

# Social Media Toolkit



This guide is here to help you amplify the message of Community Energy Fortnight 2025 – and this year, it's all about: **investment**.

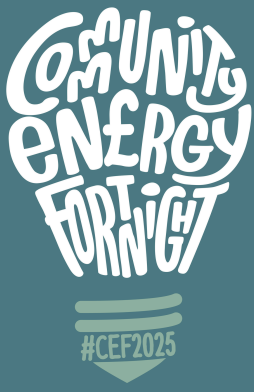
Fortnight is a rallying cry to mobilise money and people behind local, community-led energy solutions. Investment is the lifeblood of the sector – whether it's £50 from a neighbour or a strategic boost from an ethical funder, every pound invested is a vote for a fairer, greener energy future.

We're calling on you to use your social channels to:

- **Inspire action** – Show people why community energy is worth backing with their investment.
- **Raise awareness** – Share how crowdfunding, community shares, and ethical finance are powering real change.
- **Promote your offers** – Got a live or upcoming share offer? Use this time to give it visibility and urgency.
- **Celebrate success** – Share stories of projects that have already been funded and the impact they've made.
- **Highlight your events** – Whether online or in person, make sure your #InvestInCommunityEnergy events are seen and shared.

**Use the hashtags:**

#CEF2025 and #InvestInCommunityEnergy to join the national conversation, connect with others, and boost the reach of your content.



# Example posts (for BlueSky)



## Save the Date

*The future is powered by what we invest in today.*

We're proud to be part of #CEF2025 this July — a nationwide celebration of how local people are choosing to #InvestInCommunityEnergy. From solar schools to heat networks, every step we take is building a cleaner, fairer energy system.

## Promote your event

We're opening our doors this #CEF2025 on [insert date]!

Join us to discover how we're turning local passion into long-term energy investment — and how you can be part of it.

Register and learn more here:

## Impact & Data

Every solar panel, retrofit, and community share offer is part of a bigger picture: long-term, people-powered investment.

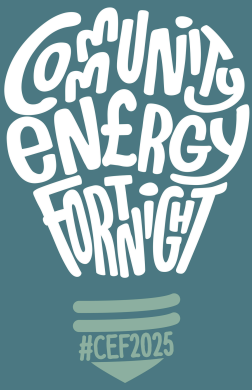
Our latest case studies show how local energy initiatives are not just cutting carbon — they're reinvesting in homes, jobs, and futures.

**Top Tip:** Need help with social media posts? Just pop the key details into ChatGPT or Google Gemini, and let AI generate engaging content for you in seconds!

It's a good idea to expand your LinkedIn posts beyond just a single line — the more context you give, the more engaging and useful your content will be. Try adding things like: Who the post is for, what you're aiming to achieve, your tone of voice, key messages, a call to action.

The more you put in, the better the AI's output — and the more engaging your post will be.

#investincommunityenergy  
1-14 JULY 2025



# Social Media best practice

- Follow CEE to stay updated and reshare key content. If you are not already following us on social media, CEE's handle on BlueSky is @commenergyengland.bsky.social and just search Community Energy England on LinkedIn.
- Use the official hashtags: #CEF2025 and #InvestInCommunityEnergy
- Use images with every post – share your own photos or download Fortnight graphics for easy posting.
- Tag other organisations and partners to increase reach and encourage engagement.



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