



The Washington Gas Home Energy Savings Contractor Network Marketing Toolkit



**Washington
Gas**
A WGL Company



CONTENTS

WEBSITE AND NEWSLETTER CONTENT	1
CO-BRANDING OPPORTUNITIES	4
SOCIAL MEDIA GUIDE	6
CUSTOMER-FACING MARKETING MATERIALS	9
MORE CONTENT IDEAS	10
FREE IMAGE RESOURCES	11
APPENDIX	12

Dear Participating Contractor,

Thank you for choosing to be a part of the Washington Gas Home Energy Savings Contractor Network! As a member, you have a unique opportunity to help your customers save money and energy through our Washington Gas Home Energy Savings Program.

Some of the many perks of being a participating contractor are the marketing resources you will receive from our team throughout the year. Our marketing toolkit contains resources, sample social media and post content, and tips for promoting your services through the Washington Gas Home Energy Savings Program.

Your company can use this guide to:

- Write newsletter articles or blog posts to promote your business
- Explore co-branding opportunities
- Post content on Facebook and Twitter professional accounts

We appreciate your participation in the Washington Gas Home Energy Savings Program and hope you find this toolkit helpful.

Thank you,
Washington Gas Energy Efficiency Team

If you have feedback or questions, please contact the Washington Gas team at WashGasResidential@icf.com.

WEBSITE AND NEWSLETTER CONTENT



Examples of content you can share on your website, e-newsletters and in other communications can be found below. We recommend personalizing the content to promote your business.

For image options you can use in posts, please click the button below and click the link on the page labeled “Images Resources.” This will immediately start the download.

ACCESS IMAGES

(Note: Contractors should only promote the most up-to-date information. Talk to a Washington Gas program representative if you are not receiving the Washington Gas contractor newsletter and email announcements, as they contain important program information.)

SAMPLE CONTENT: High-Efficiency ENERGY STAR® Natural Gas Home Heating Equipment

SAVE UP TO \$700 WHEN UPGRADING YOUR NATURAL GAS HEATING SYSTEM

If your natural gas heating equipment is 15–20 years old, or needs repeated repairs, it might be time to replace it. Reduce energy costs and make your home more comfortable by installing an energy-efficient gas furnace or boiler. ENERGY STAR® certified heating equipment can help you save 10% to 30% a year on your utility bills.*

To learn more, visit [WGSmartSavings.com](https://www.wgsmartavings.com) or [click here](#) to schedule your upgrades with us today!

*Source: energystar.gov

Please refer to [WGSmartSavings.com](https://www.wgsmartavings.com) to update this post with up-to-date and accurate pricing.

(Note: “**Click here**” should link to a page where customers can get in contact with your business to schedule an appointment with a contractor.)

SAMPLE CONTENT: Furnace Tune-Up Measures

REGULAR FURNACE MAINTENANCE CAN SAVE YOU HUNDREDS OF DOLLARS. SAVE EVEN MORE WITH A FURNACE TUNE-UP REBATE.

Just like your car needs regular maintenance, so does your heating and air conditioning system. Washington Gas offers Maryland and Virginia customers a rebate up to \$100 for a furnace tune-up service to help your natural gas heating system run more efficiently and last longer. Consider having a professional check the health of your furnace to ensure you are ahead of any necessary fixes or upgrades.

WHY SHOULD YOU TUNE UP YOUR FURNACE?

- It benefits your entire HVAC system.
- It extends the life of your equipment.
- It reduces the risk of expensive repairs.
- It protects your family's health by improving indoor air quality.

To learn more, visit [WGSmartSavings.com](https://www.wgsmartsavings.com) or [click here](#) to schedule your tune-up with us today!

Please refer to [WGSmartSavings.com](https://www.wgsmartsavings.com) to update this post with up-to-date and accurate pricing.
(Note: “**Click here**” should link to a page where customers can get in contact with your business to schedule an appointment with a contractor.)



SAMPLE CONTENT: High-Efficiency ENERGY STAR® Water Heating Equipment

SAVE UP TO \$460 WHEN UPGRADING YOUR NATURAL GAS WATER HEATING SYSTEM

Say goodbye to cold showers and hello to savings when you install an ENERGY STAR® certified natural gas water heater in your home. ENERGY STAR certified water heaters use up to 10% less energy to help you save on annual energy costs.

Water heaters are the second highest energy user in the home. Gas water heaters that earn the ENERGY STAR label are independently certified to save energy, save money and protect the environment by helping prevent harmful carbon pollution and reducing other greenhouse gases.

