



**Energy Efficiency**  
PROGRAM

# PROGRAM ALLY SOCIAL MEDIA TOOLKIT

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.** 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 Requirements before submitting for approval which can be found [HERE](#).

## SOCIAL MEDIA – FACEBOOK AND LINKEDIN

### 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. Tag: Ameren Illinois

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

 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 energy usage and reduce costs with incentives from the Ameren Illinois Energy Efficiency Program! Call us at [phone number] to get started.

#### **Graphic Preview:**



### [Residential - General Program Overview](#)

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

Ask us how we can help you improve home comfort, manage energy usage and reduce costs with discounts from the Ameren Illinois Energy Efficiency Program! Call us at [phone number] 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 energy usage and reduce costs for your small business with incentives from the Ameren Illinois Energy Efficiency Program. Call us at [phone number] 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 energy usage and reduce costs for your small business with incentives from the Ameren Illinois Energy Efficiency Program. Call us at [phone number] to get started.

#### **Graphic Preview:**

