



**S O C I A L
M E D I A
T O O L K I T**

MontgomeryEnergyConnection.org



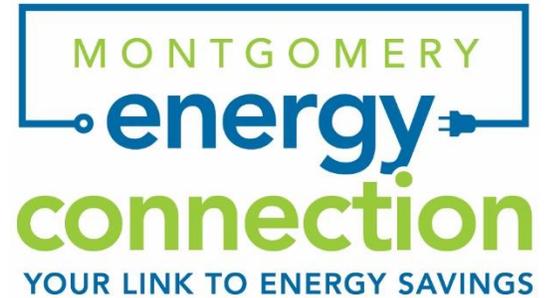
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About Montgomery Energy Connection

Montgomery County's Department of Environmental Protection (MCDEP) and community partners launched [Montgomery Energy Connection](#) in October 2019 to provide customized education on the benefits of energy efficiency, availability of programs, and opportunities for assistance.

Montgomery Energy Connection is a collection of trusted and unbiased information, a central hub for energy resources, and an outreach network that provides all Montgomery County residents with user-friendly, energy-saving resources that will improve their daily lives, keep more money in their pockets, and preserve a healthy environment for future generations.



Montgomery Energy Connection Partners

The **Montgomery Energy Connection** (MEC) Partner network consists of more than 70 County agencies, local organizations, and businesses. The **MEC** Partner network brings together businesses and organizations to promote the important and pressing goal of reducing energy use and achieving a carbon-free future.

In addition to accessing other partners, this network provides its partners:

- No Cost Promotion of Partner Business/Organization
- Networking Opportunities with Partners and Sustainability-Focused Organizations
- **MEC** Partner Social Media Toolkit
- Access to **MEC** Online Meetings and Events
- [Digital MEC Partner Badge](#)
- [Digital MEC Logos](#)
- **MEC** Newsletter Subscription
- Website link on **MEC** partners page on website



The **MEC** Energy Partner philosophy is inclusive, allowing organizations of all sizes and stages to form connections that accelerate the implementation of energy efficient practices for themselves and their audiences.

We'd love to hear from you! If you have any suggestions, ideas or additions for this kit, please share them with us via email at energy@montgomerycountymd.gov.

How to use this Toolkit

The **MEC** toolkit is primarily for the dissemination of information related to reducing energy use and energy-efficiency.

The toolkit contains **four** sections for promoting signature **MEC** campaigns, content, and annual observances:

- Energy Action Month
- Energy Sing-A-Long Video
- Thermostat Pledge
- Annual Observances

The graphics provided for the annual observances have space allocated for co-branding on the bottom right-hand side. When using these graphics, we request you co-brand the image with your logo and tag our account on Instagram ([@mcenergyconnection](https://www.instagram.com/mcenergyconnection)).

While we provide suggested copy for all of our signature **MEC** campaigns, we encourage you to be creative in the way you share the content on your platforms.



Branding Guidelines

Phrases

- Instead of saying “save energy and money” use “**lower your energy costs and keep money in your pocket**”
- Instead of “weatherization/weatherize” use “**home comfort**”
- Instead of “saving energy” focus on “**not wasting money**”

Photos and Illustrations

Always use images of LED bulbs, never an incandescent or CFL bulb.



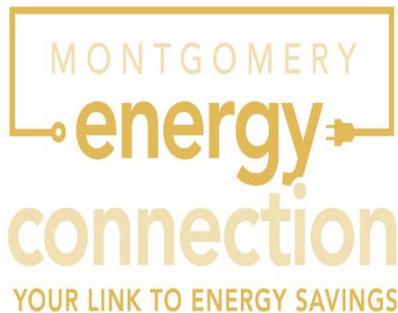
Imagery

- Look for photos of real people in genuine moments. Viewers connect emotionally when subject makes eye contact with camera. Staged images with professional actors/models rarely evoke emotional connections.
- Choose photos that show diversity of Montgomery County– ethnic, cultural, economic, age, gender, ability.
- Choose positive, optimistic images over negative, cautionary ones. Pessimistic images cause viewers to disengage. (It's a natural, human coping mechanism.)
- Do not stretch or squeeze images: To keep images proportional in Microsoft programs, always drag from corners, never from the middle points.

