



# ENERGY STAR® National Building Competition

## Social Media Guide



Social media is a high-visibility and cost-effective method for sharing your energy- and water-saving efforts with your stakeholders and the public throughout EPA's National Building Competition!

Whether you are part of a team competing against other teams in this year's Team Challenge, or a single building competing individually against other buildings, use the easy steps in this guide to jumpstart your social media campaign to engage followers and broadcast your success!

### STEP 1: SET UP A TWITTER ACCOUNT

The competition website will once again feature a 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 engage in friendly rivalry!

#### Already have a Twitter account?

1. Great! On July 14<sup>th</sup>, start tweeting about what you're doing to reduce your building's energy use.
2. Include the hashtag #ESNBC (as in "ENERGY STAR National Building Competition") somewhere within your tweet.

#### New to Twitter?

1. Sign up for free at [www.twitter.com](http://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") within your tweet. Like a keyword, this is how we'll find your tweets and pull them into our feed.

#### Social Media 101

It's easy to showcase your participation and achievements using social media! Here's how to do so:

**Twitter:** Include the hashtag #ESNBC in your tweets, and they'll be pulled into our feed shown on [www.energystar.gov/BattleOfTheBuildings](http://www.energystar.gov/BattleOfTheBuildings)

**Other platforms:** Tag your posts with #ESNBC so others see what you're up to!

### STEP 2: GAIN FOLLOWERS

Visitors to the ENERGY STAR 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 and start seeing your posts in their newsfeed. You can also 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 National Building Competition Twitter account at [www.twitter.com/EnergyStarNBC](http://www.twitter.com/EnergyStarNBC)!

### STEP 3: HIGHLIGHT YOUR TEAM'S EFFORTS

EPA's ENERGY STAR National Building Competition is a great platform for highlighting your organization's commitment to energy efficiency and environmental protection. Below are posting topics to get your team started.

#### 1) Show Us Your Story

Use Twitter to share pictures that illustrate your participation in the National Building Competition. Look for ways to showcase 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 [www.energystar.gov/work](http://www.energystar.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, water faucets, or light fixtures. Make sure to post before and after pictures.
- **Events and Creative Materials:** Post pictures of your team promoting the ENERGY STAR 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 the ENERGY STAR 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 a photo of each of your team members in action.
- **What:** Tell us about their different roles and areas of expertise in your mission to save energy and water.
- **Why:** Share your Green Team's motivations for going green (e.g., to help fight climate change, improve profitability, and demonstrate social responsibility).

## 3) Talk Up the Competition

While the ENERGY STAR National Building Competition website is designed to showcase your improvements and progress, it's also a great way to get the inside scoop on what other competitors are up to! Make sure to check what the other participants are doing by reading the Twitter-feed.

- **Take notice:** Track your competitors' progress on the website and tweet about how your savings compare.
- **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 utility bills during the competition, you'll have more resources to reinvest in your building and the people in it. Tell us what a better bottom line means for your company and how saving energy and water 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.

- We're competing as a team to reduce energy and water waste in EPA's National Building Competition!  
[www.energystar.gov/battleofthebuildings](http://www.energystar.gov/battleofthebuildings) #ESNBC
- Our building is competing in EPA's National Building Competition! Get the skinny on our starting weight at  
[www.energystar.gov/battleofthebuildings](http://www.energystar.gov/battleofthebuildings) #ESNBC
- We're battling to save energy and water in EPA's National Building Competition! Check out all the contenders at  
[www.energystar.gov/BattleoftheBuildings](http://www.energystar.gov/BattleoftheBuildings) #ESNBC