

ENERGY STAR[®] Rule Your Attic! Partner Toolkit

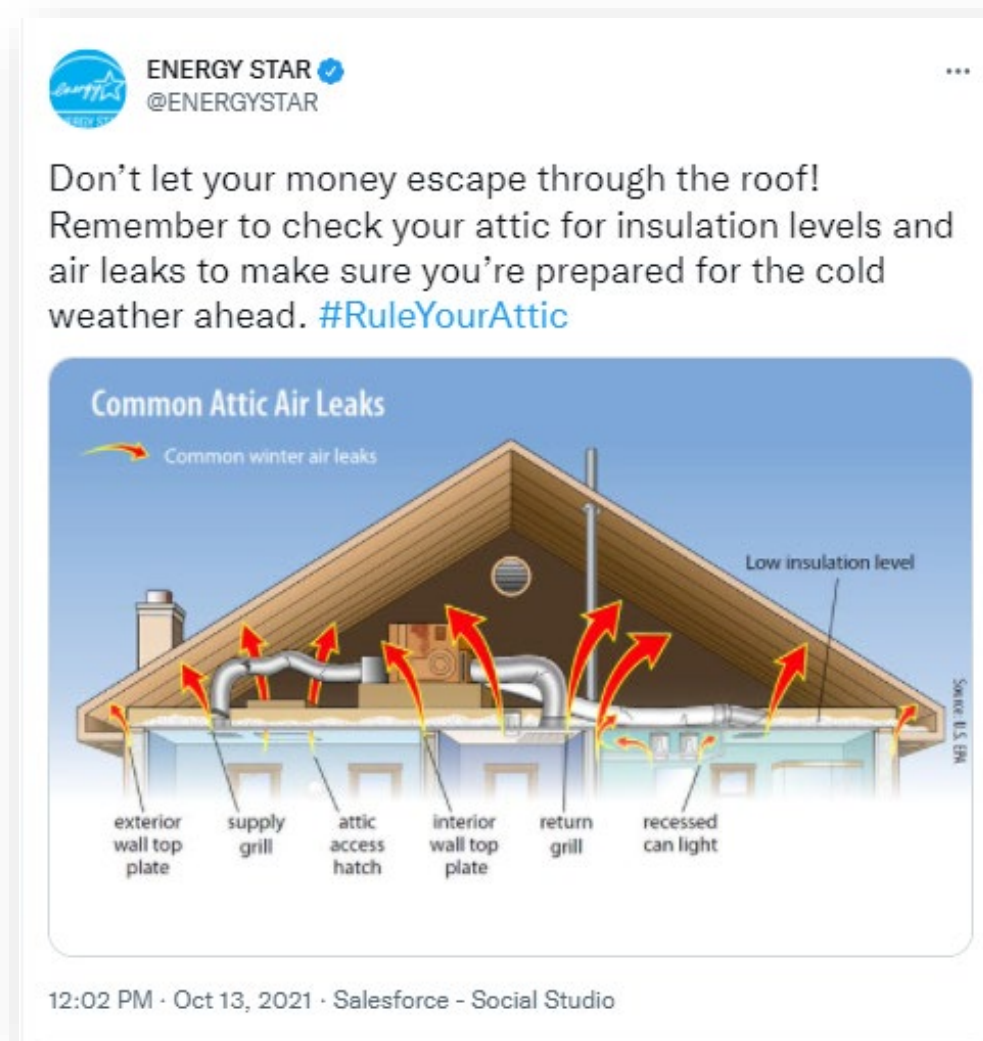




Rule Your Attic! Overview of Toolkit

Thank you for your participation in ENERGY STAR's Rule Your Attic! Campaign.

To facilitate your outreach and promotion efforts, the ENERGY STAR Rule Your Attic! Toolkit provides easy-to-use instructions, messaging, and materials.





