



Organised by Community Energy England



Community Energy Fortnight 2023

This year's fortnight we are inviting you, and your organisation, to help strengthen our community energy learning so we can connect, perform better and contribute to improving and expanding the skill set and training provision within the sector.

#CommunityEnergyNow
10-23 June 2023

Comms pack content

- Overview of CEF 2023

- Objectives and Goals

- Timeline

- We're taking part

- Graphics and Resources

Overview



What is Community Energy Fortnight?

Community Energy Fortnight (CEF) is a vibrant nationwide campaign reaching thousands of people and involving hundreds of organisations and it is a great opportunity to make your organisation's activities visible within the local community and show the rest of the sector, and important stakeholders, what community energy is all about.

We moved CEF online in 2020 and since then we have continued to deliver strong engagement and interaction on social media.

In 2023 we will build on the successful track record of CEF, focusing on further developing social media engagement and reach, and incorporating in-person events into the online format.

Our membership has grown to **310** and Twitter followers are now over **4,800**, so our reach is wider than ever! Here are our stats from 2022:

21,000
Twitter
Impressions

13,000 views
of profile

1,300 visits
to CEF2023
web page

Our Objective and Goals



Objective

We influence the skills environment in which community energy organisations operate by equipping and encouraging them to overcome barriers and start new or expand existing activities.

Goal #1

New resources are developed to address skill gaps

Goal #2

Raise awareness of resources and training opportunities

Goal #3

Practitioners connect with groups who have the skills/expertise they need.

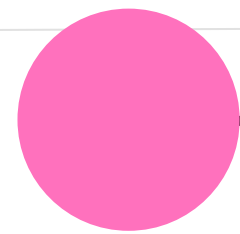


#CEF2023



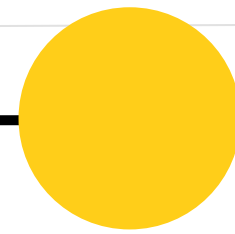
Timeline

Key dates and activities for Community Energy Fortnight



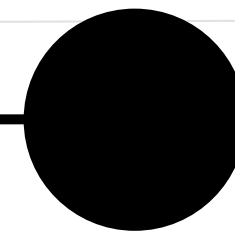
April

- Save the date and tell people about CEF 2023!
- Organise an event/activity.
- Tell us about your plans.



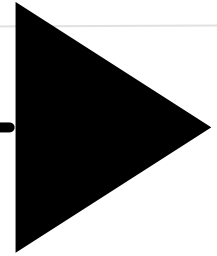
May

- Add your events/activities to our live events calendar.
- If you are interested in doing a Twitter Takeover or writing a blog - get in touch!
- Find other events to attend in your region.



June

- Please hold plenty of channel space for promoting CEF 2023 events & activities.
- Share promotional content / resources from other community energy organisations.



27 June

- By 27 June share event recordings and any resources with CEE so we can promote again as part of our wrap up.



We're taking part

If you are taking part in Community Energy Fortnight here's what you can do....

Use the CEF 2023 banner

Add CEF2023 graphics to your email signature, and website.

Use our templates

Our template posters, flyers and logos are available to help you promote your own events/ activities.

Copy and paste

Use the template tweets in this comms pack to promote CEF and encourage others to get involved.

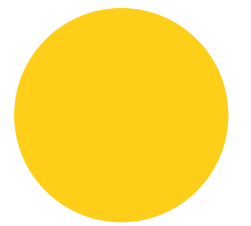
Think about quick wins

Do you have any existing resources you can also promote during CEF 2023?



We're taking part

Tell your networks you're taking part in the CEF2023 by posting on your social media channels. Please do use the example posts below and the graphics provided and download our '*How to ... do social media*' for more guidance. Feel free to use it with your own photos, images and other content.



FIND AN EVENT / ACTIVITY

Will you be attending a #cef2023 event this June? We hope so. Lots of events are already listed on the CEF 2023 calendar and more being added each day, keep an eye out for an event near you!

New #CEF2023 events are listed every day on the live calendar. Find one in your local area on a date and time that suits you here (insert link)

SAVE THE DATE

We're taking part in the #CEF2023 this June! People across the country are coming together in a two week-long celebration of community energy. Will you join us?

Community Energy Fortnight is back! People from across the sector are coming together again to showcase community energy's role in supporting the energy crisis. You won't want to miss it - get involved today!

PROMOTE YOUR EVENT

We'll be hosting an event for the #CEF2023 on (insert date). Follow us to find out more about what we're planning, and visit (insert link) to get involved!

We're organising a Skill Share activity in [insert location here] as part of the #CEF2023!

HASHTAGS TO USE

#CEF2023

#CommunityEnergyNow



Other ways to take part

You don't have to organise an event or activity during the fortnight; there are plenty of other ways you can get involved...

TWITTER TAKEOVER

We are running a series of Twitter Takeovers on Community Energy England's Twitter account during Community Energy Fortnight 2023. We are only offering this opportunity to our community energy members.

If you are interested please download the 'How to... Host a Twitter Takeover' guide and email Kim Woodcock to reserve your spot!

CREATE A VIDEO

We are asking community energy organisations to make a short video to share a skill.

It has never been easier to film or edit a video - download our How to... Create a Video guide and share on your social media platforms.

We can't wait to see any videos you make!

WRITE A BLOG

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? How can the community energy sector do things differently in the future, and what needs to change? Use examples of your organisation's impact.

Blogs can be anything from 300 to 800 words - send us your blog today!

SHARE RESOURCES

If you don't have time to do anything else a quick way of getting involved in CEF 2023 is by sharing your existing resources on your social media platforms, or help to promote other resources you find.

Download our How to ... Do social media guide, and use our example posts to get started.

Graphics and Resources



Template A4 & A5 Poster

Logos



Promotional Banner



Email Signature





**Thank you all for your
support and participation
in Community Energy
Fortnight 2023!**

For all Community Energy Fortnight inquiries please
contact Kim Woodcock at
k.woodcock@communityenergyengland.org.



**Additional CEF 2023
resources now available
to download:**

- How to... Create a Video
- How to... Host of Twitter Takeover
- How to... Do social media
- How to... Organise a skill share event

