



ENERGY EFFICIENCY PROGRAM

Heat Pump Water Heater Social Media Toolkit

The language below is pre-approved for your use on social media. Simply replace the [bracketed text] with the requested information.

For any images or graphics that you choose to post along with the pre-approved text, do not include any Ameren Illinois logos on the image.

Social Post Option 1:

With so many ways to save money, now is the best time to replace your aging water heater with a reliable and efficient model. Thanks to the @Ameren Illinois Energy Efficiency Program, we are offering a [**\$XXXX**] **discount** to replace your old, inefficient water heater with a highly efficient ENERGY STAR® certified heat pump water heater. In addition to saving money on energy bills every month, qualifying homeowners can save even more with a federal tax credit that offers up to 30% of the purchase and installation cost of a heat pump water heater, up to \$2,000. Contact us to schedule your installation and start saving: [Insert contact info].

Social Post Option 2:

Give your family reliable hot water all year long — and save hundreds in the process. Now is the time to upgrade your aging water heater with a reliable and efficient heat pump water heater, you can get [**\$XXXX**] in instant savings thanks to the @Ameren Illinois Energy Efficiency Program. Plus, you can save hundreds more on your electric bill year after year by using 70% less energy to heat your water. Contact us to schedule your installation and start saving: [Insert contact email].