Toolkit Table of Contents

- [Key Messages](#)
- [How to Participate](#)
- [Creative Assets](#)
 - [Video Series](#)
 - [Social media graphics](#)
 - [GIFs](#)
- [Seal and Insulate Resources](#)
- [Ask-the-Experts](#)
- [Sample Social Media Posts](#)



RULE YOUR ATTIC

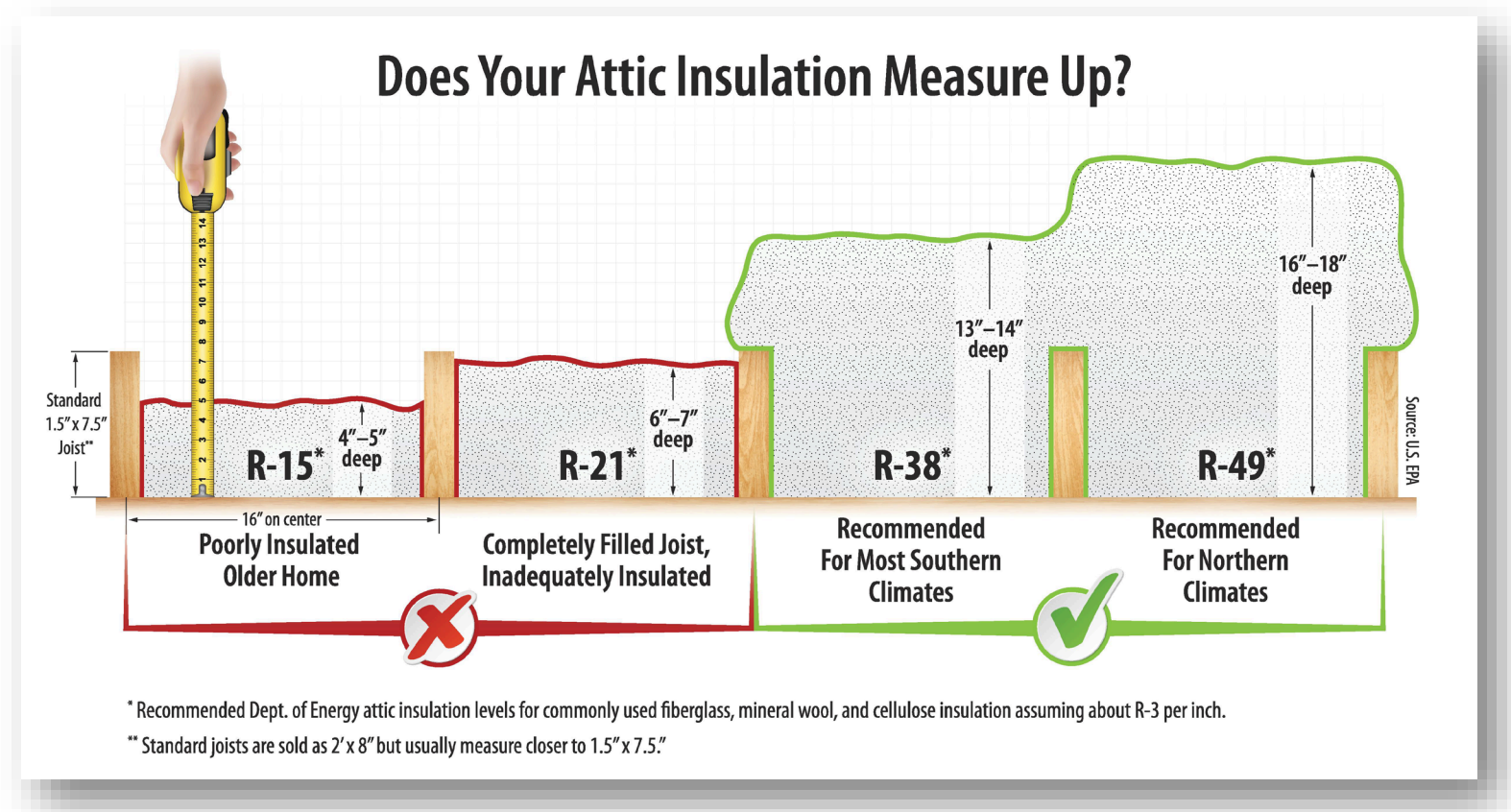
Key Messages of ENERGY STAR's Rule Your Attic! Campaign

1. Check Your Levels

Educate consumers about why they should consider measuring their attic insulation, and illustrate the associated financial, comfort, and environmental benefits of proper attic sealing and insulation.

2. Take Action, if needed

Carve out a clear path for consumers to pursue attic insulation projects, by connecting them to trusted contractors and DIY resources.