To learn more, visit WGSmartSavings.com or [click here](#) to schedule your upgrades with us today!

Please refer to WGSmartSavings.com to update this post with up-to-date and accurate pricing.
(Note: “**Click here**” should link to a page where customers can get in contact with your business to schedule an appointment with a contractor.)

SAMPLE CONTENT: High-Efficiency ENERGY STAR® Gas Dryer Equipment

SAVE UP TO \$90 WHEN PURCHASING A HIGH-EFFICIENCY ENERGY STAR® GAS DRYER

Set yourself up for long-term savings with an ENERGY STAR certified natural gas clothes dryer. ENERGY STAR certified dryers use about 20% less energy than conventional models without sacrificing features or performance. That means you could save up to \$215 in energy costs over their lifetime.

To learn more, visit WGSmartSavings.com or [click here](#) to schedule your upgrades with us today!

Please refer to WGSmartSavings.com to update this post with up-to-date and accurate pricing.
(Note: “**Click here**” should link to a page where customers can get in contact with your business to schedule an appointment with a contractor.)

CO-BRANDING OPPORTUNITIES

Looking for ways to build your company brand and customer trust? You can leverage your participation in the Washington Gas Home Energy Savings Contractor Network to associate your brand with the program(s) in the area(s) you serve.

NEW! Participating Contractor Website Button

Please contact us at WashGasResidential@icf.com to receive printed stickers. This sticker can be placed on clipboards as well as Washington Gas approved sales sheets.

You can also place this button digitally on your website. Please hyperlink to our website: WGSmartSavings.com.

To access the button, please click on “Access Button” below and click the link on the page labeled “Participating Contractor Button.” This will immediately start the download.

ACCESS BUTTON



Maryland Co-Branding

Use of EmPOWER Logo

As a member of the Washington Gas Home Energy Savings Contractor Network, you can leverage the EmPOWER Maryland branding to emphasize your company's commitment to providing customers with environmentally friendly options and cost savings. You are required to follow the guidance below to use the EmPOWER Maryland name, logo and taglines in your company's promotional materials, website and/or social media.

EmPOWER Guidelines

- Do not rotate the logo.
- Do not stretch or compress the logo, or alter items in it.
- Do not alter the colors.

To access the EmPOWER logos, please click the button below and click the link on the page labeled "EmPOWER Maryland Logo." This will immediately start the download.

ACCESS EMPOWER LOGOS

Approved EmPOWER Taglines

- **Short Tagline:** Energy-saving solutions brought to you by EmPOWER Maryland.
- **Long Tagline:** EmPOWER Maryland Programs are funded by a charge on your energy bill. EmPOWER programs can help you reduce your energy consumption and save you money. To learn more about EmPOWER and how you can participate, go to <https://energy.maryland.gov/Pages/Facts/empower.aspx>.

EmPOWER
MARYLAND

EmPOWER
MARYLAND

EmPOWER
MARYLAND

Virginia Co-Branding

Participating contractors are welcome to use the Washington Gas-approved tagline on messages related to the Washington Gas Home Energy Saving Program: Virginia. However, it is not required.

Approved VA Tagline

- These energy-saving program offerings are funded by the Virginia Conservation and Ratemaking Efficiency (CARE) Plan.

THE WASHINGTON GAS LOGO will not be used in advertising for participating contractors at any time. Instead, contractors are encouraged and permitted to utilize the participating contractor image.

SOCIAL MEDIA GUIDE

Social media platforms are a great way to engage with current and potential customers and increase awareness of the services offered by your business.

We encourage you to share your participation in our programs through your social media channels. If you choose to post, please tag Washington Gas official handles, so we can help you spread the word.

- **Washington Gas on Twitter:**
twitter.com/washingtongas
[@washingtongas](https://twitter.com/washingtongas)
- **Washington Gas on Facebook:**
facebook.com/WashingtonGasOfficial
[@WashingtonGasOfficial](https://facebook.com/WashingtonGasOfficial)
- **Washington Gas on LinkedIn:**
linkedin.com/company/washingtongas

Don't forget about ENERGY STAR®! If you mention any eligible equipment in your posts, tag them as well. You can find @ENERGYSTAR on [Twitter](https://twitter.com/ENERGYSTAR) and [Facebook](https://facebook.com/ENERGYSTAR).

Please refer to the guidelines below before posting. If defamatory use of Washington Gas hashtags, mentions, etc, are identified, program participation may be revoked and subsequent actions will be taken.

