

RULE YOUR ATTIC! WITH ENERGY STAR®

The simple
choice for
energy
efficiency.



SOCIAL MEDIA KIT FOR RULE YOUR ATTIC!

We're excited to have your participation in ENERGY STAR's Rule Your Attic! campaign! These guidelines were developed to make it easy for you to engage with your customers through social media channels by encouraging them to go into their attics, measure their insulation levels, and take and post pictures, videos, and stories on ENERGY STAR's social media channels. The campaign will run from October 1 to November 20.

Social Media Outlets

#RuleYourAttic is meant to be used across multiple social media outlets, specifically Twitter, Facebook, and Pinterest. Follow the steps below to engage your followers and build awareness to help homeowners save money and improve their comfort this heating season by sealing and insulating their attics.

1. Facebook

Using Facebook is easy, just follow these simple steps:

- "Like" ENERGY STAR on Facebook if you haven't already: [facebook.com/energystar](https://www.facebook.com/energystar)
- Use any of the sample posts below and/or make up your own. Be sure to use the hashtag #RuleYourAttic and tag @ENERGY STAR.
- Be sure to engage with your fans, answering any questions they might have and responding to their posts in real-time.
- Like, comment, and share posts from other users, as well as posts from ENERGY STAR. Be sure to comment on photos in our [Rule Your Attic! Facebook album](#) which will act as a one-stop place for ENERGY STAR to share collected photos and provide expert advice to homeowners.

2. Twitter

There are a number of ways you can get in on the action on Twitter. Just follow these easy steps:

- Follow ENERGY STAR on Twitter if you haven't already: @ENERGYSTAR
- Be sure to use the hashtag #RuleYourAttic and tag @ENERGYSTAR
- Use the sample posts below to kick-start the conversation and/or make some up of your own.
- Tag other users, especially those who are involved and others who might be interested in the campaign.
- Join our Twitter party (stay tuned for date and time)! The Twitter party will allow you to:
 - Share your expertise with homeowners looking for information related to sealing and insulating
 - Join the conversation on insulating attics
 - Promote your products and services
 - Be on the lookout for further information/instructions from ENERGY STAR on how to participate in the coming weeks.

3. Pinterest

ENERGY STAR has a Pinterest page, and we'd love to pin with you! Here are two ways to get involved:

- Join our Shared Board—Rule Your Attic!
 1. Go to [pinterest.com/energystar](https://www.pinterest.com/energystar) to follow all of our boards.
 2. Send an email to socialmedia@energystar.gov with your Pinterest account email address and ask to be added to the Rule Your Attic! board.

Will this be your first time joining a Twitter party?

A Twitter party is a group of Twitter users all tweeting about the same topic during a specified period of time, using a hashtag (for example, #Kittens) that allows the discussion thread to be easily tracked on Twitter. To follow a Twitter party or chat, a user can search for the topic hashtag using Twitter's search function or use one of a number of sites (such as [TweetChat](#), [TweetGrid](#) or [HootSuite](#)). Include the party's hashtag in each message to be included in the party conversation. Use the @ symbol followed by a participant's Twitter handle when you want to tweet directly to a person or respond to something they said.

3. Start sharing! Be sure to use the hashtag #RuleYourAttic in the pin description.
 4. The Rule Your Attic board will serve as a guide on tips and best practices for sealing and insulating a home for our followers looking for energy-efficient home improvement recommendations, and a one-stop board for all submitted photos.
- Simply use the hashtag #RuleYourAttic in your pins and we'll collect our favorites to be added to our Rule Your Attic board!

SAMPLE POSTS

FACEBOOK

Taking steps to increase your home's comfort is as simple as climbing into your attic, measuring insulation levels, and sending a photo or video of your attic insulation to #RuleYourAttic. @ENERGY STAR will respond with tips and resources that will help you stay warm while lowering your energy bills. Find out more at www.energystar.gov/ruleyourattic

Don't let high energy bills drag you down this winter! For real-time advice from @ENERGY STAR on how to reduce your energy costs through proper sealing and insulation, just climb into your attic, measure your insulation levels, and post a photo or video of it to #RuleYourAttic. Learn more at www.energystar.gov/ruleyourattic

Do you like to #DIY? How about saving money on energy costs? Well, grab a ruler and head up to your attic to measure your insulation levels! If you post a photo of your attic insulation to #RuleYourAttic, @ENERGY STAR will respond with expert advice on how you can take sealing and insulation matters into your own hands.

Who will rule your attic this winter season? @ENERGY STAR wants you to climb into your attic, measure your insulation levels, and post a photo or video to #RuleYourAttic for tips and resources for properly sealing and insulating your home. When you rule your attic, you save big on energy bills and improve your comfort. Find out more at www.energystar.gov/ruleyourattic

#DYK: About half of the energy used at home goes to heating and cooling? And the attic is where you can often find the largest opportunities to increase your comfort and save energy and money. EPA has numerous resources that will help you #RuleYourAttic for a more comfortable and energy efficient home this winter at www.energystar.gov/ruleyourattic.

TWITTER

Tired of wasting \$\$ on energy bills? #RuleYourAttic w/ @ENERGYSTAR! Measure insulation & send pics w/ #RuleYourAttic <http://bit.ly/RYA>

Want to save money this winter? Learn how to #RuleYourAttic w/ @ENERGYSTAR here: <http://bit.ly/RYA>

#DIYers: want tips on how to #RuleYourAttic this winter? Climb up there & post pics of your insulation levels to @ENERGYSTAR to learn how!

Cozy up w/ @ENERGYSTAR & help shut out the cold this winter! Post pics of your attic's insulation w/ #RuleYourAttic! <http://bit.ly/RYA>

Have you seen the #DIY Guide to Sealing & #Insulating w/ @ENERGYSTAR? If not, take a look here: [bit.ly/ DIY](http://bit.ly/DIY) #RuleYourAttic

#DYK about half of the energy used at home goes to heating and & cooling? #RuleYourAttic to save on energy bills. <http://bit.ly/RYA>

#FactFriday: Sealing and #insulating ducts can improve the efficiency of your #HVAC system by as much as 20%! [bit.ly/ Seal](http://bit.ly/Seal)

Why seal & insulate, you ask? Save energy, money, and increase comfort in your #home. Learn how to #RuleYourAttic here: <http://bit.ly/RYA>

#DYK: Homeowners typically save up to \$200 a year in heating & cooling costs by air sealing & insulating their homes. #RuleYourAttic

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, **EPA's ENERGY STAR** program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.