How to Participate

Join ENERGY STAR, utilities, retailers, manufacturers, energy-efficiency programs, and contractors in saving energy by improving America's under-insulated homes. Rule Your Attic! provides a simple messaging platform to educate homeowners on the problem of under-insulated homes and encourage homeowners to pursue attic insulation projects, by connecting them to trusted contractors and DIY resources.

- **Engage on social media:** Use Facebook, Twitter, and other social media platforms to educate consumers about why they should consider measuring their attic insulation, and illustrate the associated financial, comfort, and environmental benefits of proper attic sealing and insulation. Be sure to tag @ENERGYSTAR and use #RuleYourAttic so we can find and engage with your posts. Let's see how far our collective voice can reach!
- **Feature our graphics:** We also encourage you to feature graphics on your web pages or other customer-facing materials to demonstrate your commitment to ENERGY STAR and helping all save with energy efficiency and mitigate climate change. The toolkit also includes the links to the YouTube Video Playlist that can be added to your website, too!

Creative Assets

ENERGY STAR has created entertaining, how-to videos, graphics, and blogs for partners and stakeholders that can be shared via their networks, websites, and other outreach activities to engage with homeowners and help generate engagement on their platforms while spreading the word about the benefits of a sealed and insulated attic.

[Rule Your Attic! YouTube Playlist](#)

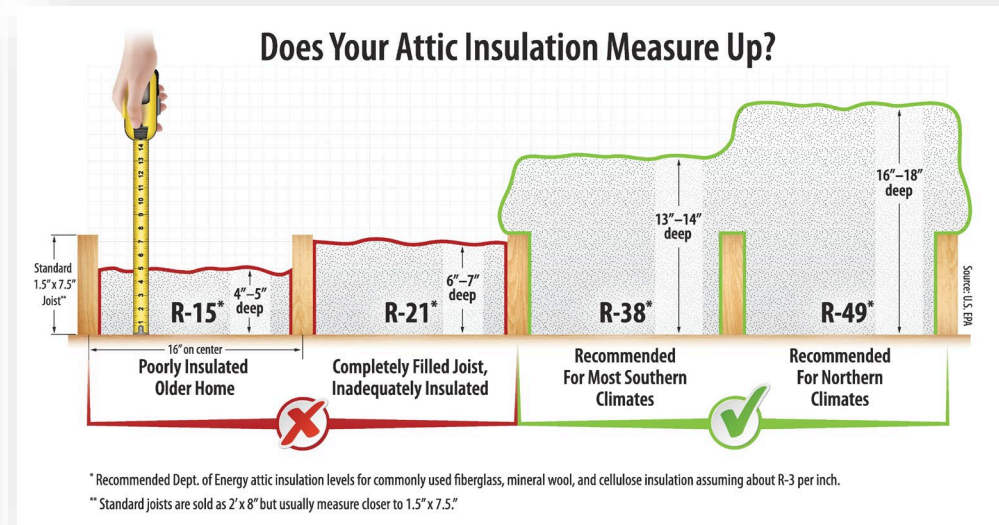
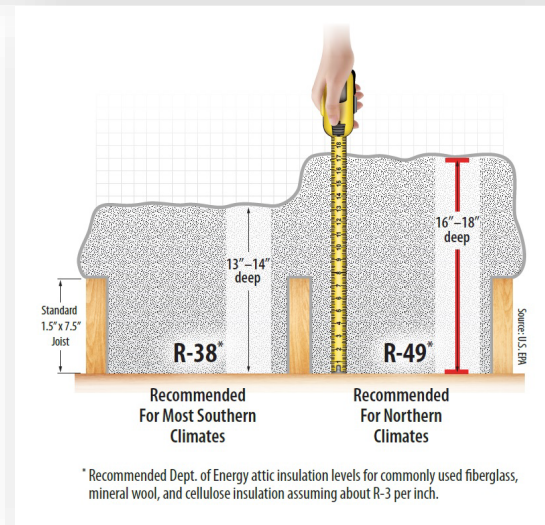
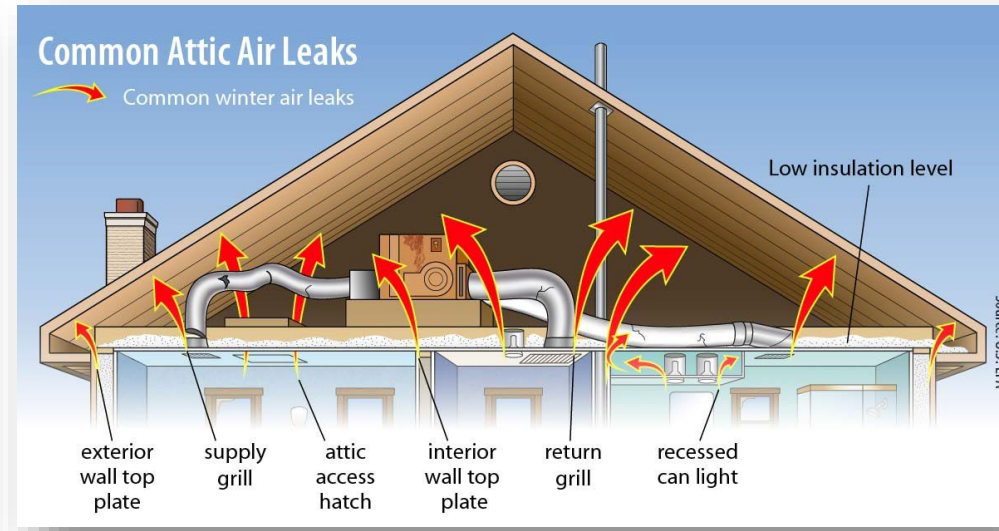
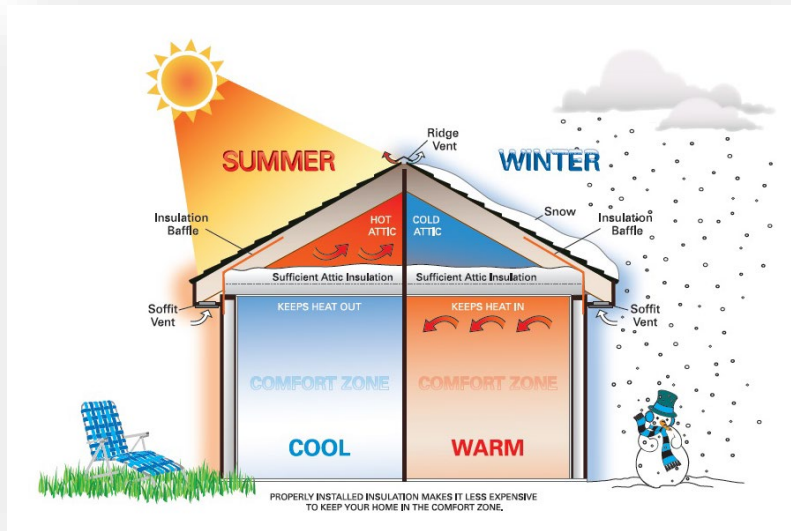
Share these short, entertaining how-to-videos on your website and social media. The Rule Your Attic playlist on YouTube includes 10 videos ranging from 30 – 90 seconds and include versions with or without narration.