General Tips When Drafting a Post

DO: “We’ve teamed up with Washington Gas to help customers save money and energy. Learn more about Washington Gas’ rebates on qualifying equipment.”

DON'T: “Washington Gas has hired us to offer rebates to customers. To learn more, click here.”

Be descriptive and compelling, but don't overwhelm your reader. Social media posts should be eye-catching and informative, but not too text heavy.



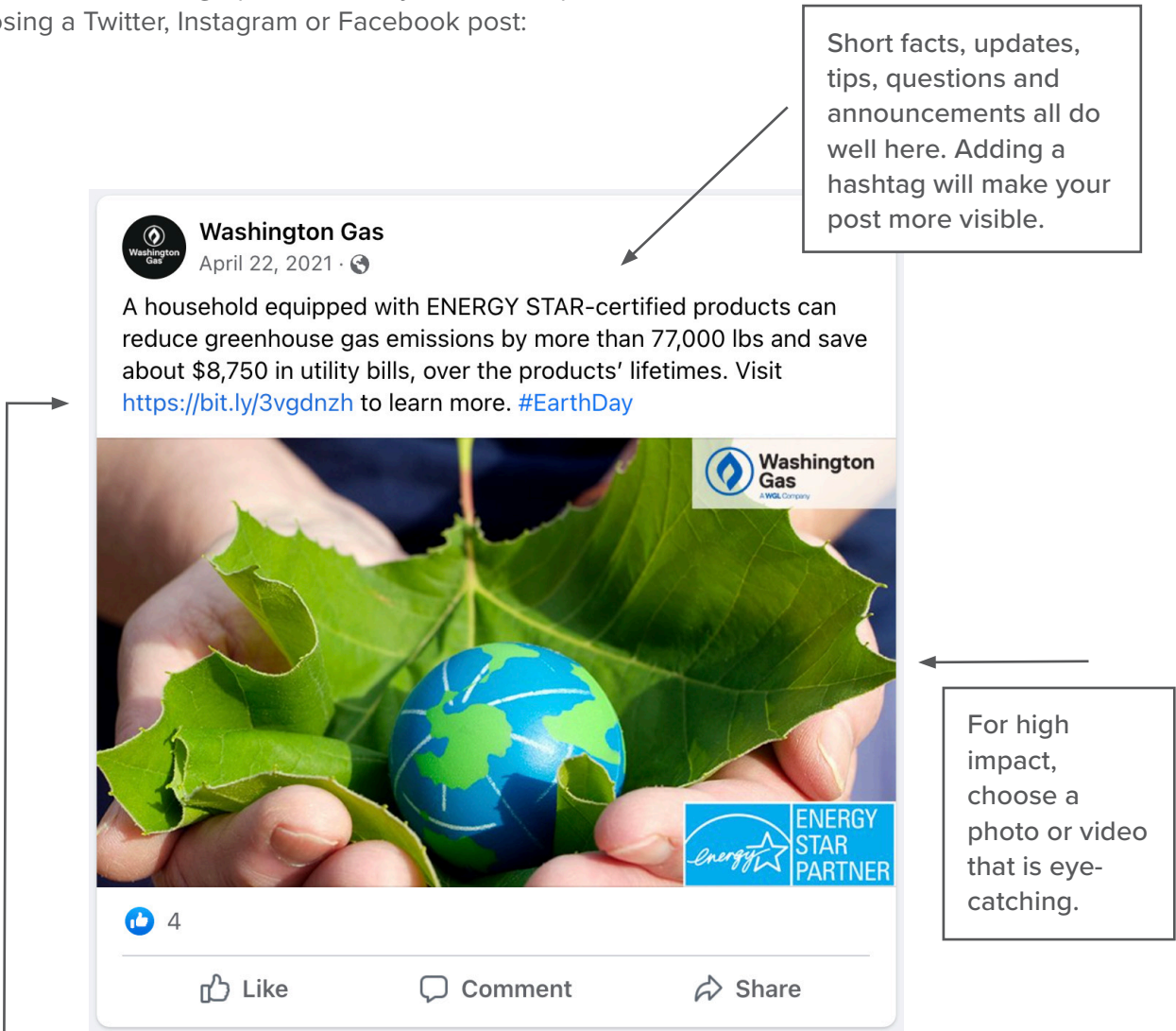
Link Suggestions

When appropriate, including a link in your post is a good way to direct customers to helpful information. Some suggested links include:

- A page of your company's website that aligns with your call to action
- [WGSsmartSavings.com](https://www.wgsgas.com/SmartSavings)

