

SOCIAL MEDIA GUIDE

2016 ENERGY STAR® PARTNER OF THE YEAR

Congratulations on being one of our ENERGY STAR Partners of the Year!

We're celebrating the awards on social media, and we want you to join us! In this guide, you'll learn about all the fun things we have planned and instructions for how to join in.

We are bringing back the coveted **SocialStar** Award for the second year running. The winner will be announced on stage during this year's ceremony and receive an award crystal. See below for information on how to join.



2015 SocialStar Award



2015 ENERGY STAR Social Media Team

WAYS TO ENGAGE

- ☐ **Follow** ENERGY STAR on Facebook, Twitter, and YouTube.
- ☐ **Respond** to our interview question! Send response to socialmedia@energystar.gov.
- ☐ **Promote** award with the hashtag #ENERGYSTARPOY (after the embargo lifts on **March 28th**).
- ☐ **Participate** in SocialStar Week and compete for the SocialStar Award (**April 4th – April 8th**).
- ☐ **Live tweet** with us during the awards event on **April 13th**.
- ☐ **Continue** to promote your award on social media year-round.

NOW – March 28th

□ Follow ENERGY STAR on social media!

- Facebook: facebook.com/energystar
- Twitter: twitter.com/energystar
- Youtube: youtube.com/epaenergystar
- Email: Add socialmedia@energystar.gov to your address book
- Hashtag: Use #ENERGYSTARPOY in all social media posts and follow the [conversation](#)

Our social media team will be sharing content on the ENERGY STAR social media channels, so feel free to retweet, share, comment, or like – we’d love to hear from you!

□ Respond to our interview question!

Pick **ONE** of the following questions below to answer and send your response to socialmedia@energystar.gov **before April 13th**. ENERGY STAR will be tweeting out these sound bites throughout the year. Try to keep responses to one or two short sentences. Make sure to include any relevant Twitter handles you would like us to tag, including your organization’s handle and the interviewee’s handle (if they have a personal account)!

Choose **ONE** of the following questions to respond to:

- If you could pass on one piece of energy efficiency advice to future generations, what would it be?
- What do you think is the biggest barrier that organizations may face while implementing energy efficient practices? And how do you overcome those barriers?
- What does ENERGY STAR’s mission mean to you/your organization?
- What is your organization doing within your community to help protect the climate?
- Who (or what organization?) inspires you to be more energy efficient and why?
- What energy efficiency initiatives/practices are you most looking forward to implementing in 2016?

□ Compete for the SocialStar Award!

For the second year in a row, we will be awarding one partner with the SocialStar Award for outstanding social media. The winner will receive an award crystal on stage during the ceremony.

To be considered for the SocialStar Award, partners must participate in SocialStar Week on Twitter (information on page 4).

Start preparing your content now and contact us with any questions you may have (socialmedia@energystar.gov). Get active, and show us your best social media for a chance to win!

Beginning March 28th

- **Promote your award with the hashtag #ENERGYSTARPOY** (after the embargo lifts on **March 28th**).

Whenever you tweet or post on Facebook, use the hashtag **#ENERGYSTARPOY** to join the conversation online with ENERGY STAR and the rest of the award winners.

Sample Facebook posts and tweets: DO NOT SEND UNTIL March 28th

Facebook

- Proud to announce our latest achievement – being named a 2016 @ENERGY STAR Partner of the Year! Read about our energy efficiency efforts here: [link to press release or company's sustainability page]. #ENERGYSTARPOY
- Break out the confetti...we've just been named one of @ENERGYSTAR's Partners of the Year! Celebrate with us by joining our conversation about energy efficiency on Facebook and Twitter with #ENERGYSTARPOY
- This is our [number] time being named an @ENERGY STAR Partner of the Year! Kudos to all of the other organizations who saved energy, saved money, and helped protect the climate this year! #ENERGYSTARPOY
- Join us on Twitter for SocialStar Week (4/4-4/8) with @ENERGY STAR! We'll be sharing fun content, program achievements, and more – we'd love for you to join in the celebration! #ENERGYSTARPOY [placeholder for SocialStar Week graphic]