Logo Rules

- Whenever possible, include MEC logo in social media posts.
- Do not alter logo colors.
- Do not crowd the logo. Give it “breathing room” so it can stand out.
- Do not distort the logo. In most Microsoft programs, you need to grab a corner (not the middle points) to resize proportionally.

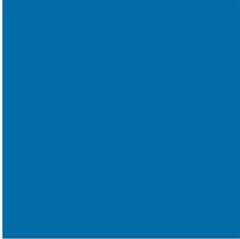
X



✓



Main Branding Colors



RGB: 0, 107, 166
CMYK: 90, 40, 0, 20
HEX: #006BA6



RGB: 141, 198, 63
CMYK: 50, 0, 100, 0
HEX: #8DC63F

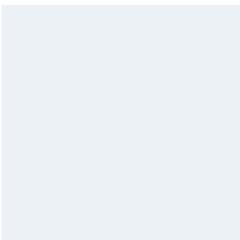


RGB: 240, 134, 40
CMYK: 2, 57, 96, 0
HEX: #F08628



RGB: 70, 46, 139
CMYK: 90, 100, 2, 2
HEX: #462E8B

Accent Colors



RGB: 236, 241, 246
CMYK: 6, 2, 1, 0
HEX: #ECF1F6
Background Color



RGB: 137, 188, 64
CMYK: 52, 5, 100, 0
HEX: #89bc40
For Text Visibility Only

Print Fonts

Museo Sans family (for headings, subheadings and/or body text)

Museo Slab family (for headings only)

Website Fonts

Headings: Work Sans Bold

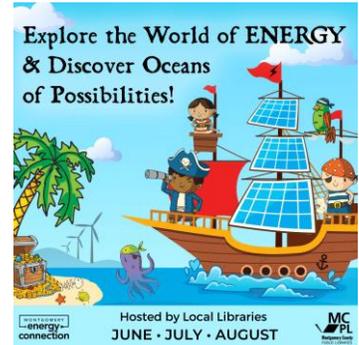
Sub-headings: Work Sans SemiBold

Body text: Work Sans Regular

Signature Campaigns and Events

Energy Express

- Since the summer of 2017, the County has been partnering with Montgomery County Public Libraries during the summer to support their Summer Reading Program.
- The target audience for Energy Express is elementary-aged students (K-6th grade) and their parents.
- During these presentations, we take the theme of the Summer Reading Program and create a STEM focused presentation about ENERGY. Every year, there is a different theme so the focus changes but the activities are always interactive, engaging, and educational.
- 2021 is the 5th year we are partnering with Montgomery County Public Libraries during their Summer Reading Program and we will be VIRTUAL again this year.



Brews & Bulbs

- For the last four years, we have been partnering with various organizations and businesses to make sure we are meeting Montgomery County residents where they go.
- We found a lot of people at breweries so we created Brews and Bulbs events to meet beer drinkers and we expanded again to meet people at ABS locations.
- We have partnered with ABS locations, local wineries, and distilleries to bring light bulb exchanges to patrons at those locations as well.



Senior Planet Montgomery



- The partnership with Senior Planet Montgomery allows us to help to keep money in the pockets of Montgomery County seniors and ensuring access to learning opportunities to explore technology that can lower their utility bills.
- Through virtual workshops at libraries, community and senior centers through Montgomery County, Senior Planet will offer sessions for older adults focused on user-friendly tools and resources so residents can utilize energy-saving technologies to improve their daily lives.



What is Energy Action Month?

- Energy Action Month is celebrated during the month of October to promote ways to learn how to lower your utility costs and keep money in your pocket.
- Since September 1991, President George H.W. Bush declared October as National Energy Awareness Month, government and organizations have been working to raise awareness of the importance of sustainably managing the nation's energy resources.
- This month-long celebration has now become an opportunity for us to encourage residents to take proactive steps to lower their energy usage and their utility bills.
- From the moment we wake up every day, energy plays a role in our lives. Energy Action Month is a series of events created to connect Montgomery County residents with the information they need to improve energy efficiency and reduce their energy bills.
- The potential for savings is huge: the [EmPOWER Maryland program](#), which subsidizes investments in energy efficiency, has saved utility customers \$1.8 billion on their electricity bills by helping them reduce power usage and preventing the need for new power plants to be built. (Source: [The Baltimore Sun](#), January 2017).
- Montgomery Energy Connection will host in-person events throughout the month to promote energy efficiency.