Anatomy of a Post

Please refer to the infographic below if you need help composing a Twitter, Instagram or Facebook post:



The infographic displays a Facebook post from Washington Gas, dated April 22, 2021. The post text reads: "A household equipped with ENERGY STAR-certified products can reduce greenhouse gas emissions by more than 77,000 lbs and save about \$8,750 in utility bills, over the products' lifetimes. Visit <https://bit.ly/3vgdnzh> to learn more. #EarthDay". The post includes a photo of hands holding a small globe surrounded by green leaves, with Washington Gas and Energy Star Partner logos. Below the photo are 4 likes and buttons for Like, Comment, and Share. Callout boxes provide additional guidance: one points to the text area stating "Short facts, updates, tips, questions and announcements all do well here. Adding a hashtag will make your post more visible."; another points to the photo stating "For high impact, choose a photo or video that is eye-catching."; and a third points to the link stating "Including a link is always helpful. This should ideally link to a webpage where customers can find more information."

Short facts, updates, tips, questions and announcements all do well here. Adding a hashtag will make your post more visible.

For high impact, choose a photo or video that is eye-catching.

Including a link is always helpful. This should ideally link to a webpage where customers can find more information.

Facebook and Twitter Tips

Facebook and Twitter are excellent platforms to push out concise updates to your followers. Because of their integration of hashtags (a group of words or phrases with no spaces, preceded by a # sign), users can also follow topic areas that interest them. When posting to Twitter or Facebook, consider the following:

- Include a picture when possible.
- Posts cannot exceed 280 characters on Twitter.
- Twitter and Facebook allow users to share links directly in a post.

Example hashtags you could use in posts for Twitter:

#energysavings #rebates #furnaces #boilers #dryers #tuneups #naturalgas #energyefficiency

Sample Social Media Posts

Please make sure to check current available rebate amounts in your service area to ensure your posts are up-to-date.

Post #1 Home Heating Equipment

Increase your home's comfort, health and safety by upgrading to ENERGY STAR® certified high-efficiency natural gas heating equipment. [@washingtongas](#) (for Twitter) / [@WashingtonGasOfficial](#) (for Facebook) customers can also save up to \$460 with high-efficiency home heating rebates! Contact us to schedule today.

[\[LINK: Link to a webpage where customers can find you\]](#)

Post #2 Furnace Tune-Up Service

A neglected HVAC system works overtime to heat and cool, while a finely tuned HVAC system can use less energy to maintain comfort in your home. MD customers can take advantage of the [@washingtongas](#) (for Twitter) / [@WashingtonGasOfficial](#) (for Facebook) furnace tune-up rebate of up to \$100 on their next maintenance service! Contact us to schedule today.

[\[LINK: Link to a webpage where customers can find you\]](#)

Post #3 Water Heater

@ENERGYSTAR certified water heaters use up to 10% less energy to help you save on energy costs. [@washingtongas](#) (for Twitter) / [@WashingtonGasOfficial](#) (for Facebook) customers save even more with up to \$460 in rebates on high-efficiency gas water heaters. Contact us to get started!

[\[LINK: Link to a webpage where customers can find you\]](#)

Post #4 Gas Dryer

[@washingtongas](#) (for Twitter) / [@WashingtonGasOfficial](#) (for Facebook) MD customers can receive a rebate up to \$90 on ENERGY STAR® certified natural gas clothes dryers.

[\[LINK: Link to a webpage where customers can find you\]](#)



CUSTOMER-FACING MARKETING MATERIALS

Washington Gas has created several collateral pieces for participating contractors to distribute official program information to customers. To access these materials, please click the button below and click the one pager hyperlinks to the ones you are interested in (i.e., Gas Dryer Rebates One Pager). This will immediately start the download. You can also reach out to us for print quantities while supplies last.

[VIEW MATERIALS](#)

MORE CONTENT IDEAS

Here are some more ways of generating content to share on your website, advertisements or social media:

- **Fast facts:** Quick and simple facts about your company or HVAC offerings.
- **Definitions:** Define unusual terms or common acronyms. (We recommend avoiding acronyms whenever possible, and always spell out the words on first reference.)
- **Program information:** Informing social media followers of rebate deadlines, etc.
- **FAQs:** Frequently asked questions and their answers about Washington Gas HVAC programs and your company's offerings.
- **Questions:** An easy way to increase engagement. They can be open-ended or a poll or a quiz.
- **Awareness days:** When there are relevant widespread observances, it can be helpful to jump on the bandwagon and use associated hashtags or share posts from other accounts that are related.