Twitter

- Proud to announce our latest achievement – being named a 2016 @ENERGYSTAR Partner of the Year! [link to press release or company's sustainability page]. #ENERGYSTARPOY
- Break out the confetti...we've just been named an @ENERGYSTAR Partner of the Year! Celebrate with us by following #ENERGYSTARPOY
- We've been named @ENERGYSTAR Partner of the Yr [number] times! Kudos to other orgs who save energy, save money & help protect the climate! #ENERGYSTARPOY
- Next week is SocialStar Week! Join in and celebrate with us and @ENERGYSTAR. [placeholder for SocialStar Week graphic] #ENERGYSTARPOY

April 4th – April 8th SocialStar Week!

□ Participate in SocialStar Week!

SocialStar Week will take place the Monday through Friday prior to the awards ceremony. Each day we challenge your organization to share something different on Twitter, based on that day's theme.

To participate, complete the prompts below with the hashtag #ENERGYSTARPOY. Have fun, be creative, and email socialmedia@energystar.gov with any questions.

SocialStar Week (April 4th – April 8th)

❖ Monday, April 4th – Kick-off Day

1. RT the ENERGY STAR announcement (with congratulatory graphic).
2. Tweet the press release (either from your organization or from EPA).
3. Share the SocialStar Week graphic (delivered by March 17th).
4. Congratulate another winner of your choosing.

❖ Tuesday, April 5th – ENERGY STAR Hero Day

5. Answer the following question that will be tweeted from @ENERGYSTAR. Make sure to include the hashtag #ENERGYSTARHero in your response and a multimedia element (photo, graphic, or video). **Note: on Tuesday, please use the hashtag #ENERGYSTARHero instead of #ENERGYSTARPOY for entries.**

Question: Who is your energy efficiency hero and why? #ENERGYSTARHero

❖ Wednesday, April 6th – Infographic Day

6. Share your favorite energy efficiency infographic. This can be an infographic from your organization, from a different organization (but be sure to give credit), or a newly created infographic.

❖ Thursday, April 7th – All About ENERGY STAR Day

7. Share your favorite ENERGY STAR resource.
8. Share your favorite [ENERGY STAR video](#).
9. Share your favorite [Energy Source](#) or [Ask the Expert](#) post.

❖ Friday, April 8th – Video Day

10. Share a new video based on **ONE** of the following prompts:
 - Prompt 1: Take us behind the scenes and show us how you save energy!
 - Prompt 2: Share your most exciting energy efficiency achievement from 2015!
 - Prompt 3: Share your favorite energy saving tip!
 - Prompt 4: Pitch us on what you think is going to be the next advancement in energy efficiency (Shark Tank-style!).

Requirements:

- Length: minimum of 6 seconds, maximum of 30 seconds.
- Format: upload directly to Twitter or share from YouTube. Entries should also be sent to socialmedia@energystar.gov.
- Be creative!

How to be eligible for the SocialStar Award

- Participate in SocialStar Week (April 4th—April 8th).
- Each prompt you complete contributes to your chances of winning (10 possible prompts). Hint: the video is worth extra points, so make sure to participate in Video Day.
- Use hashtag #ENERGYSTARPOY for all entries (except Tuesday, when #ENERGYSTARHero will be used instead).
- Earn extra points for creative answers and awesome multimedia – wow us!
- The competition takes place on Twitter, but we encourage you to leverage content on other platforms as well.

We will send you more information in an email by **March 17th**. Email will come from socialmedia@energystar.gov – please add this to your address book.

April 13th – Partner of the Year Awards ceremony

□ Live tweet with us at the event!

Whether you're attending the event or at home, celebrate with us online on the night of the event!

ENERGY STAR will be tweeting in real-time throughout the evening to recognize our partners and share moments from the event – and we encourage your team to do the same! Even if your organization's social media team is not attending the event in person, they can still participate off-site. You and your organization's tweets will be projected onto a large screen during the awards event – just tweet using the #ENERGYSTARPOY hashtag. Don't forget to tag @ENERGYSTAR!

