



Earth Day Toolkit 2022

Make Your Energy Choices Count



Dear ENERGY STAR Partners,

Earth Day is coming right up and we are looking forward to an exciting celebration with our partners to collectively educate and empower the public by providing impactful actions we all can take to protect the climate.

The ENERGY STAR [Earth Day toolkit](#) is now available with engaging educational assets that provide actionable guidance on energy choices that count for you and the climate that include saving energy, switching to green power, and being part of the clean energy future. We ask partners to join us by sharing these educational messages on Facebook and through employee outreach channels in celebration of Earth Day along with messaging about specific actions individuals can take through your product and program offerings.

How to Participate

1. Share ENERGY STAR's call-to-action post on Earth Day:

On Earth Day, Friday, April 22nd, we will put out our Earth Day call to action through a short animated graphic.



Share our call-to-action post with your own Earth Day message on Facebook and Twitter. See [sample](#) posts for partners.

- ENERGY STAR will post on Facebook and Twitter at 8:00 a.m. on April 22.
- Like and share the post from [@ENERGY STAR](#) on Facebook or retweet [@ENERGYSTAR](#) on Twitter.
- When adding your own message, be sure to tag [@ENERGYSTAR](#) and use the hashtag [#EnergyChoicesCount](#)

By sharing our Earth Day post on Facebook and Twitter and providing specific ways that audiences can execute on these calls to action, e.g., via your products or programs, we can collectively reach our mutual audiences with important, impactful actions that will make a difference for the climate. ENERGY STAR will amplify all shares through likes, retweets, and re-posts throughout the day.

2. Engage your employees with the same call-to-action:

Your employees are not only members of the public, but they are also members of your organization and, as such, an important part of your overall commitment to protecting the climate. Share our call-to-action message with this important audience using any one of our numerous employee education digital assets for email, Yammer, e-blasts, and other formats. We have several building blocks from static images with messaging to infographics with more in-depth educational messaging for you to use.

What ENERGY STAR Will Do:

Participating partners will be included on our Earth Day landing page at [energystar.gov/EarthDay](#). Please send us your logo and a link where audiences can find information on products or programs that fulfill our Earth Day call to action to save energy with ENERGY STAR certified products and programs, switch to green power, and be part of the clean energy future with efficient electric home upgrades and electric vehicles.

Throughout late April, ENERGY STAR will be driving traffic to this page through a paid advertising effort where our collective audiences can learn more and discover opportunities to fulfill on these actions with your specific products and programs.

Please join us for Earth Day 2022. With your help, we can educate and empower collective action towards a clean energy transformation. Please reach out to the below contacts to get involved. We look forward to celebrating with you.

- Utility Partners: eeaccountmanager@energystar.gov
- Retail and Manufacturer Product Partners: changetheworld@energystar.gov

The ENERGY STAR Communications Team

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