

ENERGY EFFICIENCY DAY: OCTOBER 5, 2016



SOCIAL MEDIA TOOLKIT

On October 5, 2016, a network of organizations and partners across the country will join together to promote the benefits of energy efficiency for the first-ever, nationwide **Energy Efficiency Day**.

Campaign Goals:

- Show the positive impact of energy efficiency across a range of energy users; and,
- Showcase concrete, effective ways to save energy and money.

Participate in Energy Efficiency Day 2016 by leveraging your own digital media platforms: your **website, Facebook page, Twitter, newsletter, blog,** etc. Here's how!

How to participate

- Use shared hashtag **#EEDay2016** in all your social media posts on October 5, 2016.
- Link your Energy Efficiency Day social media posts to **your own online content**: stories of energy efficiency successes; tip sheets, reports or videos you have produced; etc.
- A **toolkit**, including a selection of free Energy Efficiency Day digital content and [logos](#), is available for download from this Dropbox folder: <http://bit.ly/EEDay2016>
- The toolkit includes social media memes and sample posts for on your Facebook, Twitter, and LinkedIn social channels. Memes are available highlighting various sectors (business, health, etc.), so you'll find plenty of content suitable for *your* audiences!

Create your own content

Incorporate Energy Efficiency Day messaging in blogs, emails, newsletters and other outlets, featuring the benefits of saving energy and money through energy efficiency. (Key messaging is available here: <http://bit.ly/EEDayMessageTips>) Make these stories your own by including your own energy efficiency success story, tips for saving energy and money, reports, videos and other content from your own website.

- Pitch a story to a media outlet – particularly trade publications – about what your company or organization has done to improve your energy efficiency.

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- Send an email to your stakeholders/partners or members/customers, asking them to post Energy Efficiency Day content online on October 5.
- Post photos on Facebook and Twitter of (happy) people working on energy efficiency projects, paired with the #EEDay2016 hashtag, and include these images in blogs, website content, and newsletters

Our success in 2016 will help us turn Energy Efficiency Day into an annual event! Please reply to Aileo@ResourceMedia.org with your plans to share content on Energy Efficiency Day. Resource Media will collect content from all participants to share with current and potential partners.

ENERGY EFFICIENCY DAY MESSAGING AND MATERIALS

Talking Points

- Celebrate **Energy Efficiency Day** by learning more about how you can save energy and save money!
- Energy efficiency is the **cleanest, fastest and most cost-effective choice to meet America's energy needs and cut air pollution.**
- Energy efficiency saves consumers and businesses **money**, creates **jobs**, and benefits the **economy**.
- **Energy efficiency programs work, they've been tested, and they're ready to expand now.**

More Energy Efficiency Day messaging is available here: <http://bit.ly/EEDayMessageTips>

Sector-Specific Content

Content specific to particular sectors – including sample Tweets, Facebook & LinkedIn posts, shareable visual memes, and fast facts, are available through the Dropbox folders below:

- **General Energy Efficiency content:** <http://bit.ly/EEDayGeneral>
- **Business:** <http://bit.ly/EEDayBiz>
- **Climate:** <http://bit.ly/EEDayClimate>
- **Consumer Savings:** <http://bit.ly/EEDayConsumer>
- **Energy Equity:** <http://bit.ly/EEDayEquity>
- **Health:** <http://bit.ly/EEDayHealth>
- **Labor:** <http://bit.ly/EEDayLabor>
- **Transportation:** <http://bit.ly/EEDayTransportation>
- **Utilities:** <http://bit.ly/EEDayUtilities>

A **Template Press Release** is available here: <http://bit.ly/EEDaySamplePR>

TIMELINE

Before Energy Efficiency Day

- Promote planned Energy Efficiency Day online activities on social media
- Blog posts start to go live, promoting Energy Efficiency Day
- Send email blasts to your stakeholders/partners or members/customers, inviting them to participate in online Energy Efficiency Day activities

- Pitch a story to a media outlet – particularly trade publications – about what your company or organization has done to improve your energy efficiency.

During Energy Efficiency Day

- Partners send out day-of emails to their audiences to join Energy Efficiency Day by sharing online content
- Additional blog posts go live
- Social shares throughout the day
- Press releases can be sent to your media contacts