Enbridge Line 5:

Key messages for social posts

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Updated: February 4, 2021



Copy can be adapted to accommodate word count on various social platforms. Call-to-action can be determined by organization, but options and common hashtags have been included below.

**Note:** Using an image that attracts attention and relates to your content will extend your reach further than simply sharing the text.

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| Line 5 post copy – key messages |
| Without Line 5, less safe and less environmentally-sound means would be used to transport energy. Imagine how many tanker trucks, rail cars and barges would be needed every day. |
| If Line 5 shuts down, we will see widespread disruption of our energy supply chain. Rising fuel prices. Propane shortages. The risk of losing thousands of jobs. |
| A shutdown of Line 5 means disrupting a vital energy lifeline for Ontario, Quebec, Michigan and the entire U.S. Midwest, making essential products like gasoline, jet fuel and home heating fuels more expensive. |
| The Line 5 pipeline delivers 45% of the crude oil refined in the province of Ontario. Line 9 (which is fed by Line 5) supplies 65% of the oil refined in Quebec. A disruption would be terrible for both provinces. |
| Line 5 delivers the building blocks used to produce a variety of plastics used in the Canadian and American home every day. |
| Transportation in central Canada and U.S. Midwest, whether by car, plane, truck or boat, relies on fuel produced from products Line 5 delivers. |
| Without Line 5, refineries will have to scramble for alternative sources of supply. That means higher energy costs passed on to consumers in Ontario, Quebec, Michigan and the entire U.S. Midwest. |  |  |  |
| We must protect Canadian and American workers and continue to deliver the energy that our businesses, industries, manufacturers and families rely on. |  |  |  |
| Line 5 protects thousands of well-paying jobs across central Canada and the U.S. Midwest and provides economic benefits on both sides of the border. |  |  |  |
| Small businesses and manufacturers depend on Line 5 as a reliable and affordable source of energy to run their shops and manufacture products. |  |  |  |
| Line 5 is vital to NGL delivery into Sarnia, where it’s processed into propane. Propane is a key fuel for the agricultural sector in Ontario and Quebec. Higher propane costs = higher food costs. |
| As we reel from the impacts of the pandemic, it has never been more important to safeguard our jobs, our economy and our energy security. Keep Line 5 open. |
| Enbridge has applied to build a tunnel to house Line 5 deep under the Straits of Mackinac. The tunnel will make a safe pipeline even safer. In the meantime, Line 5 must stay open. |
| Call-to-action options |
| Keep Line 5 open. [Contact your elected representative](https://www.ourcommons.ca/members). |
| Support Line 5. [Contact your elected representative](https://www.ourcommons.ca/members). |

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| Hashtag options |
| #Line5 |
| #GreatLakesTunnel |

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| Enbridge social posts for sharing |  |  |  |  |
| Jan 26: ESMOC video  <https://twitter.com/Enbridge/status/1354184691742625799> |  |  |  |  |
| Jan 11: Sarnia Journal letter  <https://twitter.com/Enbridge/status/1348678020840747011> |  |  |  |  |
| Jan 8: Globe & Mail article <https://twitter.com/Enbridge/status/1347618269356830720> |  |  |  |  |

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| Shareable Line 5 news coverage |
| * *A pipeline that Justin Trudeau must save* – [Hamilton Spectator](https://www.thespec.com/opinion/editorials/2021/02/01/a-pipeline-that-justin-trudeau-must-save.html), Feb 1 * *Thousands of Sarnia area jobs on 'the line': Desperate workers send a plea to Ottawa* – [CTV](https://london.ctvnews.ca/thousands-of-sarnia-area-jobs-on-the-line-desperate-workers-send-a-plea-to-ottawa-1.5290852), Feb 1 * *Minister hopes for deal with Michigan to keep Enbridge pipeline open* – [iPolitics](https://ipolitics.ca/2021/01/28/minister-hopes-for-deal-with-michigan-to-keep-enbridge-pipeline-open/), Jan 28 * *‘It’s a big threat’: U.S. aims to shut down another cross-border pipeline — Line 5 to Ontario* – [National Post](https://nationalpost.com/news/politics/its-a-big-threat-canadian-officials-say-u-s-has-resisted-efforts-to-avoid-shutdown-of-key-line-5-oil-pipeline), Jan 28 * *Opinion: We can’t let Line 5 go the way of Keystone XL* – [Financial Post](https://financialpost.com/opinion/opinion-we-cant-let-line-5-go-the-way-of-keystone-xl), Jan 27 * *Sarnia-Lambton politicians reiterate Line 5 concerns on Biden inauguration day* – [Blackburn News](https://blackburnnews.com/sarnia/sarnia-news/2021/01/20/sarnia-lambton-politicians-reiterate-line-5-concerns-biden-inauguration-day/), Jan 20 * *LFA expresses its support for Enbridge Line 5* - [the Sarnia Observer](https://www.theobserver.ca/news/local-news/lfa-expresses-its-support-for-enbridge-line-5),  Jan 20 * *Prime minister asked to help save Line 5 pipeline* – [The Sarnia Observer](https://www.theobserver.ca/news/local-news/prime-minister-asked-to-help-save-line-5-pipeline), Jan 18 * *Enbridge has a strong argument to avoid Michigan’s proposed Line 5 shutdown: Joe Comartin –* [BNN](https://www.bnnbloomberg.ca/video/enbridge-has-a-strong-argument-to-avoid-michigan-s-proposed-line-5-shutdown-joe-comartin~2119687), Jan 15 * *Gladu, Bradley urging Ottawa to intervene in Line 5 dispute* – [Blackburn News](https://blackburnnews.com/sarnia/sarnia-news/2021/01/15/1gladu-bradley-urging-ottawa-intervene-line-5-dispute/), Jan  15 * *Job losses loom if Line 5 nixed: MAYOR* – [Sudbury Star](https://www.thesudburystar.com/news/provincial/job-losses-loom-if-line-5-nixed-mayor), Jan 14 * *The loss of Line 5 would devastate Sarnia, union leader* says – [The Sarnia Journal](https://thesarniajournal.ca/the-loss-of-line-5-would-devastate-sarnia-union-leader-says/), Jan 11 * *Sarnia fears thousands of job losses if Michigan blocks Enbridge's Line 5 pipeline* – [Financial Post](https://financialpost.com/commodities/energy/sarnia-fears-thousands-of-job-losses-if-michigan-blocks-enbridges-line-5-pipeline), Jan 11 * *An oil shock looms over Quebec and Ontario* – [La Presse](https://www.lapresse.ca/affaires/2021-01-08/un-choc-petrolier-guette-le-quebec-et-l-ontario.php), Jan 8 (French language) * *Michigan halting Line 5 pipeline isn’t an option for Canada’s energy security: Canadian Chamber of Commerce* – [BNN](https://www.bnnbloomberg.ca/video/~2115153), Jan 8 * *Canada pressing Michigan to avert shutdown of pipeline critical to fuel needs in Ontario and Quebec* – [The Globe & Mail](https://www.theglobeandmail.com/politics/article-canada-pressing-michigan-to-avert-shutdown-of-pipeline-critical-to/), Jan 6 |