

Inclusive Energy Innovation Prize



U.S. DEPARTMENT OF ENERGY

Social Media Campaign
Tool Kit

WHAT'S YOUR VISION?

JANUARY 2022

What's Your Vision?

The [Inclusive Energy Innovation Prize](#) aims to fund activities related to climate and clean energy that support, build trust, and strengthen relationships and partnerships with disadvantaged communities.

To help break down barriers between the Department of Energy and historically underrepresented communities, we've launched the "What's Your Vision?" campaign—inviting people share a brief message about their expectations for an equitable clean energy future.

Our goal is to build a community of inspired innovators, and we're inviting you to record your brief message for an equitable clean energy future. Share your message from your social media accounts and call on others to share their vision using the hashtags #WhatsYourVision and #InclusiveEnergy Innovation Prize. Be sure to also tag the American-Made Challenges account on Twitter (@AMCprizes)!

In this toolkit, we've included:

- Prompts
- Examples
- Best practices for recording your message
- How to interact on social media
- And sample social media posts!

Prompts

We encourage you to speak from the heart. The best way to achieve this is to imagine you are speaking to someone close to you when you deliver your message. It could be a child, parent, partner, or loved one.

We recommend that you select one or two sample questions to help guide your statement:

- What's your vision for a renewable energy future?
- Why do you feel your community or neighborhood needs to transition to clean energy?
- Is there a specific moment or memory you have when you started to think about clean energy in a new or different way?
- Who, or what, inspired you to become an advocate for an inclusive clean energy transition/future? (ex: evidence of climate change, or a mentor or program that encouraged your development)
- How should equity and inclusion intersect with our renewable energy future?

Since you'll share your video on social media, you'll want to **limit your response to 15-30 seconds**.

To help create a cohesive campaign, please be sure to say, "my vision" at the beginning of the video and ask, "what's your vision?" at the end of the video.

Examples

Get inspired by others' visions for an equitable clean energy future:

- [Jenn Garson, Water Power Technologies Office](#)
- [Rukmani Vijayaraghavan, Water Power Technologies Office](#)
- [Charles Scaife, Water Power Technologies Office](#)
- [Kerene Tayloe, Office of Economic Impact and Diversity](#)
- [Jessica Lau, National Renewable Energy Laboratory](#)
- [Eric Lockhart, National Renewable Energy Laboratory](#)

Preparation and Best Practices

Please feel free to record your message on your phone or computer—whichever you prefer! If you choose to record on your computer, here are some initial steps to prepare, and a few tips to ensure your recording is high quality.

How to Record

If you are on a Mac: [QuickTime](#)

- Open QuickTime and choose File > New Movie Recording.
- Select the downward carrot next to the record button. Under “Quality,” select “Maximum.”
- Set the volume to zero (the button should be pushed all the way to the left).
- Select the record button and record your talk/presentation. Be sure to frame the shot correctly and look at the camera—not your screen.
- When you are finished recording, press Stop.
- A preview of the file will open. Close the preview. You will be prompted to name the file and save it on your computer.

If you are on a PC: [Camera](#)

This application does not come standard, so you will likely need to install it. To install:

- Navigate to the Search icon in the task bar and find and enter “Microsoft Store.”
- Navigate to the Search icon in the store and type “Camera.”
- Click on the Windows Camera Icon and select “Get.” The app is free.
- A dialogue box will present itself asking if you would like you use the app across all devices. You can select “No.”
- When the installation has completed, Microsoft Store will show “This product is installed.”

To record:

- Navigate to the Search icon in the task bar and find and enter “Camera.”
- If this is the first time you have launched the Camera app, you may be asked to allow it to use your webcam and microphone, as well as your location. Allow it to access these devices and features.
- On the right side of the Camera app, you will find two buttons: one for taking pictures and one for recording videos. Select the Video button if it is not already selected.
- To start recording, click the Video button again. Once you start recording, a stopwatch will appear on the bottom of the screen, displaying the duration of your recording.

