



# green neighbor challenge

## Social Media Toolkit

### Help Amplify the **#GreenNeighborChallenge!**

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Switch to green energy today and make a difference in your community. With hundreds of regulated utilities required to offer green energy programs, **it's easier than ever to find and sign up for green energy programs**. However, utilities often make these programs difficult to find and understand because most aren't allowed to profit off them. That's where we come in. **Our easy-to-use digital toolkit helps you find all your local energy programs, incentives, and providers by simply entering your zip code.**

**Help your Neighbors choose a greener tomorrow by sharing the Green Neighbor Challenge** on social media and through email, using the resources below! Beyond green energy, we've built an interactive digital toolbox to help residents like you find incentives and rebates for energy efficiency and electrification, local solar options, and energy/weatherization assistance programs. Together, we can build a more affordable, healthier, and greener energy economy for people and the planet.

**Star Tribune Coverage:** [Want to use green energy? A Twin Cities nonprofit can help.](#)

Please contact [team@greenneighborchallenge.org](mailto:team@greenneighborchallenge.org) with any questions.

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#### **Social Media Accounts**

The best way to help get the word out about the Green Neighbor Challenge is to follow our accounts and **directly invite people you know** to follow our accounts as well. If that's too forward, try finding an interesting post or video to share with your following. If you'd prefer to craft your own posts, we've gathered a wealth of copy, graphics, and resources below to help you.

*Check out our [Action Toolkit](#) for links to all of our toolkit resources*

	<a href="#">LinkedIn</a>		<a href="#">Facebook</a>		<a href="#">Instagram</a>		<a href="#">Youtube</a>		<a href="#">TikTok</a>
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## Green Neighbor Newsletter Sign-Up

### General Campaign Messaging:

1. **Sign up** for green energy,
2. **Share** the link to [greenneighborchallenge.org](https://greenneighborchallenge.org), and
3. **Challenge** friends, family, followers, and networks to go green by emphasizing the public health and climate benefits of green energy and the power of residents to build a brighter energy future, together.

### Recommended Hashtags

#GreenNeighborChallenge   #GreenNeighbor   #FreedomFromPollution   #ClimateAction

### Sample Social Media Captions

*Use one of these sample messages, or write your own - just be sure to include a link to [greenneighborchallenge.org](https://greenneighborchallenge.org) in your post. Tag the handle for your preferred social media platform.*

**Instagram:** [greenneighborchallenge](#)

**Facebook:** [GreenNeighborChallenge](#)

**LinkedIn:** [Green Neighbor Challenge](#)

**Twitter/X:** [@GreenNeighborCh](#)

**TikTok:** [GreenNeighborChallenge](#)

**YouTube:** [@greenneighborchallenge](#)

- The Green Neighbor Challenge empowers US residents to take control of their energy consumption and make a positive impact on the environment. By visiting <https://greenneighborchallenge.org>, you can find and sign up for green energy options in your area. Take the #GreenNeighborChallenge and challenge your friends and family to do the same!
- Did you know that by switching to green energy, the average household can eliminate a third of their carbon footprint? By visiting <https://greenneighborchallenge.org>, you can take the #GreenNeighborChallenge and inspire your friends and family to join you in reducing your carbon footprint.
- Over 70% of US households, including renters, have access to a green energy program or supplier through their electric utility, yet only 2% have signed up. The Green Neighbor Challenge is here to change that. By visiting <https://greenneighborchallenge.org>, you can find your local options and take the #GreenNeighborChallenge and encourage your friends and family to join the effort.
- Did you know you can go green without installing solar panels? Switching to green energy is easier than you think, and the more people switch, the faster we can kick fossil fuels off the grid! Find your utility's green options at <https://greenneighborchallenge.org>!  
#GreenNeighborChallenge #FreedomFromPollution

### Snappy Sample Headlines

*Use one of these sample captions/headlines, or write your own - just be sure to include a link to [greenneighborchallenge.org](https://greenneighborchallenge.org). This could be helpful on Reddit or other Forum platforms.*

- Don't let utilities make the switch to clean energy difficult. The Green Neighbor Challenge makes switching simple.
- Making the switch to clean energy is not just an action, it's a statement. Be a part of the solution and sign up today.
- Clean energy is not only an investment in our future, it's an investment in our health. Sign up for clean energy today.
- You can eliminate 1/3rd of your home's carbon footprint in minutes. Sign up for green energy now.
- Don't let the utilities control your energy choices. Take charge and switch to clean energy today.
- Your energy usage doesn't have to harm the environment. Make the switch to clean energy today and do your part in preserving our planet.

## Social Media Videos

There's a [playlist of short videos](#) you can watch and share about the Green Neighbor Challenge to help educate others about the actions they can take. A few we recommend:

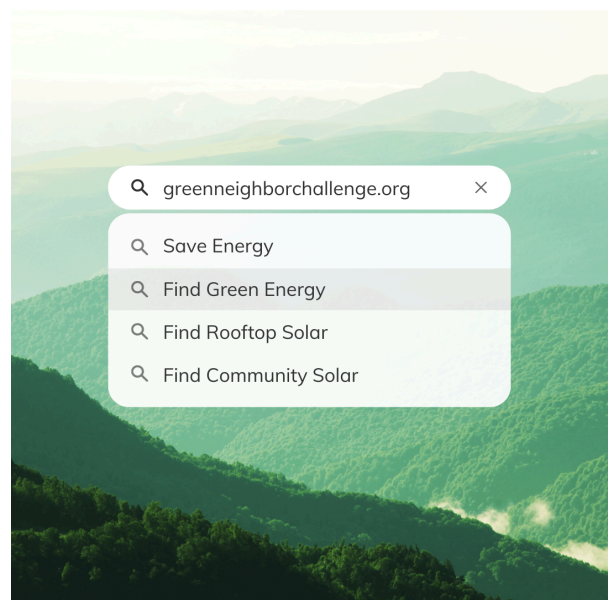
- [What is the Green Neighbor Challenge?](#)
- [Signing-up for Green Energy in Less than 5 Minutes](#)
- [Explore Rebates, Incentives, and Programs to Help You Save Energy](#)
- [Finding Rooftop & Community Solar Options Near You](#)
- [Am I eligible for Green Energy?](#)

## Social Media Graphics

Use the links to download these images and post them to your social media pages with the hashtag #GreenNeighborChallenge. Use one of the blurbs/headlines mentioned above for captions.



[Image file](#)/[All images](#)



[Image file](#)/[All images](#)

**3 in 4**

US homes have access to a green energy program

In the past 10 years the cost of green energy has fallen

**80%**

Sign-up for Green Energy today

Go to: [greenneighborchallenge.org](https://greenneighborchallenge.org)



[Image file/All images](#)

Did you know?

Switching to Green Energy can eliminate up to 1/3 of your household carbon footprint

[greenneighborchallenge.org](https://greenneighborchallenge.org)



Let's take energy action, together

Neighborhood Actions.  
Simple Tools.  
Collective Impact.

[Image file/All images](#)

73% of households in American can choose Green Energy through their electric utility

Only 2% have signed up.

We can do better than that.



A digital toolbox for your home energy transition

[greenneighborchallenge.org](https://greenneighborchallenge.org)

[Image file/All images](#)

greenneighborchallenge.org

Save Energy

Find Green Energy

Find Rooftop Solar

Find Community Solar

[Image file/All images](#)



Use suggested copy above or write your own.

[Visit here for a folder of all available images.](#)



[Image file/All images](#)

## Sample Newsletter Blurbs

*Whether you represent an environmental organization or any group encouraging its members to take climate action, we'd love to be included in newsletters! Use the sample blurbs below or write your own.*

### Switch to Green Energy Today!

The Green Neighbor Challenge makes it easy to switch to green energy with their free digital toolbox - discover your options and challenge your friends, family, colleagues, and neighbors to do the same by visiting [greenneighborchallenge.org](https://greenneighborchallenge.org).

### A Digital Toolbox for Your Home Energy Transition

Take energy action using the Green Neighbor Challenge's free web tools - find certified renewable energy programs, explore your solar options, and discover energy efficiency & electrification rebates to save energy and money. Try it out at [greenneighborchallenge.org](https://greenneighborchallenge.org).

For more Newsletter Resources visit our [Newsletter Toolkit](#)

## Additional Talking Points

- The [Green Neighbor Challenge FAQ](#) is a great source of answers to common concerns, and useful videos and resources are linked in every section.
- **Health:** The air pollution generated by burning fossil fuels leads to 100,000 avoidable premature deaths per year in the US ([Duke University, 2020](#)). If just 2% of households switched to green energy, we could save \$983 million annually in avoided public health costs ([EPA, 2019](#)). Every dollar spent on green energy generates \$2.41 in public health benefits, nationally ([EPA, 2019](#)).
- **Affordability:** Over the last 12 years, the cost of wind and solar energy have fallen by 72% and 90%, respectively ([Lazard, 2021](#)). 209 of the 210 remaining coal plants in the US could be cost-effectively retired early and replaced with wind or solar ([Energy Innovation, 2023](#)).

The typical home can switch to green energy for under \$10/month, ([NREL, 2017](#)) and some green energy programs are now saving subscribers money.

- **Inclusion:** While rooftop solar and electric vehicles remain out of reach for most households, utility “green pricing programs” are accessible to renters and require no upfront investment. 73% of homes have access to a program that can help them reduce or eliminate the largest source of household emissions in just minutes ([PBS, 2019](#)).
- **Energy Justice:** 22% of homes had to forgo either food or medicine to pay an energy bill in 2015 ([EIA, 2015](#)). The air pollution burden from combusted fuels was \$1271 per person in 2018 ([Lancet, 2018](#)), or 36% of the total retail price of energy. Black and Hispanic Americans bear 56% and 63% more air pollution, respectively, than they cause by their consumption. ([PNAS, 2019](#))
- **Climate:** If just 2% of US homes switched to green energy, it would prevent as much carbon from being released as a forest the size of Maine could sequester, annually. This energy demand would represent a 45% boost relative to new wind and solar construction in 2019. ([Green Neighbor, 2021](#))
- **“Am I actually going green?”** It’s impossible to tell the difference between renewable-generated energy and fossil-generated energy once the power is on the grid, so grid operators use “Renewable Energy Certificates/Credits” (RECs) to track certified green energy. Learn more about how here: [RECs: Making Green Power Possible](#)

### For more ways to take action:

- [Action Toolkit](#)
- [Newsletter Toolkit](#)
- [Navigating Your Home Energy Transition Video Playlist](#)
- [Green Neighbor Newsletter Sign-Up](#)



*Green Neighbor Challenge is a fiscally sponsored nonprofit project of the People’s Science Network 501c3. We greatly appreciate [small recurring donations](#) that support our small but mighty team.*