Partner Live Tweeting Ideas (Sample posts below):

- Get excited about the awards ceremony, and let your fans/followers know you've arrived
- Tell your followers to follow along with the hashtag
- Live tweet any ENERGY STAR meetings you're attending
- Post pictures of your team and/or the event

If you're attending the event in-person, here's a sneak peak of the exciting things we have planned:

- Large screens will display live tweets throughout the ceremony and the reception
- "Photo booth" area to take fun photos with your team and new friends
- Meet the ENERGY STAR Social Media team – stop by to say "hi," and let's continue the social media conversation!
- Dry erase boards will be at the tables again for you to have fun with during the ceremony

Sample Live Tweeting Posts

Facebook

- We'll be live tweeting at the 2016 @ENERGY STAR Partner of the Year Awards tonight from Washington, DC! Join us on Twitter with the hashtag #ENERGYSTARPOY!

Twitter

- We'll be live tweeting from the @ENERGYSTAR Partner of the Year Awards ceremony tonight. Follow #ENERGYSTARPOY for updates, photos & more!
- Just arrived at the @ENERGYSTAR Partner of the Year Awards ceremony. It's great to see familiar faces & some new ones! #ENERGYSTARPOY
- Here's a photo of our team at the @ENERGYSTAR Partner of the Year ceremony: [placeholder for image]. We're thrilled to be here! #ENERGYSTARPOY
- The @ENERGYSTAR Partner of the Year Awards ceremony has gone SOCIAL! Check out our team selfie [placeholder for image] #ENERGYSTARPOY

Is this your first time live tweeting?

To live tweet with us on the day of the event, just use the hashtag #ENERGYSTARPOY and your tweets will be part of the conversation!



LG Electronics having fun with the dry erase boards last year!

We will send you an email by **April 5th** with more detailed information on live tweeting and the fun activities we have planned for the awards. Email will come from socialmedia@energystar.gov – please add this to your address book.

April 14th and beyond

Continue to promote your award on social media year-round!

Just because the ceremony is over doesn't mean the conversation has to stop! Social media audiences love to see photos from events, so make sure to share those!

Facebook:

- We hit the blue carpet last night in our awards show best! Great celebrating our @ENERGY STAR Partner of the Year achievement with so many other companies also protecting the environment! #ENERGYSTARPOY [insert blue carpet photo]
- Check out these pictures from the @ENERGY STAR Partner of the Year Awards event – we had a great time celebrating with other leaders in energy efficiency. #ENERGYSTARPOY [insert pictures from the event].

Twitter:

- We hit the blue carpet last night to celebrate our #ENERGYSTARPOY achievement! [insert blue carpet photo]
- Check out photos from the #ENERGYSTARPOY event – we had a blast celebrating with other leaders in energy efficiency. [insert pictures from the event]

You're our **2016** Partner of the Year, so please continue to promote your achievements throughout the year. Don't forget to use the hashtag #ENERGYSTARPOY, so we can follow along!

CALENDAR OF IMPORTANT DATES

NOW: Prep

- Follow ENERGY STAR social media accounts
- Respond to Twitter interview – send response to socialmedia@energystar.gov
- Prepare content for SocialStar Week

March 28th: Embargo lifted

April 4th – April 8th: SocialStar Week

Monday, April 4th	<i>Kick-off Day</i>
Tuesday, April 5th	<i>ENERGY STAR Hero Day</i>
Wednesday, April 6th	<i>Infographic Day</i>
Thursday, April 7th	<i>All About ENERGY STAR Day</i>
Friday, April 8th	<i>Video Day</i>

April 13th: Awards Ceremony

- Live tweet the Partner of the Year Awards ceremony
- SocialStar winner announced on stage during the ceremony

April 14th and beyond

- Share pictures from the event on Facebook and Twitter
- Continue to promote your award and achievements throughout the year