Should You DIY or Hire a Contractor? | Attic Insulation Tips | Rule Your Attic! with ENERGY STAR

Social Media Graphics

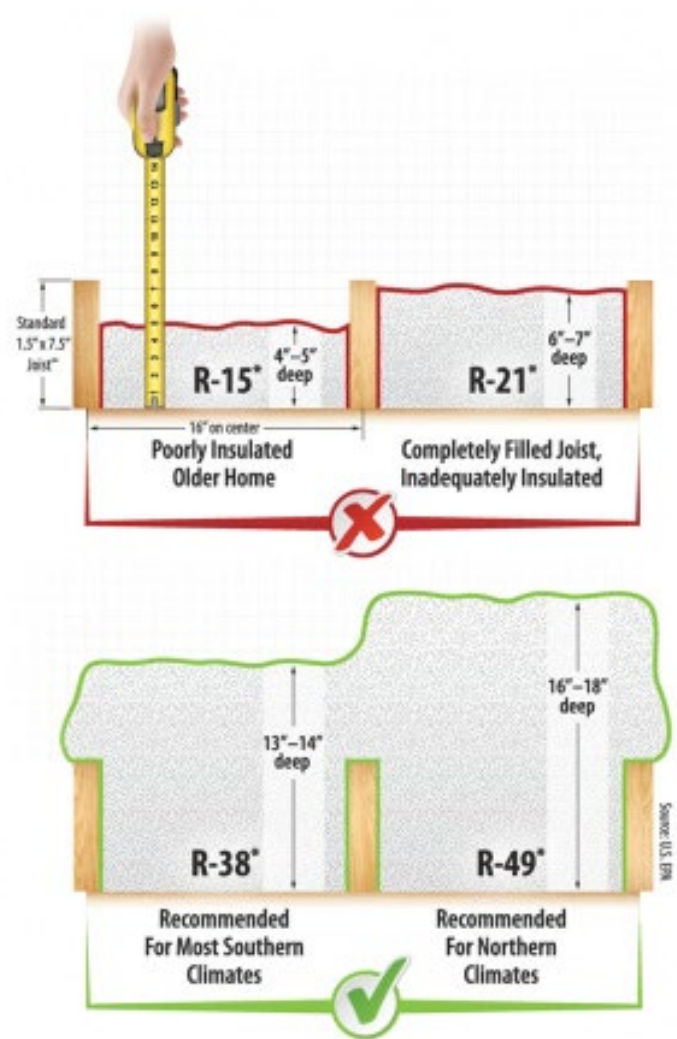
All graphics are available free to [download here](#).



