



OUTREACH

Email • Social Media • Themes

There is much we can do to trim energy waste with an investment of time and communication. Here are some suggested messages to help you get there.

SAMPLE TIPS TO INCLUDE IN EMAIL BLASTS

- Please turn off your computers, fax machines, printers and copiers at the end of the day before you go home.
- Contrary to their name, screen savers are energy wasters. Instead, enable your computer to turn off your monitor after inactivity. Or turn off the monitor if you will be away from your computer for an extended period of time.
- Reduce your computer screen's brightness level to the lowest comfortable level, and see the savings!
- Unplug laptop cords, cell phone chargers and the like when not in use. They use power even if no device is attached.
- Switch off workspace lights, fans, computers and other electrical items when not in use.
- Do the bright thing! Don't block the light, let the daylight in.
- Open blinds and shades to allow more natural light, especially in winter and at dusk or dawn.
- If needed, always switch on lights furthest from the window first.
- Do not switch on lights close to the windows if there is sufficient daylight available.

SAMPLE TWEETS

Did you know our building is participating in the #AtlantaBetterBuildingsChallenge? Do YOUR part to help save energy & water! #ABBC

Help Atlanta win the #ABBC by turning off your computers and lights before you go home! #20PercentBetter

SAMPLE EMAIL TO SEND OUT TO TENANTS FOR THE HOLIDAYS

Subject Line: Holiday Season Energy Efficiency Reminders

With the holidays coming up, we have opportunities for significant savings on energy and water at (input building/property name here). Turn off lights in rooms that aren't in use, and remind employees to do the same when they leave the office. When employees leave for the holidays ensure that desktops, computers and copiers/printers are turned off and unplugged.

Please check that floors are minimally air conditioned. Send out a survey to see when most tenants will be out of the office so that HVAC setbacks can be planned. Reducing services to unoccupied spaces saves energy, water, and capital expenses.

Thank you for your continued commitment to energy efficiency and savings.