

# **SOCIAL MEDIA TOOLKIT**

Social media is one of the easiest ways to show the impact of community energy and help grow support for the movement.

Whether you're hosting an event, sharing a success story or celebrating volunteers, your posts help us Up The Energy.

## **Why post on social media?**

Social media can help you:

- Reach new audiences
- Promote your events
- Celebrate local achievements
- Engage decision-makers
- Inspire other communities
- Show the scale of the movement nationally

## **The golden rule**

Show people, not just projects.

Photos of people at events, site visits, installations and community activities will almost always perform better than infrastructure alone.

## **WHAT TO POST**

- ✓ **EVENT PHOTOS**
- ✓ **SHORT VIDEOS**
- ✓ **QUOTES FROM VOLUNTEERS AND SUPPORTERS**
- ✓ **PROJECT UPDATES**
- ✓ **COMMUNITY IMPACT STORIES**
- ✓ **PARTNERSHIP ANNOUNCEMENTS**

# 5 QUICK SOCIAL MEDIA TIPS

## 1. Keep it simple

Avoid jargon and explain community energy in plain English.

## 2. Tell stories

Focus on people and impact.

## 3. Use visuals

Photos and short videos attract more engagement.

## 4. Post regularly

Share updates before, during and after your event.

## 5. Join the national conversation

Tag Community Energy England and use the campaign hashtag.

✓ **KEEP IT SIMPLE**

✓ **TELL STORIES**

✓ **USE VISUALS**

✓ **POST REGULARLY**

✓ **JOIN THE CONVERSATION**

### Don't forget

Use #UpTheEnergy

Tag Community Energy England and our new Up the Energy accounts so we can help amplify your posts.