Social Media Graphics

All graphics are available free to [download here](#).

Does Your Attic Insulation Measure Up?




The diagram shows two cross-sections of an attic. The top section, labeled 'Poorly Insulated Older Home', shows a 'Standard 1.5" x 7.5" Joist' with 'R-15' insulation that is '4"-5" deep' and 'R-21' insulation that is '6"-7" deep'. A red 'X' is placed over this section. The bottom section, labeled 'Completely Filled Joist, Adequately Insulated', shows 'R-38' insulation that is '13"-14" deep' and 'R-49' insulation that is '16"-18" deep'. A green checkmark is placed over this section. The text 'Recommended For Most Southern Climates' is under the R-38 section, and 'Recommended For Northern Climates' is under the R-49 section.

COMMON ATTIC AIR LEAKS



The diagram shows a cross-section of a house with red arrows indicating air leaks. Labels include: exterior wall top plate, supply grill, attic access hatch, interior wall top plate, return grill, recessed can light, and Low insulation level. A small red arrow points to the roofline with the text 'Common winter air leaks'. The Energy Star logo and 'RULE YOUR ATTIC' logo are at the bottom.

INSULATION HELPS KEEP YOUR HOME COMFORTABLE YEAR-ROUND!

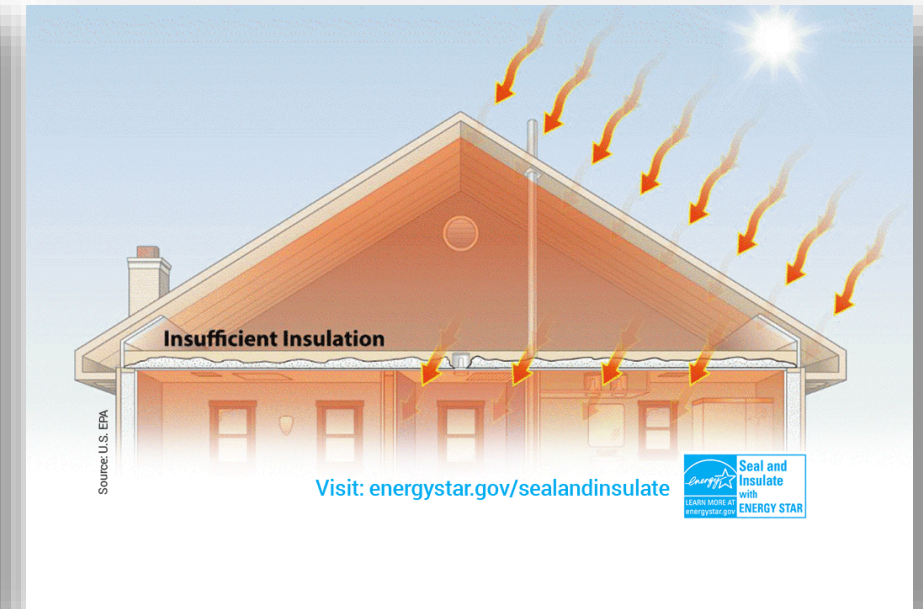
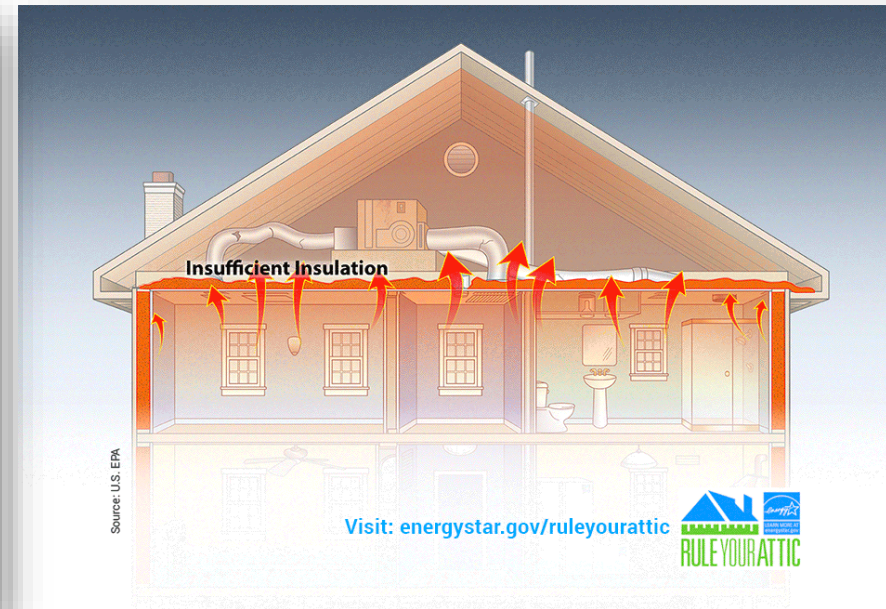


