Energy Saver Blog and Social Media Guidelines

The Energy Saver blog, Facebook, and Twitter accounts promote energy-efficiency and renewable-energy topics for homeowners and renters. When submitting blog ideas or Facebook/Twitter posts, you should consider the Energy Saver content categories and the audience. Energy Saver posts blogs and other social media content on an editorial calendar dedicated to particular themes each month. As such, your blog idea or Facebook/Twitter post, unless time sensitive, may be slotted in the appropriate month.

# Energy Saver Blog and Social Media Process

To propose a blog topic or Facebook/Twitter post, contact the Energy Saver social media manager, [Paige Terlip](mailto:paige.terlip@nrel.gov), prior to drafting the blog. The post theme should fall within an Energy Saver topic category.

If there is not already an author for the entry, one will be assigned after the idea is approved. This can be a current Energy Saver writer or a guest writer. If you are writing a blog entry, Facebook/Twitter posts will be curated as part of regular blog promotion.

Next, you will submit a draft to the Energy Saver social media manager for revisions and approval in the week before the publication date. When the blog or post has been approved by the necessary parties, it will be published and a confirmation link will be sent out. For Energy Saver blog promotion, Facebook/Twitter posts will be published following the blog release.

# Energy Saver Topic Categories:

Energy Saver social media content should fall within the topic categories.

1. Energy-efficient homes
   1. Home weatherization
      1. Insulation
      2. Air sealing
      3. Ventilation
   2. Landscaping
   3. Home design and remodeling
   4. Windows, doors, and skylights
   5. Home energy audits
2. Saving electricity
   1. Lighting
   2. Appliances and electronics
   3. Electricity purchase and production
      1. Renewable energy at home
3. Home heating and cooling
   1. Home heating
   2. Home cooling
   3. Heat pumps
   4. Water heating
      1. Water use reduction
4. Transportation
   1. Fuel efficiency
   2. Green transportation
5. Energy-efficiency and renewable energy tax credits, savings, and rebates
6. DIY home energy-efficiency projects
7. Energy and money saving quick tips
8. Small-scale community energy-efficiency and renewable energy projects that benefit homeowners
9. Energy-efficiency and renewable energy consumer friendly stats for homeowners

Additional topics such as home sustainability and energy saving tips for the workplace may also be considered.

# Energy Saver Blog Quality Standards

Follow the below guidelines when writing Energy Saver blogs.

* Blog posts should be approximately 200-700 words. If your blog idea requires additional space, consider splitting the post into two parts.
* Blog posts require a high-resolution image, video, or graphic. The social media manager can assist with recommendations if needed.
  + Images should always comply with copyright law. Look to the DOE Flickr account or a laboratory photo gallery for compliant images, and include the photographer and lab credit.
  + iStockphotos can be purchased, but should be relevant and not too generic.
  + Images should be 750px by 350px.
* Blog posts highlight the author. If a new contributor block needs to be created, we will need a full name, title, short biography, and profile photo a week before the publication date.
* Blog posts should follow Energy Saver style guidelines.
  + Write with consumers and homeowners as the audience, using a conversational tone.
  + Organize blogs into sections with attention grabbing headers.
  + Use active voice.
  + Infuse blogs with personal anecdotes, where appropriate, to connect with readers.
  + Adhere to the [EERE Style Guide](http://www1.eere.energy.gov/communicationstandards/style_guide.html).

# Energy Saver Facebook Quality Standards

Follow the below guidelines when proposing Energy Saver Facebook content.

* All posts require a high resolution photo, infographic, or video to either embed in the link or post.
  + Images should always comply with copyright law. Look to the DOE Flickr account or a laboratory photo gallery for compliant images, and include the photographer and lab credit.
  + iStockphotos can be purchased, but should be relevant and not too generic.
  + Infographics should be a maximum of 500px by 800px or easily cropped into sections to maximize effectiveness.
* Posts should be catchy and brief, using no more than 250 characters in most situations.
* Posts should have an attention-grabbing first sentence, such as a question or striking fact.
* Posts referencing other government or approved non-profit organizations with Facebook accounts should tag them.
* Hashtags should be used strategically for keywords or popular hashtags, like #TBT (throw-back Thursday).
* Posts should typically include a link to the most relevant Energy Saver webpage, such as a blog or article page.
  + Web links will be shortened by the Energy Saver social media team using our dedicated go.usa.gov account.
* Endorsements or any hint of an implied endorsement of a private sector organization is not allowed.
* Consider sharing posts from other applicable Facebook accounts to improve reach. Contact [Paige Terlip](mailto:paige.terlip@nrel.gov) if you'd like to suggest a post for Energy Saver to share on Facebook.

# Energy Saver Twitter Quality Standards

Follow the below guidelines when proposing Energy Saver Twitter content.

* Tweets must be 140 characters or less. Keep in mind that images and links will limit the character allotment to about 95 characters.
* It is highly recommended that tweets include a high resolution photo, infographic, or video.
  + Images should always comply with copyright law. Look to the DOE Flickr account or a laboratory photo gallery for compliant images, and include the photographer and lab credit.
  + iStockphotos can be purchased, but should be relevant and not too generic.
  + Infographics should be a maximum of 500px by 1000px or easily cropped into sections to maximize effectiveness.
* Posts should typically include a link to the most relevant Energy Saver webpage, such as a blog or article page.
  + Web links will be shortened by the Energy Saver social media team using our dedicated go.usa.gov account.
* Tweets must be catchy and entice users to retweet and visit the link.
* Posts referencing other organizations with Twitter accounts should mention them with the "@" designation.
* Hashtags should be used strategically for keywords or popular hashtags, like #TBT.
* Endorsements or any hint of an implied endorsement of a private sector organization is not allowed.
* Consider retweeting posts from other applicable Twitter accounts to improve reach. Contact [Paige Terlip](mailto:paige.terlip@nrel.gov) if you'd like to suggest other tweets for Energy Saver to retweet.