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| ***Instructions:******1.*** *When linking to any web page used in this spreadsheet on Facebook or Twitter, an  image will auto-populate (see example to the right).* ***2.*** *Please do not use link shortening services for energystar.gov links as it interferes  with our web traffic tracking. Instead, please use the full links, or the alias links  provided in the spreadsheet below. Twitter will automatically shorten the longer links.* ***3.*** *Remember to tag ENERGY STAR. On Twitter, simply type "@ENERGYSTAR".  On Facebook, begin typing "@ENERGY STAR" and choose the ENERGY STAR  Facebook Page from the drop down list.* | |
| **Topic** | **Social Media Post** |
| Overview | For the average household, almost half of the annual energy bill goes to heating & cooling—that's more than $900/yr! Cut these costs and help protect the environment by choosing @ENERGYSTAR certified HVAC products. www.energystar.gov/HVACguide |
| Maintaining Your HVAC System | Don't forget to check your HVAC system's air filter. Dirty air filters waste energy and can lead to expensive repairs or early system failure. @ENERGYSTAR recommends that you inspect it every month to ensure your system is running at optimum efficiency. www.energystar.gov/HVACguide |
| Maintaining Your HVAC System | You can seal and insulate air ducts in your attic and crawlspace to improve the efficiency of your HVAC system by as much as 10% according to @ENERGYSTAR. That's $190/year in heating and cooling savings to put toward holiday shopping! www.energystar.gov/HVACguide |
| Upgrading Your HVAC System | Depending on where you live, replacing your old HVAC equipment with equipment that has earned the @ENERGYSTAR can cut your annual energy bill by nearly $140. You can save even more with rebates and tax credits. Save money and protect the planet with ENERGY STAR. www.energystar.gov/HVACguide |
| Upgrading Your HVAC System | Ready to consider an upgrade? The interactive @ENERGYSTAR Heating & Cooling Guide is your resource for navigating how to choose the right equipment to help you save energy, save money, and protect the planet. www.energystar.gov/HVACguide |
| Upgrading Your HVAC System | Learn the symptoms that it’s time to replace your HVAC equipment, get purchase and installation guidance, find rebates, and calculate your personalized savings possibilities with the @ENERGYSTAR Heating & Cooling Guide. www.energystar.gov/HVACguide |
| Incentives | Don't miss out on savings! Air source heat pumps that are @ENERGYSTAR certified are eligible for a federal tax credit if installed in a primary residence by December 31, 2021. That's an extra $300 this season. www.energystar.gov/taxcredits |
| Incentives | Many utilities offer big rebates for homeowners that choose an @ENERGYSTAR certified product for their HVAC system replacement! Check with your local utility for more details or go to www.energystar.gov/rebatefinder. |
| Air Source Heat Pumps | An @ENERGYSTAR certified air source heat pump provides highly efficient heating and cooling by extracting heat from outside air in the winter and pulling the heat out of your home in the summer. It offers clean heating and cooling all in one system. Good for you and the planet. www.energystar.gov/HVACguide |
| Air Source Heat Pumps | An @ENERGYSTAR certified air source heat pump provides highly efficient heating by extracting heat from outside air in the winter—it’s like a central AC working in reverse to provide warmth! www.energystar.gov/HVACguide |
| Air Source Heat Pumps | An @ENERGYSTAR certified air source heat pump delivers 3x more heat to a home than the electrical energy it consumes by transferring heat from the surrounding air rather than converting it from a fuel! This saves money and helps protect the planet from climate change. www.energystar.gov/HVACguide |
| Air Source Heat Pumps | An @ENERGYSTAR certified air source heat pump can provide heating for approximately 1/3 the cost of traditional electric baseboard heating, and approximately 1/2 the cost of oil heat – all while helping the environment www.energystar.gov/HVACguide |
| Air Source Heat Pumps | An @ENERGYSTAR certified air source heat pump uses existing ductwork in your home to deliver heating and cooling. In most climate zones, an ASHP can be installed as a drop-in replacement when either a central air conditioner or a furnace needs replacement. www.energystar.gov/HVACguide |
| Mini Split Heat Pumps | Mini split heat pumps cut heating costs in half compared to conventional electric heating systems. Because they transfer rather than generate heat, @ENERGYSTAR certified mini splits use up to 60% less energy than standard home electric radiators. www.energystar.gov/HVACguide |
| Mini Split Heat Pumps | Mini split heat humps that have earned the @ENERGYSTAR use sophisticated compressors and fans to provide efficient heating that can adjust to save energy and money and help protect the planet. www.energystar.gov/HVACguide |
| Mini Split Heat Pumps | An @ENERGYSTAR certified mini split or ductless heat pump heats directly from the unit, rather than passing through ductwork. This eliminates the energy losses from ductwork, which can account for more than 30% of a home's energy use for heating. www.energystar.gov/HVACguide |
| Mini Split Heat Pumps | Don't forget to consider installation when upgrading your HVAC system! Choosing an @ENERGYSTAR certified mini split will eliminate bulky and often expensive ductwork by using narrow refrigerant lines installed outside the home instead. www.energystar.gov/HVACguide |
| HVAC Guide | For the best way to heat your home, keep your family comfortable, and help protect the planet, look no further…visit the ENERGY STAR Heating and Cooling guide! energystar.gov/HVACGuide |
| HVAC Guide | Get the best heating for your home with ENERGY STAR. Certified air source heat pumps use super-efficient technology to heat your home for less money while helping protect the planet. Learn more by visiting energystar.gov/HVACGuide. |
| HVAC Guide | Get rebates and tax credits in addition to big savings with ENERGY STAR certified HVAC equipment. ENERGY STAR certified air source heat pumps, ducted and ductless, provide superior clean heat to keep you comfortable and protect the planet all winter long. energystar.gov/HVACGuide. |
| **Supporting Image options for HVAC promotional messaging found on the** [**Marketing Materials**](https://www.energystar.gov/products/tools_resources?f%5B0%5D=field_products_t_r_promotion_cam%3A1822) **page** | |