- If you want to pause the video recording, click the Pause button found along the right side. To continue recording, click the Pause button again.
- When you are finished, click the Stop button near the photo/video buttons.
- Your recording will automatically be saved in your Pictures > Camera Roll folder.

Best Practices

- **Use a simple background.** The focus should be on you, so try to record away from people, pets, or personal items that will distract the audience.
- **Make sure you are well-lit from the front.** Cameras capture better video when there is a good light source. Try to light yourself from the front with soft, indirect light, and minimize other lighting in the room.
- **Set your laptop camera to eye level.** Your eyes and the camera should be at the same level and should be an arms-length away from your face. When you are recording, look directly at your camera—not your computer screen.
- **Good sound quality is essential.** Audio is just as important as the visuals in a video interview. If you intend to use your computer microphone, create a test recording to make sure the sound is captured clearly. Minimize other sounds in the room and turn off any machines or fans that create excess noise.

Social Media

The “What’s Your Vision?” campaign will be featured on the DOE, EERE, NREL, and AMC social media channels. When sharing your vision for an equitable clean energy future, you can tag these popular energy accounts:

U.S. Department of Energy (DOE)

- Twitter: @ENERGY
- Facebook: @energygov
- LinkedIn: u-s-department-of-energy
- Instagram: @energy

DOE Office of Energy Efficiency and Renewable Energy

- Twitter: @eeregov
- LinkedIn: eeregov
- Facebook: @eeregov

National Renewable Energy Laboratory (NREL)

- Twitter: @NREL
- Facebook: @nationalrenewableenergylab
- LinkedIn: national-renewable-energy-laboratory
- Instagram: @nationalrenewableenergylab

American-Made Challenges®

- Twitter: @AMCprizes

Share your message from your social media accounts and call on others to share their vision using the hashtags **#WhatsYourVision** and **#InclusiveEnergy** Innovation Prize. Be sure to also tag the American-Made Challenges account on Twitter (@AMCprizes)!¹

¹ When sharing images on social media as part of the #WhatsYourVision campaign, please be aware that they may be re-shared to a larger audience by the prize account and/or other users.

Sample Social Media Posts

We've put together the following sample posts to make it easy for you to promote the "What's Your Vision?" campaign through social media. You can use these sample posts as they are, or as inspiration to write your own. Either way, we encourage you to use the recommended hashtags in all your social media posts, and embed or link to your own brief video to share your vision of an equitable energy future.

Twitter

(280-character limit)

- Calling all #EnergyJustice advocates! 📢
@ENERGY's #InclusiveEnergy Innovation Prize wants to know what an inclusive, equitable, and just energy future looks like to you. 👁️🌍⚡💛 #WhatsYourVision for an equitable clean energy future? Share with @AMCPrizes now!
- Hey @AMCPrizes #InclusiveEnergy Innovation Prize! Here's my vision for an equitable clean energy future. [tag a friend] #WhatsYourVision? 👁️🌍⚡💛
- Let's transform energy #together with the new #InclusiveEnergy Innovation Prize! 🌍⚡💛 #WhatsYourVision for an equitable clean energy future? 👁️

Facebook

- The future is bright! ☀️
The #InclusiveEnergy Innovation Prize wants to know what an equitable and just energy future looks like to you. 🌍⚡💛 #WhatsYourVision for an inclusive energy future? Here's mine. 😊
- Want to know #MyVision for an equitable, clean energy future? Learn more about the #InclusiveEnergy Innovation Prize and dare to share your ideas of what's possible. #WhatsYourVision?

Instagram

The energy is now! And the #InclusiveEnergy Innovation Prize is calling on advocates to share their idea for an equitable and just energy future. Here's my vision for an equitable clean energy future. [tag a friend] #WhatsYourVision? 👁️🌍⚡💛

LinkedIn

Let's work toward #ClimateJustice together. 🌍⚡💛 The #InclusiveEnergy Innovation Prize needs incubation, acceleration, and other community-based innovation to build an equitable and just energy future! #WhatsYourVision for an equitable clean energy future? 👁️ Here's mine. 😊

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