The diagram shows a house with a cross-section. The left side is labeled 'SUMMER' and 'COOL', with 'Sufficient Attic Insulation' and 'KEEPS HEAT OUT' and 'COMFORT ZONE'. The right side is labeled 'WINTER' and 'WARM', with 'Sufficient Attic Insulation' and 'KEEPS HEAT IN' and 'COMFORT ZONE'. Labels include: Ridge Vent, Snow, Insulation Baffle, Soffit Vent, and properly installed insulation makes it less expensive to keep your home in the comfort zone. The Energy Star logo and 'RULE YOUR ATTIC' logo are at the bottom.



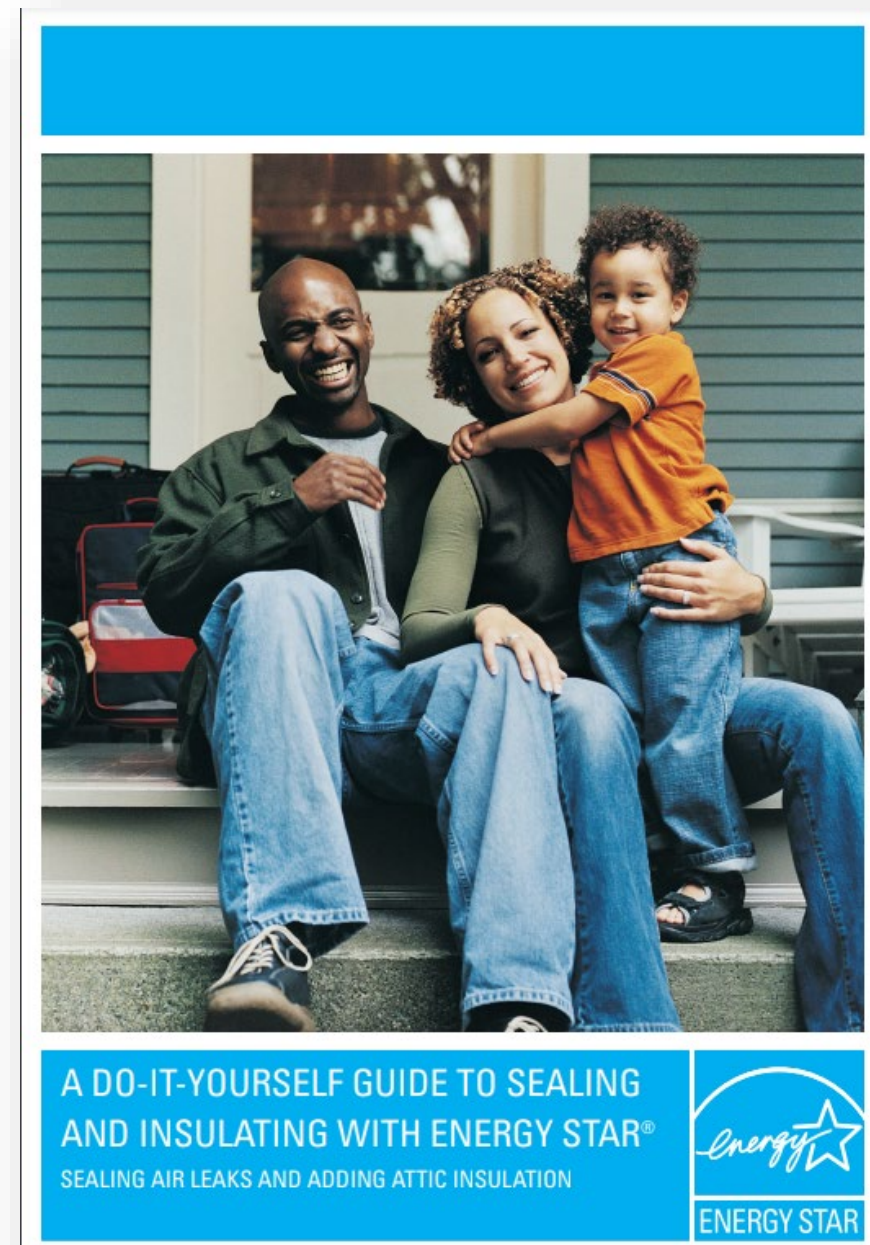
Social Media Graphics - GIFs

All graphics are available free to [download here](#).



Seal and Insulate with ENERGY STAR Resources

- [Seal and Insulate landing page](#)
- [Seal and Insulate DIY Guide](#) (PDF, 12.7 MB)
- [Spanish DIY Guide](#) (PDF, 761 KB)
- [Seal and Insulate Flyer](#) (PDF, 1.2 MB)
- [DIY Attic Insulation Guide](#) (PDF, 393 KB)
- [DOE Air Sealing Guide for Contractors to Share with Homeowners](#) (PDF, 5 KB)



ENERGY STAR Ask-The-Experts

Be sure to check out ENERGY STAR's Ask the Experts webpage at energystar.gov/Ask-the-Experts for the latest advice from ENERGY STAR experts on saving energy at home. We encourage you to check out and share the following articles with your network.

[How to Check Your Home's Attic Insulation Level](#)

[How to Hire an Attic Insulation Contractor](#)



 How-To

How to Check Your Home's Attic Insulation Level



 How-To

How to Hire an Attic Insulation Contractor



Social Media Posts

- The following slide contains a sampling of social media posts educating consumers about why they should consider measuring their attic insulation, and illustrate the associated financial, comfort, and environmental benefits of proper attic sealing and insulation.
- When drafting your own post, remember to:
 - Use the hashtag **#RuleYourAttic**
 - 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



Sample Social Media Posts

Take Action

Did you know that 9 out of 10 American homes are under-insulated? 🏠 Check your attic insulation levels to find out if your home is one of them! Learn more at energystar.gov/RuleYourAttic #RuleYourAttic

Proper attic insulation can save energy and money! 💰 But does your attic measure up? Learn how to check your attic insulation in our helpful video. #RuleYourAttic

Keep your energy bills from going through the roof this winter! Learn more at energystar.gov/RuleYourAttic #RuleYourAttic

Seasonal

Get ready for colder weather by making sure your attic is properly insulated! Learn how you measure your insulation levels: www.energystar.gov/RuleYourAttic

Is your home ready for the cold weather? Visit www.energystar.gov/RuleYourAttic to learn how to keep your #energy bills from going through the roof this fall! 🏠 #RuleYourAttic

What's one of the best ways to keep your home comfortable year-round? Insulation! Make sure your attic is properly insulated to stay cool in the summer and warm in the fall and winter. Get solutions to help you save energy and money on our site! #RuleYourAttic



Contact Us

As always, we appreciate your partnership and the great work you do to help your audiences save energy with ENERGY STAR. If you have any questions or comments regarding the campaign, feel free to reach out to us at insulation@energystar.gov.