

TOOLKIT

YES TO WIND: November Week of Action - Social Media Toolkit

Welcome to the #YestoWind Week of Action! Organizations across the Northeast and beyond are showing their support for offshore wind with a series of events happening in our communities from **Saturday, November 15 - Sunday, November 23, 2025**.

As the cost of living soars and American families struggle to pay their bills, everyone is searching for affordable energy solutions. That's where offshore wind comes in. Offshore wind will deliver good-paying jobs to communities, lower energy bills all while providing clean air. **We need offshore wind, and we need it now.**

You can participate in the Week of Action two ways: 1) Share content and key supportive messages below with your community. And, 2) Attend an event in your local area! If you are a partner org please see the "digital amplification coordinated actions" section and plan ahead to participate!

Please find the full list of events happening here: [#YestoWind Events](#)

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1. CONTENT ASSETS

Google Drive of Graphics:  [Social Media – Nov Week](#)

Event Banner Graphic: [Canva Template \(horizontal\)](#), [Canva Template \(Vertical\)](#)

2. POSTING GUIDANCE

During the Week of Action, we'll create a powerful nationwide chorus of support for offshore wind while showcasing the real momentum happening in our communities.

- **When:** Monday, November 17 - Sunday, November 23, 2025
- **Goal:** Unite behind [#YesToWind](#) hashtag and brand, while keeping your local authentic voice.

Posting Requirements:

- Aim to post at least 3x during the Week of Action
- Use **#YesToWind** and tag local partners
- Include branded Yes to Wind graphics from the toolkit
- **Combine branded content with photos/videos from your state and regional events – show real people, real support, real momentum**
- Share and comment on partner posts to amplify reach

Make It Local:

Where relevant, add your community's specific context to each post:

- Name local projects, ports, or job numbers
- Reference your state's energy costs or climate goals
- Tag local unions, partners or community groups
- **Feature photos and videos from your Week of Action events!!**

Best Practices:

- Post during peak times (typically morning or evening local time)
- Encourage staff and partners to share from personal accounts to reach more community members outside of industry followers
- Track engagement (likes, comments, etc.) so we can demonstrate our impact!

3. EXAMPLE SOCIAL MEDIA COPY

#YestoWind Kick-Off Message

Monday post graphic assets here: 📸 Week Launch Post

Slide 1 image Alt:

16 evenly spaced positive images of wind, wind power and wind workers. Over the images the text reads: YES TO WIND
NATIONAL WEEK OF ACTION

Slide 2 Image Alt:

Light blue graphic:

YES TO WIND

NATIONAL WEEK OF ACTION

Images of states with their names labeled within: DELAWARE

RHODE ISLAND

FLORIDA

NEW YORK

MAINE

D.C.

CONNECTICUT
MASSACHUSETTS
CALIFORNIA
LOUISIANA
MARYLAND
NORTH CAROLINA

From November 15-23, join us in celebrating offshore wind with a week of local events across the nation. Together, we're celebrating the power of offshore wind and the diverse communities that stand by behind it! #yestowind

Copy:

Today we kick off the #YesToWind National Week of Action! Offshore wind means good-paying American jobs, reliable power, and more affordable energy for our communities. Join us as we celebrate what offshore wind makes possible. Find a #YesToWind event near you: ⚡

<https://oceantic.org/oceantic-event/yes-to-wind/>

#YestoWind Kick-Off Thread

- Today and all this week, organizations across the nation are saying #yestowind! As many people struggle to pay their bills, they seek an affordable energy solution — this is where offshore wind comes in.
- Offshore wind is climate action at the scale we actually need. Clean energy that can power millions of homes, create tens of thousands of new, good-paying jobs, and replace price-volatile fossil fuel.
- Our future depends on the decisions being made today. We're here to make sure our voices are heard in support of offshore wind. Join us this week as we educate and empower people on offshore wind. We invite you to [EVENT NAME] on [EVENT DATE]: [EVENT LINK]

Additional messages to use throughout the week

New graphics:  New

"Best of" past graphics:  Best of (past posts)

(1)

We Say #YesToWind

Offshore wind means thousands of good-paying union jobs building America's next great industry. These are careers with family-sustaining wages that can't be outsourced – the kind of jobs that support our communities for the long haul.

(2)

We Say #YesToWind

Fixed-price energy from offshore wind protects families from volatile energy costs. As winter heating bills rise, offshore wind delivers reliable power when we need it most, keeping our grid strong and our energy affordable.

(3)

 Billions in private investment

 Revitalized ports

 American supply chain

Offshore wind is delivering a generational economic opportunity to communities across the nation. Will you Say #YesToWind >>> yestowind.org?

(4)

We Say #YesToWind

America's AI revolution and data center boom demand massive new power generation. Offshore wind delivers gigawatts of clean, locally-sourced energy – proven technology that's ready to power our future now.

(5)

We Say #YesToWind

Offshore wind strengthens our energy independence while harnessing a clean natural resource: wind. This is practical, proven technology that protects our communities from energy price spikes and builds economic opportunity for generations.

