



# COMMUNITY ENERGY FORTNIGHT

13 - 28 JUNE



## SOCIAL MEDIA PACK

Thank you for getting involved in Community Energy Fortnight 2020! This guide will help you to **#HarnessOurPower** for social media and spread the message of the fantastic work being undertaken by community energy practitioners and their supporters.

Social media is a fantastic resource and a great way of sharing your passion for community energy. You can do it all from your own home! The theme for Community Energy Fortnight is **#HarnessOurPower** and we hope you will use this hashtag to connect with other community energy enthusiasts via social media. Use #HarnessOurPower to share stories on Twitter of how you've adapted to COVID-19, why you are passionate about community energy, community energy's role in rebuilding a better world and your ambitions for 2030! This crisis has reinforced the importance of community strength and we should use this time to explore how to build back better and stronger!

If you're not social media savvy, why not write a blog and we'll post it on our website! What learning has your organisation gone through because of COVID-19? How can the community energy sector do things differently in future, what needs to change? How does community energy have a role in the just recovery and a zero carbon society? Use examples from your organisation's impact.



## EXAMPLE POSTS!



Get active on social media! We've created a few example tweets below, but please feel free to use your own:

- 💡 Across the UK, communities are working together to combat fuel poverty #CEF2020 #communityenergyfortnight #harnessourpower
- 💡 We've been working to alleviate the impact of COVID19, read our story here \*insert link to your website, or send us your story so we can host it for you!\* #harnessourpower #CEF2020
- 💡 Community energy helps reduce energy bills, supports the local economy & cuts CO2 emissions #CEF2020 #harnessourpower
- 💡 What lessons have community energy organisations learned from COVID19? Share your story with us! #CEF2020 #harnessourpower
- 💡 Why are you passionate about community energy and what are the positive impacts of it? \*Answer in a tweet!\* #harnessourpower #CEF2020
- 💡 What are your organisations community energy ambitions for the next decade? \*Answer in a tweet! Link to the Community Energy Vision to 2030\* #harnessourpower #CEF2020
- 💡 Community energy could contribute 3000MW, power 1.3 million homes, create 5000 jobs, save 1 million tonnes of CO2 emissions and add over £1 billion to the economy according to WPI modelling. How should we best #HarnessOurPower to ensure this public benefit? \*Answer in a tweet!\* #CEF2020

Remember to follow [@CEFortnight](#) and use the hashtags **#HarnessOurPower** and **#CEF2020**. You can also retweet our tweets and share your own stories from your community.

Thank you for getting involved in this fantastic online campaign! If you have any comments or questions, feel free to contact us at [communityenergyfortnight@gmail.com](mailto:communityenergyfortnight@gmail.com).