



Pow Social Provides Social Media Expertise For Jamaican TV Show JPS Power Smart

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Kingston, Jamaica - Jamaica's Premier Social Media Agency, Pow Social, was yet again featured in the credits of another TV show. They accomplished this by providing the social media coordination for the second season of the TV show JPS Power Smart, aired by the power company Jamaica Public Service Company (JPSCo.) Limited.

JPSCo. decided to produce a show to teach people how they can conserve energy in their homes and businesses. In these tough economic times, every penny counts and people are always looking to save wherever they can.

The show, JPS Power Smart, is in its second season and highlights the journey of four families as they receive guidance from mentors of JPSCo. on how to reduce energy usage in the home. The families then go through challenges to see who the best team is.

Ultimately the winner receives JMD \$1 Million in cash and prizes. Last season's winner was the Hall family who resonated well with the viewing audience. This year features the Stewart family, the Rigg family, the Oliver family and the Bourne family.

?The show is really good! Along with the team from JPS, the host, Yendi Phillips and the production company, The LAB, have figured out how to create a show about saving energy that is entertaining, fun and engaging,? mentioned Alicia Lyttle, CEO of POW Social.

Kemar Harris, Digital Marketing Director at Pow Social remarked, ?The social media for the show involved posting on Facebook, Instagram and Live Tweeting during the show. We used the hashtag #JPSPowerSmart for conversations about the show on Twitter. So many people tweeted the hashtag that it was trending on Social Media.?

The JPS Power Smart show airs Sunday nights at 9:30 pm on Television Jamaica (TVJ). It can also be viewed on the online streaming site www.1SpotMedia.com. Pow Social encourages viewers to become engaged with the show by following JPS on Facebook, Twitter and Instagram while utilizing the hashtag #JPSPowerSmart.

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Pow Social

Pow Social combines talent and technical know-how to provide a range of marketing and social media services to a growing list of Jamaican brands.

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