

## Residential Energy Efficiency Social Media Templates

Include these hashtags in all social media postings:

#NJCleanEnergyProgram #SJEnergyEfficiency

Customized text may be added. It is recommended to include the complete segments in red.

### Assessment Post

New Jersey's Clean Energy Program™ offers up to \$4,000 in rebates and zero- or low-interest loans towards energy efficiency upgrades through the Home Performance with ENERGY STAR® Program.

Start today with a home energy assessment performed by a HPwES Building Performance Institute (BPI) certified auditor. Visit [Municipality]'s [URL for municipal energy efficiency webpage] to learn about available incentives and a special home energy assessment offer for [Municipality] residents.  
#NJCleanEnergyProgram #SJEnergyEfficiency



See link below to access image gallery.

### Incentives Post

Air sealing, insulation, and resolving safety issues—such as mold, asbestos, and electrical issues—are just some of the benefits of participating in NJCEP's Home Performance with ENERGY STAR program. Visit [Municipality]'s [URL for municipal energy efficiency webpage] to learn about available incentives and a special home energy assessment offer for [Municipality] residents.

Join your neighbors in getting a home energy assessment. The township has partnered with [name of assessment provider] to provide these assessments for the discounted rate of \$XXX (up to a \$400 value). This assessment will identify ways to save energy and money and find incentives. #NJCleanEnergyProgram #SJEnergyEfficiency

### Information Session Post

*If you are hosting an information session, consider posting the [Template Ad](#) (saved as a jpeg — once information about your information session is added) on the municipal or green team social media or creating an event page with the following text:*

New Jersey's Clean Energy Program™ Home Performance with ENERGY STAR® offers residents up to \$4,000 in rebates and zero- or low-interest loans for energy efficiency measures. The first step to participate in the program is to have a home energy assessment with a HPwES Building Performance Institute (BPI) GoldStar certified auditor.

To make getting a home energy assessment easier, [Municipality] has partnered with [name of partner] to offer a discounted \$XX (up to a \$400 value) home energy assessment.

Learn more about saving energy at home and the incentives available to residents.  
For more information about available incentives, visit: [URL for municipal energy efficiency webpage]

### Image Gallery

A selection of images is included; click [here](#) to download a zip file. Local images are better if you have them. If you are unable to open a zip file, contact [info@sustainablejersey.com](mailto:info@sustainablejersey.com) for assistance.