

ENERGY STAR® Holiday Marketing Toolkit



ENERGY STAR Holiday Toolkit

Thank you for your participation in this year's "Gifts that do a World of Good" promotion featuring ENERGY STAR certified appliances, electronics, and our Holiday Gift Guide. To facilitate your outreach, this promotional toolkit provides easy-to-use graphics and social media copy.



Sample Social Media Posts and Graphics

- The following slides contain some sample social media posts to promote Gifts that Give a World of Good along with accompanying lifestyle and promotional graphics. When using the sample social media posts or adding your own message, remember to:
 - Tag ENERGY STAR when posting on Twitter or Facebook:
 - Twitter: @ENERGYSTAR
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
 - Use the hashtag #GiveAWorldOfGood



Holiday Social Media Graphics and GIFs



GIF



GIF



Static



Sample Social Media Posts – General

Focus	Message
General	Join us in making choices that count for your loved ones and the planet by giving the gift of @ENERGYSTAR certified products, [OR INSERT SPECIFIC PRODUCT CATEGORY(IES)] . For great gift ideas, as well as special deals, visit: www.energystar.gov/holiday #GiveAWorldOfGood
General	This holiday season, #GiveAWorldOfGood with @ENERGYSTAR certified products [OR INSERT SPECIFIC PRODUCT CATEGORY(IES)] for gift-giving. Your loved ones will enjoy the latest features, along with special deals, saving them energy and money while protecting the climate for all. www.energystar.gov/holiday
General	When you choose @ENERGYSTAR certified electronics, appliances, and other products [OR INSERT SPECIFIC PRODUCT CATEGORY(IES)] , your gift will be doing a world of good for your loved ones, saving them energy and money and protecting the planet. #GiveAWorldOfGood www.energystar.gov/holiday
General	Make your choices count this holiday season and visit the @ENERGYSTAR Gift Guide for gift ideas that do a world of good—saving energy and money and supporting a clean energy future. #GiveAWorldOfGood www.energystar.gov/holiday
General	Choose @ENERGYSTAR certified products [OR PRODUCT CATEGORY] this season for gifts that do a world of good. Visit the ENERGY STAR Gift Guide for great ideas, as well as rebates and other special deals. www.energystar.gov/holiday #GiveAWorldOfGood



Sample Social Media Posts – Products

Focus	Message
Lighting	Looking for that perfect stocking stuffer? Savings are always a hit with an @ENERGYSTAR certified LED bulb, which lasts 15 times longer and saves more than \$50 in electricity costs over its lifetime. Learn more ideas for how you can #GiveAWorldOfGood at www.energystar.gov/holiday
Laundry	Stains and spills happen but wasting energy doesn't have to! Washers and dryers that have earned the @ENERGYSTAR use on average about 20% less energy - so you can spend more time and energy on festivities instead of laundry this season. www.energystar.gov/holiday #GiveAWorldOfGood
Laundry	From spilled eggnog to gingerbread cookie baking mishaps, the spills and stains of the holiday season are a special challenge. @ENERGYSTAR certified clothes washers and dryers are about 20% more efficient than standard models. Learn more ideas for how you can #GiveAWorldOfGood at www.energystar.gov/holiday
EV Charger	The future of driving is electric and if an EV is part of your holiday plan, an ENERGY STAR certified charger help you save even more energy and money. #GiveAWorldOfGood for you and the planet. www.energystar.gov/holiday
EV Charger	If you're looking for a gift for a hybrid or electric vehicle owner, consider an ENERGY STAR certified EV charger to give additional energy savings and create a healthier climate. See how you can #GiveAWorldOfGood at www.energystar.gov/holiday



Sample Social Media Posts – Products

Focus	Message
Electronics	The holiday season is a popular time to purchase the latest electronic gadgets [OR INSERT SPECIFIC PRODUCT CATEGORY(IES)]. By choosing @ENERGYSTAR certified electronics [OR PRODUCT CATEGORY], you'll get the latest features while you help your loved ones save energy, money, and the planet. #GiveAWorldOfGood www.energystar.gov/holiday
Electronics	With @ENERGYSTAR certified electronics [OR PRODUCT CATEGORY], you'll enjoy the latest features while saving energy and money and helping to protect our climate. Learn more ideas for how you can #GiveAWorldOfGood at www.energystar.gov/holiday
Electronics	Catching up on your shows this holiday season? Stream smart! Tablets that are @ENERGYSTAR certified use 4 times less energy than a laptop. Learn more ideas for how you can #GiveAWorldOfGood at www.energystar.gov/holiday
Electronics	Sound bars are some of the hottest gifts on the market! You'll hear the sounds of savings this holiday season with an @ENERGY STAR certified sound bar that uses about 70% less energy than standard models. Learn more ideas for how you can #GiveAWorldOfGood at www.energystar.gov/holiday



Sample Social Media Posts – Products

Focus	Message
Smart Thermostats	This holiday season, give the gift of a perfect climate inside and out with an @ENERGY STAR certified smart thermostat. Visit the @ENERGY STAR Gift Guide for information on rebates and deals in your area. https://www.energystar.gov/products/holiday/smart_thermostats #GiveAWorldOfGood
Smart Thermostats	For the lucky homeowner on your list, give the gift of lasting energy savings and a better climate. An @ENERGYSTAR certified smart thermostat provides the comfort your whole family wants while you save energy and money. #GiveAWorldOfGood www.energystar.gov/holiday
Smart Thermostats	Make your energy choices count this holiday season by giving an @ENERGYSTAR certified smart thermostat to your loved one. Experience a more comfortable home while you save energy, money, and the planet. Find special deals at www.energystar.gov/holiday #GiveAWorldOfGood
Refrigerators	More time spent with friends and family this holiday season means more food to store. Choose an ENERGY STAR certified refrigerator to keep your food fresh and store yummy leftovers while saving energy! www.energystar.gov/holiday #GiveAWorldOfGood
Dishwashers	There always seems to be more dishes around the holidays, but at least you can save money when washing them! Dishwashers that have earned the ENERGY STAR use 40% less water and 22% less energy than standard models, which is good for you and the environment. www.energystar.gov/holiday #GiveAWorldOfGood



Contact Us

If you have questions, please reach out to your ENERGY STAR account manager.

- Utilities and Energy Efficiency Program Sponsors can contact their ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov
- If you are a retail or manufacturer partner, please reach out to Jill Vohr, Consumer Marketing Team Lead at Vohr.Jill@epa.gov