



SOCIAL MEDIA

#EMPOWERCOMMUNITYENERGY
1-14 JULY 2024



Thank you for getting involved in Community Energy Fortnight 2024! This guide will help you to spread the message of the fantastic work being undertaken by community energy practitioners and their supporters. The theme for Community Energy Fortnight is focused on empowering community energy during the election period and we hope you will use the hashtag #EmpowerCommunityEnergy to connect with other community energy enthusiasts via social media. Please hold plenty of channel space on X/ Twitter and other social media channels throughout the fortnight.

Aim of social media campaigns during the election period:

- Raise the profile of community energy and improve people's understanding of how local area benefits from community energy.
- Use this positivity to persuade local politicians to endorse community energy and promise to champion the sector, if elected.

Example Posts:

What we do

- At [organisation], we support people across [local area] with free energy advice, helping to bring down energy bills in our community. In this election, we are calling on all candidates to #EmpowerCommunityEnergy and help us do even more! @[local labour candidate] @[local conservative candidate]

- At [school/hospital/other site], we installed solar panels that produce clean power and bring down their energy bills. If your organisation is based in [place] and you think could benefit from rooftop solar, get in touch. @[local labour candidate] @[local lib dem candidate] if you are elected, will you help us to do even more? #EmpowerCommunityEnergy

Find an event

- New #CEF2024 events are listed every day on the website! 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 #CEF2024 this July! 🌿 People across the country are coming together in a two week-long celebration of community energy. Will you join us?

Promote your event

- We'll be hosting an event for the #CEF2024 on (insert date). Follow us to find out more about what we're planning, and visit (insert link) to get involved!

Hashtags to use:

#EmpowerCommunityEnergy #CEF2024

A few considerations for your social media activity:

- Remember to follow @Comm1nrg and use the hashtag.
- Focus on the tangible impact you have.
- Emphasise the benefits for local people.
- Avoid overly technical language (EG decarbonise, MWh, etc.)
- End with the #EmpowerCommunityEnergy and tag in the top two candidates locally.
- Try to use images with all your posts - you can use your own photos, or simply download one of the CEF2024 graphics.

