



2013 ENERGY STAR® National Building Competition

Social Media Guide



Throughout EPA's ENERGY STAR National Building Competition, use social media to share your energy-saving efforts with the public!

Remember, this year's competition will highlight your communication activities through our Most Valuable Participant (MVP) award. Teams wishing to compete for MVP must complete a communications scorecard, available at www.energystar.gov/BattleOfTheBuildings, at competition midpoint and again at competition end. The scorecard includes activities like completing a press release, tweeting about the competition, and joining as an ENERGY STAR partner.

Follow the guide below to engage followers and broadcast your achievements.

STEP 1: SET UP A TWITTER ACCOUNT FOR THE COMPETITION'S FEED

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 August 20, 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
2. Start tweeting! Your messages must be 140 characters or less.
3. Include the "hashtag" #ESNBC (as in "ENERGY STAR National Building Competition") somewhere 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:

Twitter: Include the hashtag #ESNBC in your tweets so they get pulled into our feed.

Flickr: Post photos to our [Flickr album](#) to be included in the album slideshow on the competition homepage.

STEP 2: CREATE A FLICKR ACCOUNT TO ADD PICS TO THE COMPETITION ALBUM

Help us put a face on your fantastic energy-saving activities by posting before-and-after photos of your projects or pictures of your green team. See below for great ideas to get you started.

Already have a Flickr account?

1. Awesome! Share your photos with EPA's Battle of the Buildings album at <http://www.flickr.com/groups/battleofthebuildings2013/>
2. Don't forget to include a caption!

New to Flickr?

1. Sign up for free at www.flickr.com
2. Upload your photos!
3. Share them with EPA's Battle of the Buildings album.

STEP 2: START A FOLLOWING

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. Or you can 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 commercial building program at www.twitter.com/EnergyStarBldgs.

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 four posting topics to get your team started.

1) Show Us Your Story

You can use Twitter and Flickr to share pictures that help illustrate your participation in the ENERGY STAR National Building Competition. Look for ways to showcase your connection with ENERGY STAR through ENERGY STAR certified buildings and energy-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 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 or your 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 efficiency is 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 post a photo of each of your team members in action on the competition's Flickr album.
- **What:** Tell us about their different roles and areas of expertise in your mission to save energy.
- **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 team's 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 and browsing the Flickr album.

- **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 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.

- Our building is competing in the EPA National Building Competition! Get the skinny on our starting weight at www.energystar.gov/battleofthebuildings #ESNBC
- We're battling to save energy in the EPA National Building Competition! Check out all the contenders at www.energystar.gov/BattleoftheBuildings #ESNBC
- We're battling to be leaner and greener. We're asking students to turn off lights to help us get to a fighting weight. #ESNBC