

Smart Savers Social Media and Website Toolkit



ENERGY EFFICIENCY PROGRAM

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.

SOCIAL MEDIA – FACEBOOK, LINKEDIN AND TWITTER

The Ameren Illinois Energy Efficiency Program staff will support Program Allies by providing pre-approved content and design. 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 Guidelines before submitting for approval which can be found [HERE](#).

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

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. Encourage your followers to like and share. Tag: Ameren Illinois
-  Make every Twitter character count with genuine enthusiasm and a conversational tone. Tag: @AmerenIllinois
-  Include details of your participation with Ameren Illinois on your company's LinkedIn Page.

PRE-APPROVED WEBSITE LANGUAGE

[Program Ally Name] is a registered Program Ally with the Ameren Illinois Energy Efficiency Program's Smart Savers Initiative. The Smart Savers Initiative is designed to target key residential communities and help them acquire a smart thermostat at **no cost**. [Check your eligibility](#) to claim your free smart thermostat and be sure to select us as your professional installer to get FREE installation.

PRE-APPROVED SOCIAL MEDIA GRAPHICS:

Click any of the graphics below to download. In order to use these graphics, they must be paired with one of the text options listed in the next section of the document. Otherwise, [please submit](#) social media graphics or text options you create to the Ameren Illinois Energy Efficiency Program for review and approval prior to posting.



PRE-APPROVED SOCIAL MEDIA LANGUAGE:

Text Option 1:

Get a Google Nest Thermostat or ecobee3 lite at no cost from the Ameren Illinois Energy Efficiency Program! Visit AmerenIllinoisSavings.com/SmartSavers to see if you qualify and be sure to select us as your professional installer.

Text Option 2:

We've teamed up with the Ameren Illinois Energy Efficiency Program to offer \$0 smart thermostats to qualifying customers. Get an ecobee3 lite or a Google Nest Thermostat at no cost! Plus, when you choose [company name], we'll install it for you FREE! Visit AmerenIllinoisSavings.com/SmartSavers to see if you qualify.

Text Option 3:

SPECIAL ANNOUNCEMENT! We've partnered with the Ameren Illinois Energy Efficiency Program to offer \$0 smart thermostats to qualifying customers. Get an ecobee3 lite or a Google Nest Thermostat at no cost! Plus when you choose [company name], we'll install it for you for free! See if you qualify at AmerenIllinoisSavings.com/SmartSavers.

Text Option 4:

To help our community save energy, the Ameren Illinois Energy Efficiency Program is providing thousands of smart thermostats to customers in select areas at no cost! Visit AmerenIllinoisSavings.com/SmartSavers to see if you qualify and be sure to select us as your professional installer to get FREE installation!

Text Option 5:

Get an ecobee3 lite or a Google Nest Thermostat at no cost through the Ameren Illinois Energy Efficiency Program. Plus, when you choose [company name], we'll install it for you at for free! See if you qualify at AmerenIllinoisSavings.com/SmartSavers.