**NYSERDA**

**NY Energy Advisor Social Media Toolkit**

**March 2022**

**Social Media Posts**

**Generic:**

1.

**Twitter & Facebook:**

Managing rising energy costs shouldn’t mean sacrificing your family’s comfort. The #NYEnergyAdvisor website connects you to resources to lower your home’s energy use, save money on monthly energy bills & allow more time for what matters most. Learn more: <https://energyadvisor.ny.gov/>.

**Instagram:**

Managing rising energy costs shouldn’t mean sacrificing your family’s comfort. The #NYEnergyAdvisor website connects you to resources to lower your home’s energy use, save money on monthly energy bills & allow more time for what matters most. Head to the link in our bio to learn more.

.

.

.

.

<https://energyadvisor.ny.gov/>

#energysavings #energyefficiency #energyefficienthomes #comfortablehomes #savemoney #saveenergy #reduceenergyuse #focusonfamily

2.

**Twitter & Facebook:**

Ready to start spending less on energy costs each month? #NYEnergyAdvisor is your one-stop-shop for #energysavings, incentives, programs & assistance. A quick quiz can customize the most useful energy & cost-saving tools for your family: <https://energyadvisor.ny.gov/>.

**Instagram:**

Ready to start spending less on energy costs each month? #NYEnergyAdvisor is your one-stop-shop for energy savings, incentives, programs & assistance. A quick quiz can customize the most useful energy & cost-saving tools for your family. Get started at the link in our bio.

.

.

.

.

<https://energyadvisor.ny.gov/>

#energysavings #costsavings #savemoney #reduceenergyuse #lowerenergybills #energysavingincentives

3.

**Twitter & Facebook:**

Did you know? [**utility company**] has partnered with NYSERDA to help you easily access no-cost or low-cost energy-saving resources through #NYEnergyAdvisor. Take control of your energy costs and start saving here: <https://energyadvisor.ny.gov/>.

**Instagram:**

Did you know? [**utility company**] has partnered with @NYSERDA to help you easily access no-cost or low-cost energy-saving resources through #NYEnergyAdvisor. Take control of your energy costs and start saving at the link in our bio.

.

.

.

.

<https://energyadvisor.ny.gov/>

#savemoney #saveenergy #energysavingsolutions #energyefficienthome #comfortablehomes

4.

**Twitter & Facebook:**

Life can seem uncertain these days. Here's a sure thing: help is available to navigate rising energy costs & keep your family comfortable.

Learn how you can heat your home efficiently & access no-cost or low-cost #energysaving solutions: <https://energyadvisor.ny.gov/>.

**Instagram:**

Life can seem uncertain these days. Here's a sure thing: help is available to navigate rising energy costs & keep your family comfortable.

Learn how you can heat your home efficiently & access no-cost or low-cost energy saving solutions at the link in our bio.

.

.

.

.

<https://energyadvisor.ny.gov/>

#saveenergy #energysavings #heatingandcooling #cozyhome #energyefficienthome

**Families with Children**:

1.

**Twitter & Facebook:**

Homework. Doctor’s appointments. Dinner tonight. There’s enough on your plate without adding the stress of navigating rising energy costs. #NYEnergyAdvisor can help you easily save money & energy with customized programs & resources. Get started here: <https://energyadvisor.ny.gov/>.

**Instagram:**

Homework. Doctor’s appointments. Dinner tonight. There’s enough on your plate without adding the stress of navigating rising energy costs. #NYEnergyAdvisor is a one-stop-shop that can help you easily save money & energy with customized programs and resources. Head to the link in our profile to get started.

.

.

.

.

<https://energyadvisor.ny.gov/>

#energysavings #savemoney #onelessworry

2.

**Twitter & Facebook:**

#NYEnergyAdvisor is a new, easy-to-navigate resource now available for New Yorkers looking to reduce energy use and lower monthly costs without sacrificing their family’s comfort. A quick quiz provides you with a custom-tailored #energysaving plan: <https://energyadvisor.ny.gov/>.

**Instagram:**

Worried about your monthly energy bills? Help is available!

#NYEnergyAdvisor is a new, easy-to-navigate resource for New Yorkers looking to reduce energy use and lower monthly costs without sacrificing their family’s comfort. A quick quiz provides you with a custom-tailored energy saving plan. Learn more and take the quiz at the link in our profile.

