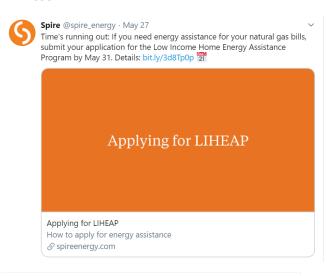


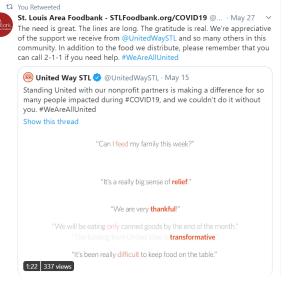
# Week of 5/25/2020

# Monday, 5/25





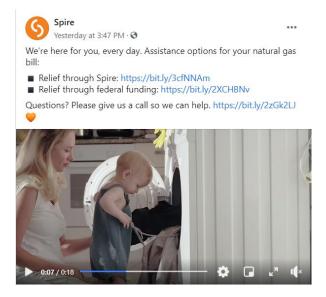




# Thursday, May 28

### Facebook

#### <u>Link to video ></u>







ta You Retweeted

St. Louis Area Foodbank - STLFoodbank.org/COVID19 @... · May 28 Thank you to @spire\_energy for a donation that will help us distribute more than 140,000 meals! Together, we are ensuring that healthy food is accessible to all who need it. Spire is also donating in its service areas in AL, TX, MS and WY. Read more here: spireenergy.com/spire-commits-





Spire @spire\_energy · May 28

We're here for you, every day. Assistance options for your natural gas bill:

- Relief through Spire: bit.ly/3cfNNAm
   Relief through federal funding: bit.ly/2XCHBNv

Questions? Please give us a call so we can help. bit.ly/2zGk2LJ 🤎



### LinkedIn



Spire

We're honored to share the news that Suzanne Sitherwood, Spire CEO, has been named Variety, the Children's Charity 2020 Woman of the Year for her commitment to making our world a better place through philanthropy.

Learn more.



Variety's 2020 Woman of the Year - Suzanne Sitherwood

## Friday, May 29

### Facebook

#### <u>Link to video ></u>



Please share: Spire is here to work with you if you need help with your natural gas bill.

Relief through Spire: https://bit.ly/36EYivQ Relief through LIHEAP: https://bit.ly/2McxAkN



### New Facebook cover photo





#### LinkedIn



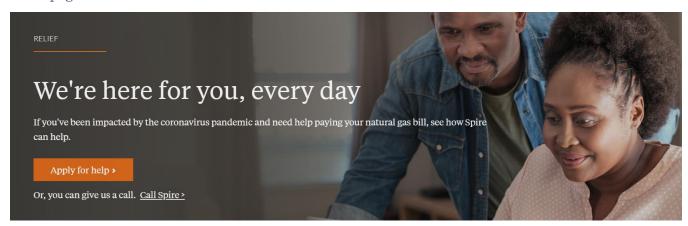
We're here to help, every day. Assistance is still available for small businesses and residential customers who need help due to the coronavirus pandemic.

Apply now: https://lnkd.in/e6Cdqab



# Website updates

#### Homepage hero





Learn how to apply for financial assistance to help cover your natural gas bill below.



My Account banner

# Week of 6/1/2020

## Monday, 6/1

#### Facebook



#### 17 You Retweeted



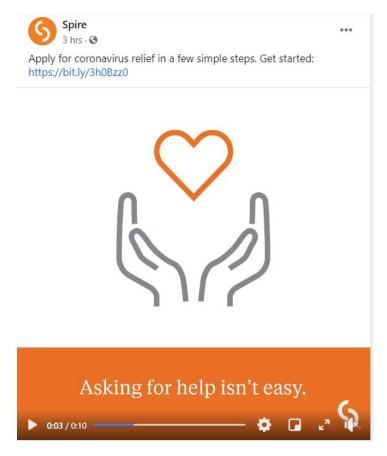
#### NEUAC.org @theNEUAC · Jun 1

On Friday afternoon, the U.S. Department of Health and Human Services (HHS) released two information memoranda related to income guidelines for the Low-Income Home Energy Assistance Program (#LIHEAP). mailchi.mp/neuac/policy-u...



# Friday, June 5

### Facebook

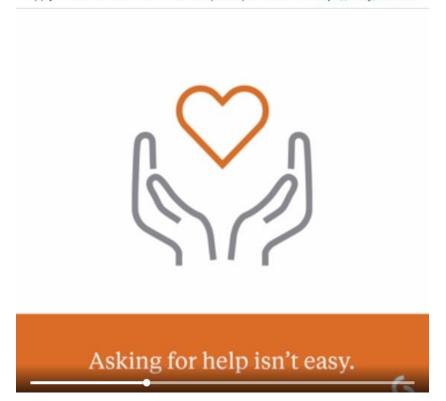




### LinkedIn



Apply for coronavirus relief in a few simple steps. Get started: https://bit.ly/3h0Bzz0



# Week of 6/8/2020

Monday, June 8

# NEW – Week of 6/15/2020

# Wednesday, June 17

#### Facebook

