**NYSERDA**

**NY Energy Advisor Social Media Toolkit**

**March 2022**

**Newsletter Blurb Copy**

**Headline:** Struggling to Pay Your Energy Bills? Help is Available.

**Body Copy:** Energy costs are rising, and many New Yorkers are feeling the effects. The struggle to pay your monthly energy bill can leave many individuals feeling stressed at a time when there is already so much uncertainty and hardship.

Luckily, help is available. NY Energy Advisor is a new, easy-to-navigate online tool that can help make monthly energy costs more affordable and your family more comfortable.

NYSERDA and New York State utilities, including **[LOCAL UTILITY PLACEHOLDER],** have partnered on this initiative to help eligible New Yorkers find low- to no-cost energy-saving offerings and upgrades, now all in one place. No shuffling back and forth between websites. No sifting through outdated online directories, and it’s simple to get started.

Just answer a few questions about your home or property, utility provider, income, and location and NY Energy Advisor will create a custom list of solutions for you and your family. To make things even easier, families that qualify for energy saving programs can apply directly through the site.

Some of the many programs New Yorkers may be eligible for include:

■ Budget billing that spreads bill payments evenly over 12 months.

■ Discounts on energy bills through available assistance programs.

■ Local solar that allows you to save up to $180 annually on your electric bills by signing up with a qualified local solar farm

■ Flexibility with payment agreements and extensions.

■ No-cost home energy assessments that may result in no-cost upgrades to your home, including light bulbs, thermostats, air sealing and insulation, and more.

Learn more and start saving at energyadvisor.ny.gov.