



2012 ENERGY STAR® National Building Competition

Social Media Guide



During EPA's ENERGY STAR National Building Competition, we encourage you to use social media to shine a light on the people and places behind the battle and the steps you're taking to save energy! Follow the guide below to engage followers and broadcast your achievements.

STEP 1: SET UP A TWITTER ACCOUNT FOR THE WEBSITE'S LIVE FEED

The competition website will once again feature a live Twitter feed that will display tweets from you, our competitors. This is your chance to provide updates on progress, discuss new energy-saving projects, and engage with other competitors—either to ask for help or challenge them to a friendly rivalry!

Already Have a Twitter Account?

1. Great! On July 25, start tweeting about what you're doing to reduce your building's energy and water use.
2. Include the hashtag #ESNBC (as in "ENERGY STAR National Building Competition") somewhere within your tweet. This is how we will find your tweets and include them in our live feed.

New to Twitter?

1. Sign up for free at www.twitter.com
2. Start tweeting! Your messages must be 140 characters or less.
3. Include the "hashtag" #ESNBC (as in "ENERGY STAR National Building Competition") somewhere within your tweet. Like a keyword, this is how we will find your tweets and pull them into our live feed.

ALREADY ACTIVE ONLINE?

Here's the skinny on the outlets you can use to tell your "waste-loss" stories:

Twitter: Include the hashtag #ESNBC in your tweets so they get pulled in to our live feed.

Flickr: Post photos to our [Flickr album](#) to be included in the album slideshow on the competition homepage.

YouTube: Upload your video to YouTube and let us know it's live by sending a note to buildings@energystar.gov. We'll add it to the [ENERGY STAR YouTube channel](#) and possibly include it in our video carousel on the competition landing page!

STEP 2: START A FOLLOWING

Visitors to the National Building Competition website aren't the only ones interested in your mission to "work off the waste with ENERGY STAR." You can build a base of followers, who will receive your energy-saving news directly, just by making connections online.

Search Twitter for other people in your organization or in other organizations that may be interested in your work. Search by employee or organization name and "follow" them; they'll most likely follow you back. Or you can choose to use one of the search tabs and look for the most popular "handles" by industry. By the way, don't forget to follow EPA's ENERGY STAR commercial building program at www.twitter.com/EnergyStarBldgs.

STEP 3: HIGHLIGHT YOUR TEAM'S EFFORTS

EPA's National Building Competition gives you a great platform to highlight all your team's efforts and your organization's commitment to energy and water efficiency. Below are four posting topics to get your team started.

1) Show Us Your Story

You can use Twitter, Flickr, and YouTube to share pictures or videos that help illustrate your participation in the National Building Competition. Look for ways to show your connection with ENERGY STAR through ENERGY STAR certified buildings and energy- and water-efficient practices.

- **Energy-Efficient Behaviors:** Take before and after photos of an employee workspace that has had an energy efficiency "makeover." Take a tour of EPA's online interactive cubicle at energy.star.gov/work to learn how a typical workspace can be a model of efficiency.
- **Upgrades:** Take video footage if you plan to update outdated equipment in your building, such as your heating and cooling system or your light fixtures. Make sure to post before and after pictures.
- **Events and Creative Materials:** Post pictures of your team promoting the National Building Competition and your organization's participation in the competition — whether you created signs, hung posters, or held a competition kickoff event.

2) Meet the Green Team

In addition to the spokesperson you've designated for EPA's National Building Competition, activate the rest of your Green Team—the people who support your sustainability cause. We want to hear why energy and water efficiency are important to them at home, at work, and in their communities.

- **Who:** Tweet something about each individual on your team working behind the scenes or post a photo of each of your team members in action on the competition's Flickr album.
- **What:** Tell us about their different roles and areas of expertise in your mission to save energy.
- **Why:** Share your Green Team's motivations for going green (e.g., to help fight climate change, improve profitability, and demonstrate social responsibility).
- **Where:** Your building can make a green impact in many ways; tell us what these people are doing to reduce the building's carbon footprint (e.g., does the housekeeping crew ensure all lights are turned off when they finish servicing a guest room?).

3) Talk Up the Competition

While EPA's National Building Competition website is designed to showcase your team's improvements and progress, it's also a great way to get the inside scoop on the competition too! Make sure to check what the other participants are doing by reading the Twitter-feed and browsing the Flickr album.

- **Take notice:** Track your competitors' progress on the website and tweet how their savings stack up next to yours.
- **Post a challenge:** Engage the other participants and challenge them to meet or beat your progress at the mid-point check-in and the winner announcement.

4) Tell Us How It Pays to Save

With all of the money you plan to save on your utility bills during the time you are a contestant, you'll have more to reinvest into your building and the people in it. Tell us what a better bottom line means for your company and how saving energy makes saving money possible.

- **Business:** Have you been able to create more jobs to maintain a long-term sustainability plan or are you improving the quality of your workplace for all current employees?
- **Community:** Has your decision to go green with ENERGY STAR inspired other organizations in the surrounding area (are you a leader in your community or in your industry)?

EXAMPLE TWEETS

Here are a few example tweets to get you started! Twitter has a 140 character limit, but note that hyperlinks are automatically shortened to 19 characters.

- Our building is competing in the National Building Competition! Get the skinny on our starting weight at www.energystar.gov/battleofthebuildings #ESNBC
- We're battling to save energy and water in the National Building Competition! Check out all the contenders at www.energystar.gov/BattleoftheBuildings #ESNBC
- We're battling to be leaner and greener. We're asking students to turn off lights to help us get to a fighting weight. #ESNBC