

Communications Activity Report – 5/15/2020

Communications Outreach

Facebook Live weekly event – As a response to the COVID-19 stay-at-home orders Energize Delaware & Franklin Energy have teamed up to offer a weekly Facebook Live event every Thursday at 2pm. A different topic of energy efficiency information is featured each week. To date, the effort has grown exponentially with last week’s show having over 300 views. This event is planned by Angie Bivens with Franklin. She is the perfect person to promote energy savings on-screen. Her knowledge of the subject and positive personality both contribute to the success of this effort.

 <p>THIS WEEK'S TOPIC: THIS OR THAT <i>Fun way to learn about choices for energy efficiency</i></p> <p>Join us for an ENERGY EFFICIENCY workshop</p> <p>Facebook Live Thursday @2pm! </p> <p><i>An Energy Advisor will be available live with energy conservation tips, demos and Q&A sessions</i></p> <p>Facebook.com/EnergizeDelaware</p>	 <p>THIS WEEK'S TOPIC: “MAKE IT SHINE” <i>Energy efficient lighting options explained</i></p> <p>Join us for an ENERGY EFFICIENCY workshop</p> <p>Facebook Live Thursday @2pm! </p> <p><i>An Energy Advisor will be available live with energy conservation tips, demos and Q&A sessions</i></p> <p>Facebook.com/EnergizeDelaware</p>
 <p>THIS WEEK'S TOPIC: “ARE YOU IN HOT WATER?” <i>Ways to utilize your hot water heater and save money</i></p> <p>Join us for an ENERGY EFFICIENCY workshop</p> <p>Facebook Live Thursday @2pm! </p> <p><i>An Energy Advisor will be available live with energy conservation tips, demos and Q&A sessions</i></p> <p>Facebook.com/EnergizeDelaware</p>	 <p>THIS WEEK'S TOPIC: “WHAT'S BITING YOU?!?!” <i>Learn about vampire loads and how to prevent them</i></p> <p>Join us for an ENERGY EFFICIENCY workshop</p> <p>Facebook Live Thursday @2pm! </p> <p><i>An Energy Advisor will be available live with energy conservation tips, demos and Q&A sessions</i></p> <p>Facebook.com/EnergizeDelaware</p>

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Media Coverage

A Press Release announcing the 2 DE High Schools that are part of the Pathways Program and named 2020 U.S. Department of Education Green Ribbon Schools was announced. The schools are the Odyssey School of Delaware and Ursuline Academy.

A Press Release announcing the news that “Energize Delaware Earns 2020 ENERGY STAR® Partner of The Year – Sustained Excellence Award” was put out. The recognition is the 4th year in a row that Energize Delaware has been recognized by ENERGY STAR®.

Energize Delaware promoted and announced the 50th anniversary of Earth Day for 2020. Numerous social media posts were developed and support of local efforts were encouraged.

An Op-Ed article penned by Empowerment Grant Manager, Jim Purcell, was published in the DE State News and a few other publications. The piece explained how the Empowerment Grant Program can benefit people in the current COVID-19 world.

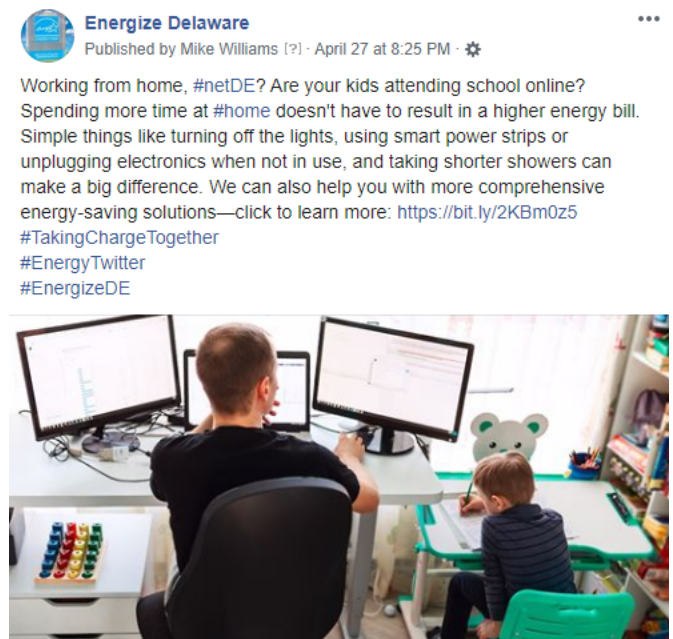
Social Media

As of May 1, 2020

Facebook – Followers: **990**; Likes: **909**

Twitter – Followers: **363**; Following: **909**; Tweets: **1,161**

Instagram – Followers: **235**; Following: **356**; Posts: **67**



Recent Facebook posts highlighting important energy related issues impacting Delaware & the country.