

ENERGY EFFICIENCY COMMUNITY EVENT

MEDIA TOOLKIT

Congratulations! You're hosting an energy efficiency event in your community. Now we want to help you spread the word and have your community members attend this event. This media toolkit will provide you with the guidance and tips to share your community event.

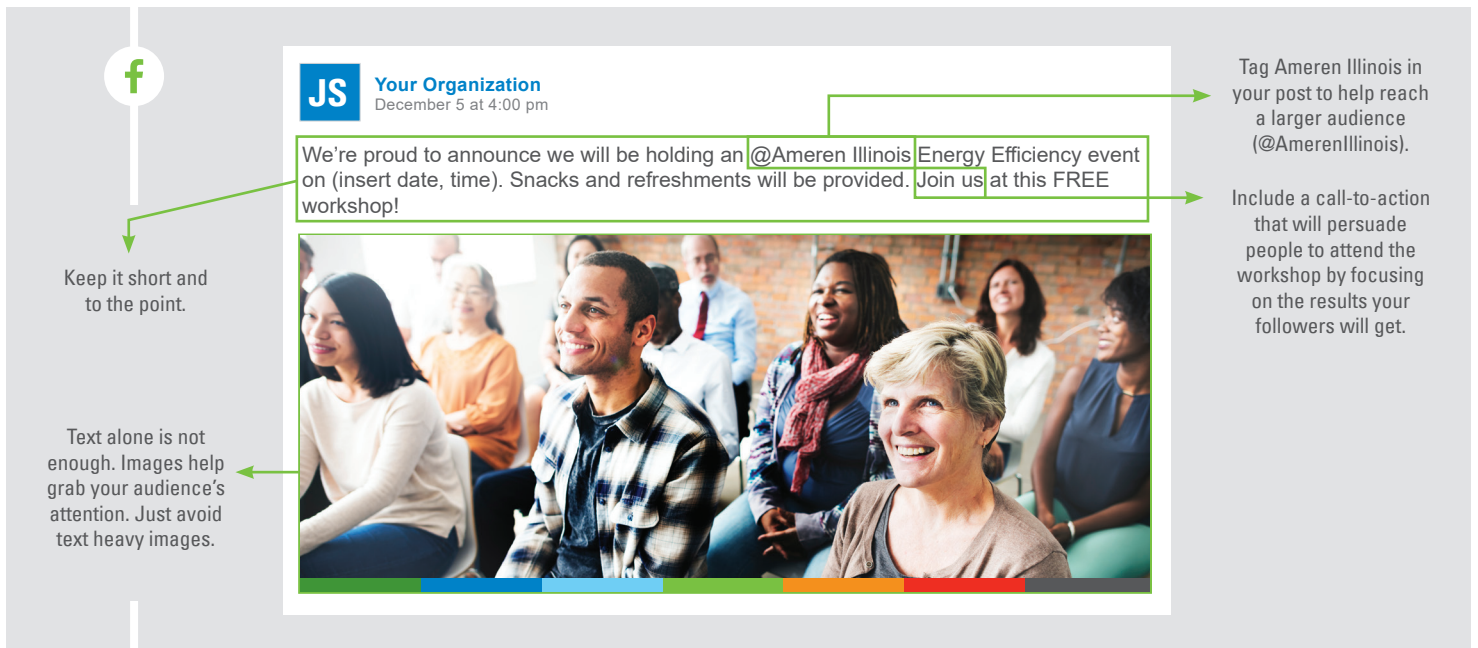
WHERE TO SHARE

Here are some places to tell the story of our partnership:

-  Use your Facebook page to invite the community to your event. Be sure to tag Ameren Illinois (@Ameren Illinois).
-  Does your organization have a Twitter account? Tweet event details to your followers and ask them to attend this great event. Be sure to tag Ameren Illinois (@AmerenIllinois).
-  Announce the event in your newsletter or reach out to local media to spread the word.
-  Post the event details on your website inviting the community to attend and highlight your partnership with Ameren Illinois.



HOW TO WRITE AN ENGAGING SOCIAL MEDIA POST



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JS Your Organization
December 5 at 4:00 pm

We're proud to announce we will be holding an @Ameren Illinois Energy Efficiency event on (insert date, time). Snacks and refreshments will be provided. Join us at this FREE workshop!

Keep it short and to the point.

Text alone is not enough. Images help grab your audience's attention. Just avoid text heavy images.

Tag Ameren Illinois in your post to help reach a larger audience (@AmerenIllinois).

Include a call-to-action that will persuade people to attend the workshop by focusing on the results your followers will get.



AmerenIllinoisSavings.com/Partner

ADDITIONAL INFORMATION FOR COMMUNITY PARTNERS

As an Ameren Illinois Community Partner, you are the expert on your project and partnership with us. We want you to be able to speak about the great work you are doing. At the same time, we want to offer you support to ensure you feel empowered.

- » If you do have a media interview request, please notify your Project Manager ASAP and they will make our media team aware.
- » If, during the interview, you receive questions about the Ameren Illinois Energy Efficiency Programs and you do not know the answer, please refer the interviewer to our Ameren Illinois media representative, Marcelyn Love.
- » If you receive questions about unrelated topics, such as other Ameren Illinois programs, customer rates, or regulatory issues, please refer the interviewer to Marcelyn Love.

Marcelyn Love

Ameren Illinois Media Representative

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Please visit AmerenIllinoisSavings.com/Partner for additional resources, including our media approval process and template press releases you can adapt to tell your story.