Active Aging Week Pop Up Events

Energy is not just about electricity, it is also about us all getting up and getting active. That is why we are part of the Active Aging Week celebration. We want to make sure that we are all using our energy in a productive way. Active Aging Week will be held October 4-10, 2021. Visit our website to see our schedule of events.

LEDs and Libations 2.0

For the last four years, we have been partnering with various organizations and businesses to make sure we are meeting Montgomery County residents where they go. We found a lot of people at breweries, so we created Brews and Bulbs events to meet beer drinkers and last year we expanded again to meet people at ABS locations. If you want to learn more about energy efficient lightbulbs in general, here is a [complete guide](#) to help out. Visit our website to see our schedule of events.

Social Media Hashtag: #energyactionmonth

Social Media Handle for Tagging and Following:

@mcenergyconnection

Website: www.montgomeryenergyconnection.org

Significant Campaign Dates: October 2021

What can partners do?

- Share our events and content on social media
- Promote ways to save energy all month long

The How to Save Energy Sing-A-Long Song

Montgomery Energy Connection created the ‘How to Save Energy Sing-A-Long Song’ to help children learn easy way to help save energy at home featuring puppets singing a catchy jingle. The memorable song highlights simple actions children and adults can take to reduce energy use and lower home energy bills. The video is available in various formats for promotion on websites, social media and newsletters.

We encourage partners to promote the video on their digital platforms. Links for online sharing are below.



Vimeo: <https://vimeo.com/491830319>

YouTube (Longer Version): <https://www.youtube.com/watch?v=EGuyCJtb-3k>

YouTube (Shorter Version): <https://www.youtube.com/watch?v=2uS2QVkakLE>

Instagram: https://www.instagram.com/p/CNkUkD_rWLE/

Facebook: <https://www.facebook.com/324755120884984/videos/341764947075007>

Thumbnail and GIFs: [Google Drive Folder](#)

What can partners do?

Share our video on social media to help get our message out to as many people as possible. We have provided suggested copy and song lyrics below, but you can use your own creative copy to share the video.

Suggested Copy

Hey kids! There are plenty of easy ways you can help reduce energy use at home. Check out Montgomery Energy Connection’s “How To Save Energy Sing-A-Long Song” to learn 4 easy steps you can take to reduce your energy use. Every little bit helps!

Song Lyrics

Who turned off the lights? We did. We did.
 Who took shorter showers? We did. We did.
 Who unplugged their chargers? We did. We did.
 Who reduced their screen time? We did. We did.
 Who used less energy? We did. We did.
 Turn off, shorter showers, unplug chargers, reduce screen time!
 We can all help out!



Thermostat Pledge



What is the Thermostat Pledge?

- Making a two-degree temperature change in the setting on their home thermostat can save over 6% annually on home utility bills and eliminate 2000lbs of greenhouse gas emissions for the environment.
- Heating and cooling account for up to 51% of home energy consumption, and a simple, no-cost action would make an instant impact in people's lives.
- Montgomery Energy Connection has activated the public with the Thermostat Pledge to join the movement to reduce home energy usage, help our environment, and keep more money in their pockets with a simple, no-cost action by committing to adjusting their thermostat 2 degrees each season.

Social Media Hashtag: #montgomerythermostatpledge

Social Media Handle for Tagging and Following: @mcenergyconnection

Website: www.montgomeryenergyconnection.org

Images for Posts: [Google Drive Folder](#)

Significant Campaign Dates: Permanent initiative, winter logo to be used October-March, summer logo to be used April-September.

