



# PROGRAM ALLY SOCIAL MEDIA TOOLKIT

**ENERGY EFFICIENCY  
PROGRAM**

The Ameren Illinois Energy Efficiency Program is committed to helping customers find ways to improve comfort, manage usage and reduce costs. To do this, we want to ensure our Program Allies have the resources needed to help customers decrease energy usage and start saving on energy costs!

This toolkit is designed to support our Program Allies with pre-approved social media content to provide your customers with energy-saving information.

## SOCIAL MEDIA – FACEBOOK, LINKEDIN AND TWITTER

The Ameren Illinois Energy Efficiency Program staff will support Program Allies by providing pre-approved content and design. If you wish to create your own social media posts, not using pre-approved content and design, please review the Social Media section of the Co-Branding Guidelines before submitting for approval which can be found [HERE](#).

**Note: You must tag Ameren Illinois when posting any co-branded content to social media.**

### WHERE TO SHARE

Here are some places to tell the story of your Program participation:

-  Post details and photos of your participation with Ameren Illinois on your Facebook page. Encourage your followers to like and share. Tag: Ameren Illinois
-  Make every Twitter character count with genuine enthusiasm and a conversational tone. Tag: @AmerenIllinois
-  Include details of your participation with Ameren Illinois on your company's LinkedIn Page.

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## LINKS TO PRE-APPROVED SOCIAL MEDIA POSTS:

### Business - General Program Overview

#### **Text for post along with graphic:**

Ask us how we can help your business find ways to improve comfort, manage usage and reduce costs with incentives from the Ameren Illinois Energy Efficiency Program! Call us at 1.xxx.xxx.xxxx to get started.

#### **Graphic Preview:**



### Residential - General Program Overview

#### **Text for post along with graphic:**

Ask us how we can help you improve comfort, manage usage and reduce costs with incentives from the Ameren Illinois Energy Efficiency Program! Call us at 1.xxx.xxx.xxxx to get started.

#### **Graphic Preview:**



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## LINKS TO PRE-APPROVED SOCIAL MEDIA POSTS:

### Small Business Direct Install - Refrigeration

#### **Text for post along with graphic:**

Upgrade your refrigeration and find ways to improve comfort, manage usage and reduce costs for your small business with incentives from the Ameren Illinois Energy Efficiency Program. Call us at 1.xxx.xxx.xxxx to get started.

#### **Graphic Preview:**



### Small Business Direct Install - Lighting

#### **Text for post along with graphic:**

Upgrade your lighting and find ways to improve comfort, manage usage and reduce costs for your small business with incentives from the Ameren Illinois Energy Efficiency Program. Call us at 1.xxx.xxx.xxxx to get started.

#### **Graphic Preview:**

