**Commercial Energy Efficiency Social Media Templates**

Customized text may be added, but it is recommended to not edit language in red

Include these hashtags in all social media postings:

#NJCleanEnergyProgram #SJEnergyEfficiency

**Assessment Graphic**

New Jersey’s Clean Energy Program™ Direct Install program pays up to 80% of the cost of energy-saving upgrade measures for small to mid-sized businesses. The process starts with a free, no-obligation energy assessment of your building.   
  
To set up a free assessment with the NJCEP-designated Direct Install contractor contact [Name of Contractor at Phone number, Email] OR visit [Municipality]’s [www.xyz.gov](http://www.xyz.gov) to learn more. NJCleanEnergyProgram #SJEnergyEfficiency

**Incentives Graphic**

New Jersey’s Clean Energy Program Direct Install pays up to 80% of the cost of energy-saving upgrade measures including: lighting; heating, cooling & ventilation (HVAC); refrigeration; motors; natural gas systems; and variable frequency drives. Energy-saving upgrade measures made through the Direct Install program usually pay for themselves within 1 to 3 years and businesses will see significant energy and cost savings for many years come.   
  
To set up a free assessment with the NJCEP-designated Direct Install contractor, contact [Name of Contractor at Phone number, Email] OR visit [Municipality]’s [www.xyz.gov](http://www.xyz.gov) to learn more. #NJCleanEnergyProgram #SJEnergyEfficiency

**Information Session Post** *If you are hosting an information session, consider posting on the municipal or green team social media or creating an event page with the following text:*

New Jersey’s Clean Energy Program™ (NJCEP) Direct Install program pays up to 80% of the cost of energy-saving upgrade measures for small to mid-sized businesses.   
  
[Municipality/Green Team] is hosting an information session at Location on Date, time. Representatives from NJCEP and the NJCEP-designated Direct Install contractor (indicate who will be there) will provide information about incentives available to [Municipality]’s businesses.

Learn more about saving energy at home and the incentives available to residents.

For more information about available incentives, visit: [URL for municipal energy efficiency webpage] or <https://www.njcleanenergy.com/ci>  
#NJCleanEnergyProgram #SJEnergyEfficiency

**Image Gallery**

A selection of images is included; click [*here*](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Commercial_Energy_Efficiency/Commercial_Energy_Efficiency_Image_Gallery.zip)to download a zip file. Local images are better if you have them. If you are unable to open a zip file, contact info@sustainablejersey.com for assistance.