.

.

.

.

<https://energyadvisor.ny.gov/>

#saveenergy #savemoney #energysavings #increasedcomfort #lowerenergybills #energyefficienthome

**Seniors**

1.

**Twitter & Facebook:**

Navigating rising energy costs on a fixed income? Help is available. The new #NYEnergyAdvisor website is an easy-to-navigate, all-in-one resource to help you access low-cost or no-cost energy-saving resources. Learn more: <https://energyadvisor.ny.gov/>.

**Instagram:**

Navigating rising energy costs on a fixed income? Help is available. The new #NYEnergyAdvisor website is an easy-to-navigate, all-in-one resource to help you access low-cost or no-cost energy-saving resources. Learn more at the link in our profile.

.

.

.

.

<https://energyadvisor.ny.gov/>

#saveenergy #savemoney #lowerenergycosts #comfortablehome #energyefficienthome

2.

Twitter & Facebook:

When it comes to lowering your monthly energy bills, it can be hard to know where to start. #NYEnergyAdvisor makes saving energy & money easy and straightforward, with resources, applications & guidance available all in one place. Get started: <https://energyadvisor.ny.gov/>.

Instagram:

When it comes to lowering your monthly energy bills and finding ways to be more #energyefficient, it can be hard to know where to start. #NYEnergyAdvisor makes saving energy & money easy and straightforward, with resources, applications and guidance available all in one place. Answer a few simple questions to get started. #linkinprofile

.

.

.

.

<https://energyadvisor.ny.gov/>

#easysavings #saveenergy #lowerenergybills #energyefficient

**Recently Unemployed**

1.

**Twitter & Facebook:**

With so much up in the air right now, you deserve at least one sure thing. #NYEnergyAdvisor is your go-to resource for #energysaving solutions and resources to help lower your monthly energy bills. Learn more & apply for qualifying programs here: <https://energyadvisor.ny.gov/>.

**Instagram:**

With so much up in the air right now, you deserve at least one sure thing. #NYEnergyAdvisor is your go-to resource for energy saving solutions and resources to help lower your monthly energy bills. Learn more & apply for qualifying programs at the link in our bio.

.

.

.

.

<https://energyadvisor.ny.gov/>

#energysavings #savemoney #energysavingsolutions #reduceenergyuse

2.

**Twitter & Facebook:**

Out of work and worried about rising energy costs? Help is available. The new #NYEnergyAdvisor website is an easy-to-navigate, all-in-one resource to help you access low-cost or no-cost energy-saving resources. Learn more: <https://energyadvisor.ny.gov/>.

**Instagram:**

Out of work and worried about rising energy costs? Help is available. The new #NYEnergyAdvisor website is an easy-to-navigate, all-in-one resource to help you access low-cost or no-cost energy-saving resources. A quick quiz gets you custom solutions. Learn more at the link in our profile.

.

.

.

.

<https://energyadvisor.ny.gov/>

#saveenergy #savemoney #lowerenergycosts

**ESL**

1.

**Twitter & Facebook:**

When it comes to lowering your monthly energy bills, it can be hard to know where to start. #NYEnergyAdvisor makes saving energy & money easy and straightforward, with help and customized solutions available all in one place. Get started: <https://energyadvisor.ny.gov/>.

**Instagram:**

When it comes to lowering your monthly energy bills, it can be hard to know where to start. #NYEnergyAdvisor makes saving energy & money easy and straightforward, with help and customized solutions available all in one place. Get started at the link in our profile.

.

.

.

.

<https://energyadvisor.ny.gov/>

#saveenergy #savemoney #staycomfortable #energysavings

2.

**Twitter & Facebook:**

Worried about rising energy costs? #NYEnergyAdvisor is your easy-to-navigate, one-stop-shop for savings to help keep your family comfortable & lower your monthly energy bills. Start by answering a few questions here: https://energyadvisor.ny.gov/.

#savemoney #energysavingsolutions

**Instagram:**

Worried about rising energy costs? #NYEnergyAdvisor is your easy-to-navigate, one-stop-shop to find savings that will help keep your family comfortable and lower your monthly energy bills. Get started by answering a few questions at the link in our profile.

.

.

.

.

<https://energyadvisor.ny.gov/>.

#saveenergy #savemoney #energysavingsolutions #energyefficiency #monthlysavings