



ENERGY STAR® Holiday Gift Guide



Dear ENERGY STAR Partners,

Black Friday is quickly approaching, and the Environmental Protection Agency wants to make sure you have everything you need to join us for Twelve Days of ENERGY STAR featuring our Holiday Gift Guide and Gifts that Do A World of Good.

The holiday promotion will launch on Cyber Monday, November 29th on Twitter and Facebook promoting our gift guide and amplifying participating partners' messages.

How to Participate:

Gift Guide

If you are running any holiday deals/incentives, including rebates, on ENERGY STAR certified products and have a link to a page that features these deals, please provide us that link and we will include it as part of our [Holiday Gift Guide](#).

The guide features ENERGY STAR certified electronics, appliances, lighting, smart thermostats, and a new addition, EV chargers. Please reach out with any deals/incentives on these products so we can add them to our lists of gifts that do a world of good, which we will be driving traffic to over the promotional period.

Social Media

Please prepare social media messages that highlight these deals anytime over the 12+ Days of ENERGY STAR running from Cyber Monday to December 17th. See the [Twelve Days of ENERGY STAR Holiday Toolkit](#) for creative assets and sample posts that we encourage you to use as needed, and follow these directions for posting:

When: November 29th – December 17th

Where: Twitter and Facebook (Please share on your other platforms as well!)

How: Share posts from [@ENERGYSTAR](#) on Twitter and [ENERGY STAR](#) on Facebook or post your own message using the Twelve Days of ENERGY STAR Toolkit.

When creating your own message, remember to:

- Use the **#GiveAWorldOfGood**
- Tag ENERGY STAR in your posts:



Paid Facebook and Instagram

- Twitter: @ENERGYSTAR
- Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public

Please let us know when you plan to post on Twitter and Facebook, if you can, and we will find your message and amplify them among our followers.

We are so excited to help spread the benefits of energy savings and give a world of good to all this holiday season. We look forward to having you join us.

Please do not hesitate to reach out to us if you have any questions.

- Utility partners, please contact your account managers at eeaccountmanager@energystar.gov.
- Manufacturer partners, please contact us at changetheworld@energystar.gov.

The ENERGY STAR Communications Team

ENERGY STAR is the simple choice for energy efficiency. To manage the types of emails you receive from ENERGY STAR, visit the [subscription center](#).