SOCIAL MEDIA COPY

These suggested posts for social media are meant to be a starting-off point, accompanying the gifs and graphics we have created. The messages are sized to be used across platforms (all under 280 characters). Follow us on social media for all the latest updates:

[**Twitter**](https://twitter.com/EfficiencyCAN), [**Facebook**](https://www.facebook.com/EfficiencyCanada/), [**LinkedIn**](https://www.linkedin.com/company/efficiency-canada), **[Instagram](https://www.instagram.com/efficiencycanada/)**

Feel free to get creative and share your own messages, graphics, articles, and more under that hashtag #EEDay2019. This is our sector’s day to celebrate, so make a splash!

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| Examples | |
| (っ◔◡◔)っ A riddle for you on #EEDay2019:  What can save you money, make your home more comfortable, and already employs 1/50 Canadians❓  Answer:  ʎɔuǝᴉɔᴉɟɟǝ ʎƃɹǝuǝ |  |
| Reasons to celebrate #EEDay2019:  🍻 Your ENERGY STAR® fridge keeps your beer cold, for less. |  |
| Reasons to celebrate #EEDay2019:  🍻Your @ENERGYSTAR\_CAN fridge keeps your beer cold, for less. |
| On #EEDay2019 we're celebrating the 436,000 Canadians 𝘢𝘭𝘳𝘦𝘢𝘥𝘺 working in the #energyefficiency sector, by joining the #OurHumanEnergy movement!  🍁 Learn more: www.ourhumanenergy.org |  |
| Q: How many Canadians does it take to screw in our LEDs?  A: 436,000  Do you have an #energyefficiency joke that is actually funny? We’d love to hear it (and pretend we wrote it). |  |

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| Our favourite tip? Joining the #OurHumanEnergy movement to advocate for sound #energyefficiency policy at all levels of government.  🍁 Learn more: www.ourhumanenergy.org |  |
| Tag a friend who likes saving money 💵  #EEDay2019 |  |
| Tag (or hug) a friend who works in #energyefficiency 👷👷  #EEDay2019 |
| Tag a friend who always has the latest #energyefficient gadgets 🤓  #EEDay2019 |
| We’re celebrating #EEDay2019 by sharing the stories of the 1 in 50 Canadians working in #energyefficiency  Read a few here: www.ourhumanenergy.org |  |
| You can find Canada's #energyefficiency workers:  👨‍🏭installing efficient HVAC systems  🏠fitting triple-pane windows  🏆building #LEED-certified buildings  💵designing incentive programs  🌡️inventing the latest smart thermostat  🍁wherever you're saving money & energy  #EEDay2019 |  |

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| We’ve taken the pledge to help Canadians do more, with less, because saving energy just makes dollars and sense.  Join us on October 2nd in celebrating #EEDay2019 across Canada 🇨🇦 |  |