Suggested Social Media Posts (Winter, October-March 2021)



Facebook

1. **Image:** [Thermostat Winter Logo \(October-March\)](#)

Copy: Join the movement! Lower your utility costs, keep money in your pocket, and help the County reduce our greenhouse gas emissions. Simply adjust your thermostat in 2 degrees lower in the winter to save at least 6% on your utility bills and prevent 2000lbs of greenhouse gas emissions from entering the atmosphere. Set it and forget it!

www.montgomeryenergyconnection.org

2. **Image:** [Join the Movement graphic](#)

Copy: Did you know that adjusting your thermostat 2 degrees lower in the winter and 2 degrees higher in the summer can save you at least 6% on your utility bills? Take the



SOCIAL

MEDIA

TOOLKIT

Montgomery Thermostat Pledge and reduce your energy use and energy bill this year!
www.montgomeryenergyconnection.org



Twitter

1. **Image:** [Thermostat Winter Logo \(October-March\)](#)
Copy: Join the movement! Lower your utility costs, keep money in your pocket, and help the County reduce our greenhouse gas emissions. Simply adjust your thermostat 2 degrees each season to save at least 6% on your utility bills and help the environment. Set it and forget it!
www.montgomeryenergyconnection.org
2. **Image:** [Join the Movement graphic](#)
Copy: 2 degrees can make a difference! Lower your utility costs, keep money in your pocket, and help the County reduce our greenhouse gas emissions. Join the movement, take the thermostat pledge! Learn more: www.montgomeryenergyconnection.org



Instagram

1. **Image:** [Thermostat Winter Logo \(October-March\)](#)
Copy: Join the movement! Lower your utility costs, keep money in your pocket, and help the County reduce our greenhouse gas emissions. Simply adjust your thermostat 2 degrees lower in the winter to save at least 6% on your utility bills and prevent 2000lbs of greenhouse gas emissions from entering the atmosphere. Set it and forget it!
2. **Image:** [Join the Movement graphic](#)
Copy: Did you know that adjusting your thermostat to 2 degrees lower in the winter can save you at least 6% on your utility bills? Take the Montgomery Thermostat Pledge and reduce your energy use and energy bill this year!

Suggested Social Media Posts (Summer, April-September 2021)



Facebook

1. **Image:** [Thermostat Summer Logo \(April-September\)](#)
Copy: Join the movement! Lower your utility costs, keep money in your pocket, and help the County reduce our greenhouse gas emissions. Simply adjust your thermostat 2 degrees higher this summer to save at least 6% on your utility bills and prevent 2000lbs of greenhouse gas emissions from entering the atmosphere. Set it and forget it!
www.montgomeryenergyconnection.org

2. **Image:** [Join the Movement graphic](#)

Copy: Did you know that adjusting your thermostat 2 degrees higher in the summer can save you at least 6% on your utility bills? Take the Montgomery Thermostat Pledge and reduce your energy use and energy bill this year! www.montgomeryenergyconnection.org



Twitter

1. **Image:** [Thermostat Summer Logo \(April-September\)](#)

Copy: Join the movement! Lower your utility costs, keep money in your pocket, and help the County reduce our greenhouse gas emissions. Simply adjust your thermostat 2 degrees higher to save at least 6% on your utility bills and help the environment. Set it and forget it! www.montgomeryenergyconnection.org

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Instagram

1. **Image:** [Thermostat Summer Logo \(April-September\)](#)

Copy: Join the movement! Lower your utility costs, keep money in your pocket, and help the County reduce our greenhouse gas emissions. Simply adjust your thermostat 2 degrees higher this summer to save at least 6% on your utility bills and prevent 2000lbs of greenhouse gas emissions from entering the atmosphere. Set it and forget it!

2. **Image:** [Join the Movement graphic](#)

Copy: Did you know that adjusting your thermostat 2 degrees higher in the summer can save you at least 6% on your utility bills? Take the Montgomery Thermostat Pledge and reduce your energy use and energy bill this year!

Annual Observances

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Images for Posts: [Google Drive Folder](#)

Link to Post Copy: [Google Drive Sheet](#)





YOUR LINK TO ENERGY SAVINGS

MontgomeryEnergyConnection.org

BRANDING, STYLE, OR DESIGN QUESTIONS?

Email Larissa Johnson at

Larissa.Johnson@montgomerycountymd.gov