Examples include:

1. Earth Day — April 22
 2. Energy Star Day — October 12th
 3. World Environment Day — June 5th
- **News:** Share news articles that mention your company, Washington Gas or the Home Energy Savings Program.
 - **Customer testimonials:** Happy customers are often willing to share their stories.

FREE IMAGE RESOURCES

Washington Gas has curated an image library with the EmPOWER logo, the participating contractor button and a selection of stock images for you to use in marketing materials and posts.

For image options, please click the button below and click the link on the page labeled “Images Resources.” This will immediately start the download.

ACCESS IMAGES

If you need other images for your social media posts, programs like [Canva](#) and [PicMonkey](#) are free and easy ways to create images for social media.

Visit the [ENERGY STAR marketing resources page](#) for ideas, information and references for marketing around ENERGY STAR heat pump water heaters and pool pumps.



EmPOWER Maryland programs are funded by a charge on your energy bill. EmPOWER programs can help you reduce your energy consumption and save you money.

Virginia energy saving program offerings are funded by the Virginia Conservation and Ratemaking Efficiency (CARE) Plan.

Facebook Glossary

- **Comment** – A comment that a fan leaves on a post.
- **Cover Photo** – The 851x315 pixel image found at the top of your page or profile.
- **Engagement** – The number of likes, comments and shares you receive.
- **Events** – Facebook Events can be created by a page or profile, and are used for parties, business events and planned chats.
- **Fans** – These are the people who “liked” your business page. A business does not have to take any action for someone to become a fan.
- **Insights** – This is your analytics hub. You can find all post and page analytics here.
- **“Like”** – An engagement function that lets fans give positive feedback on a post.
- **Message** – A private message. Can be enabled or disabled on a page.
- **News Feed** – Your news feed is the first thing you see when you log in to Facebook. The feed shows new posts from pages and profiles you’ve “liked.”
- **Page** – This is your business profile or “page” where customers can find your posts and business information.
- **Page “Like”** – When a fan “likes” your page, anything you post or update will show up in their news feed.
- **Post** – A term used for sharing content on your Facebook page.
- **Post Clicks** – The number of people who clicked on anything in your post. This could include someone clicking on an image with a “see more” call to action or a URL you included.
- **Profile** – A personal page created for individual use.
- **Profile Picture** – The image that represents you or your business. This is the smaller photo that shows up alongside all your posts.
- **Reach** – The number of people who saw your post. This includes the number of people you reached through organic and paid reach.
- **Share** – The share feature lets you share the content you enjoy with personal Facebook friends.
- **Timeline** – The stream of updates on your own personal profile or page.

Twitter Glossary

- **Connect** – A tab where all mentions, replies, retweets and favorites can be found.
- **Direct Message** – This is the only way to talk to someone on Twitter privately. You can create these by either starting your tweet with “DM” or going to someone’s profile and using the “message” function.
- **Discover** – A tab to search for hashtags, handles and keywords.
- **Favorite** – This functions like a Facebook “like” does. You can also use this as a saving tool and go back to your favorites later.
- **Feed** – This is the first thing you see when you log in to Twitter. New posts from people you follow are placed in your feed.
- **Followers** – These are the people who have followed your handle and can see your updates in their feed. You do not have to follow them for them to follow you.
- **Following** – These are the people you follow so you can see their updates in your feed. They do not have to follow you for you to be able to follow them.
- **Handle** – This is your “username” on Twitter that appears with an “@” symbol in front of it.
- **Hashtags** – Although they were originally created and supported by Twitter, hashtags are now utilized on Facebook, Pinterest, Instagram, TikTok and many other platforms. A hashtag is a group of words or phrases (with no spaces), preceded by a # sign (e.g., #WashingtonGas or #wg). It is used to tie various social media posts together and relate them to a topic. Topics can be connected to just about anything, including events, TV shows, sporting events, movements or trends.
- **Lists** – Groups of your followers that you’ve created and categorized so that you can find them easily.
- **Mention** – The act of including someone’s handle in your tweet. This person will then receive a notification that they’ve been mentioned.
- **Reply** – A direct response to a tweet.
- **Retweet** – A way to repost or share someone else’s tweet.
- **Trends** – The most used hashtags at that present time are considered trends. They can also be made to pull from a specific location.
- **Tweet** – The content you share with your followers.
- **Verified Account** – This is used to establish authentic handles of key or public individuals and brands.