(6)

Join us as we celebrate the power of offshore wind all this week. Offshore wind means good-paying American jobs, reliable power and affordable energy. Add your voice today to say #YesToWind today >>> yestowind.org

4. DIGITAL AMPLIFICATION COORDINATED ACTIONS

Action #1: Coordinated Message Launch

Monday post graphic assets here:  Week Launch Post

Copy / Caption:

Today we kick off the #YesToWind National Week of Action! Offshore wind means good-paying American jobs, reliable power, and more affordable energy for our communities. Join us as we celebrate what offshore wind makes possible. Will you say #YesToWind? ⚡ <https://oceantic.org/oceantic-event/yes-to-wind/>

On Monday morning, every participating group will post the same shared image and caption across their social channels to create a unified, high-impact visual moment. By flooding feeds with the same graphic at around the same time—and tagging or inviting each other to collaborate—we amplify the message, signal national alignment, and build momentum for the rest of the Week of Action.

How to Participate:

- Post the shared image on Monday morning (**10AM EST / 7AM PST**)
- Tag partner organizations or send a collaboration request where possible.
- Use the shared caption (you can adapt it to match your voice.)
- Link to Oceantic landing page

Action #2 - Collect throughout the week – Post after

A short video of event attendees answering the same question, supercut of clips from events across states. Ask that during events throughout the week folks pull aside attendees and record them giving a short answer to a question. It's important that everyone is answering the same question and it's short because this will be cut together. Each clip will include the organization and state tag at the bottom, and we'll share a unified final video that everyone can co-post. See examples of a supercut style video from [Future Earth](#) or _____.

Prompt/Question to ask:

- Why do you support offshore wind?
- Share one reason you support offshore wind

Script:

"Hi! We're putting together a short video made up of clips from events happening all across the country for this Yes to Wind Week of Action. Everyone is asking the same question, and we'll be sharing the final video on social media after. Would you be open to answering one quick question on camera?"

(If they say yes):

"Great! In one short sentence, can you tell me **why you support offshore wind?** No wrong answers, just keep it honest to what's important to you. Can you also please begin by stating your name and organization if relevant."

Recording Tips:

- Keep clips to 5–15 seconds per person.
- Film in **vertical** format with clear audio (step away from wind/noise).
- Frame just the person that is answering the question head-on.
- Take notice of the background (make sure you're not like next to a trash can).
- Capture a mix of perspectives – from jobs to costs to climate.

We want to create two live digital activations to gather, engage, and inform our audiences (and beyond!) on how offshore wind is an important clean energy resource that benefits American families, lowers our energy bills and reduces air pollution. Clean, healthy and abundant!

Action #3 – Bluesky Live: Monday, November 17th at 2pm

A Bluesky informal 45 minute threaded convo on Monday, November 17th at 2pm EST. This conversation will kick off our Week of Action with all participating organizations to do the following:

- 1) In clear, everyday language explain the power of wind
- 2) Your organization's event in detail – why this event, how people can RSVP
- 3) Drive ongoing action by inviting people to sign the petition on yestowind.com or your link

Climate Action Rhode Island will lead the conversation and will invite engagement from other organizations or key figures. The goal is to spark engagement across accounts, boost each other's events, and create a lively thread that highlights shared messaging in a fun, collaborative way.

Action #4 - Instagram Live: Wednesday, November 19th at TBD

Similar to the Bluesky idea, except we will be live on Instagram. This will be a midweek Instagram live for 30 minutes on how offshore wind benefits Americans from all walks of life, why we need each of us to speak up for offshore wind, how to take action for offshore wind this week and beyond, and take a few minutes to refute one or two myths on offshore wind. NE4OSW will lead this live.

5. PARTNER ORGANIZATIONS SOCIAL MEDIA HANDLES

Organization Name	Instagram and/or Facebook	Bluesky	LinkedIn
CARI	IG: @climateactionrhodeisland	@climateactionri.org	Climate Action Rhode Island
Oceantic	IG: @oceanticnetwork		Oceantic Network

New England for Offshore Wind (NE4OSW)	IG: NE4OSW	@enviroleaguema.bsky.social	New England for Offshore Wind
Maine Labor Climate Council	IG @mainelaborclimatecouncil		
MAREC Action			MAREC Action
NJ Offshore Wind Alliance	IG: @njoffshorewind		
NY Offshore Wind Alliance			New York Offshore Wind Alliance
Offshore Wind Alliance			Offshore Wind Alliance
Renewable Northwest			Renewable Northwest
Southeastern Wind Coalition	IG: @sewindco		Southeastern Wind Coalition
Wind Works NY	IG: @windworksny		Wind Works New York
BlueGreen Alliance	IG: @bluegreenalliance	@bluegreenalliance.bsky.social	BlueGreen Alliance
Climate Jobs National Resource Center	@climate.jobs @climatejobsri	@cjinrc.org	Climate Jobs
League of Conservation Voters	@lcvoters		
New York League of Conservation Voters	IG @nylcv	@nylcv.bsky.social	New York League of Conservation Voters
Maryland LCV	IG @MarylandLCV	@mdlcv.bsky.social	
National Wildlife Federation	IG @nationalwildlife	@nationalwildlife.bsky.social	National Wildlife Federation
Offshore Wind Drinks			Offshore Wind Drinks
CT Sierra Club	@ctsierra		Sierra Club Connecticut Chapter
Delaware Sierra Club	@desierrclub		