



UTILITY SOCIAL MEDIA CONTENT

This bundle includes images and content that can be used on your utility social media pages. Featured images include:

- LED lighting
- Weatherization
- Ductless Heat Pumps
- Heat Pump Water Heaters
- PTCS
- Smart Thermostats

The Copy Library can be used to create standalone posts, or be used as supplemental copy for your other social media efforts. Please note: The library uses icons to indicate the appropriate platform (Facebook or Twitter) for each content, along with the information reference and character count. When posting, please remember to cite your source (i.e. energystar.gov). Do not list the character count.

For more information on social media, or for assistance with your social media marketing needs, please contact your EER.

HVAC



Heat pumps can reduce your electricity use for heating by up to 50%, compared to other electrical heating sources such as baseboard heaters and furnaces? (energy.gov) (156 chars)



Heat pumps can deliver up to 3x more heat energy to a home than the electrical energy it consumes? (energy.gov) (113 chars)



Ductless Heat Pumps, also known as mini-splits, are an efficient heating and cooling system for homes without existing or working duct systems (energy.gov) (157 chars)



Ductless systems can help avoid energy loss associated with ducted or central air heating systems (energy.gov) (112 chars)



Did you know?

- Heating and cooling use up to 40% of the energy in your home (energy.gov/Energy Saver Guide)
- You could cut your heating and cooling bills by 50%, just by combining new, energy-efficient heating and cooling equipment with other energy improvements such as sealing air leaks, having proper levels of insulation, and adjusting your thermostat levels. (energy.gov/Energy Saver Guide) (398 chars)

THERMOSTATS



Save as much as 10% a year on heating and cooling by turning your thermostat down 7° to 10° from its normal setting for eight hours a day (energy.gov) (152 chars)



Smart Thermostats: Cool down heating costs with a Smart Thermostat. (69 chars)



Get an incentive for heating smarter with a Smart Thermostat (62 chars)



Be Smart about how you control the comfort of your home (57 chars)

THERMOSTATS CONTINUED



Did you know?

- Smart Thermostats earn their name by using Wi-Fi to automatically adjust heating and cooling temperature settings for better performance
- Smart Thermostats provide on-demand data that allows you to track and manage your home energy use
- Smart Thermostats let you access and control your heating and cooling through your smartphone or tablet ([energy.gov/Energy Saver Guide](http://energy.gov/EnergySaverGuide)) (390 chars)

WEATHERIZATION



Reducing the number of air leaks in and around your home is an effective way to lower heating and cooling costs, and improve the comfort of your home (energystar.gov) (169 chars)



Weatherizing your home can be a low-cost and efficient way to improve the comfort of your home (96 chars)



Benefits of sealing air leaks and adding insulation:

- Improved comfort inside your home
- Reduced noise from outside
- Reduce pollen, dust, insects, odors, and pests entering your home
- Reduce or eliminate drafts, and pockets of hot or cool air in your living spaces (energystar.gov) (282 chars)



Poorly sealed or insulated ducts are common causes of energy leaks—and higher energy bills (92 chars)



Fact: Did you know if you added up all the leaks, holes, and gaps around a house, it would be equivalent to having a window open 365 days a year (energystar.gov) (163 chars)



Sealing uncontrolled air leaks can save you 10% to 20% on your heating and cooling bills ([Energy Saver Guide/energy.gov](http://EnergySaverGuide/energy.gov)) (122 chars)



No-cost/low-cost ways to weatherize your home for increased comfort and reduced energy bills:

- Add weatherstripping around doors and windows
- Caulk and seal leaks around cracks and gaps in walls, floors, ceilings, and around windows
- Make sure fireplace dampers are properly closed (283 chars)

HEAT PUMP WATER HEATERS



Save up to \$330* on your electric bill with a heat pump water heater (*Based on a family of four. Via energystar.gov) (119 chars)



Reliable hot water. Reliable savings with [UTILITY NAME] rebates. (68+ chars)



Heat pump water heaters are 2x or 3x more efficient than traditional tank water heaters (89 chars)

WATER HEATING



Four easy ways to lower your water heating bills:

- Use less hot water
- Turn down the thermostat on your water heater
- Insulate your water heater and pipes
- Upgrade to a new, more efficient model

(196 chars)

LED LIGHTING



BRIGHT LIGHTS, BIG SAVINGS

Did you know? Compared to an incandescent bulb, one ENERGY STAR-certified LED lightbulb can:

- Last 15 – 25 times longer
- Uses up to 90% less energy
- Can save you up to \$80 in energy costs over its lifetime

And, financial incentives are available, putting cash back in your hands. (328 chars)