**SOLAR POWER ON SOCIAL MEDIA**

Your solar story is an opportunity to share the excitement and benefits of solar to your community. Leverage the power of social media to share your news. Ask your community to share this exciting news and invite social media posts by:

* Local Government communicators – for sharing on local government social media accounts
* Local government committee for sustainability
* Staff at the local government
* Board and Council members
* Constituents
* Elected officials for your city, county, representatives to the state legislature, and others
* Community organizations, such as local chambers of commerce, nonprofits

The Minnesota Department of Commerce and our partners can help share your story:

* Please **tag @MNCommerce** in your posts.
* Please use this hashtag to help us amplify your story: **#SolarOnPublicBuildings**
* Use and share the Commerce Department Division of Energy Resources logo above.

**SOCIAL MEDIA CONTENT SAMPLES:**

**Post 1:**

It’s a sunny day for @XX. We are adding #solar power thanks to #SolarOnPublicBuildings program @MNCommerce. Solar benefits = our community reduces our energy costs + carbon emissions. Learn more <https://tinyurl.com/SolarOnPublicBuildingsMN>.

**Post 2:**

Hello to everyone @[tag local city/county/community orgs]. Share our news: @XX is adding #solar power thanks to #SolarOnPublicBuildings program @MNCommerce. Our local economy benefits from clean energy jobs + we expand our energy infrastructure. <https://tinyurl.com/SolarOnPublicBuildingsMN>

**Post 3:**

SOLAR POWER is coming to @XX thanks to #SolarOnPublicBuildings program @MNCommerce. Solar benefits all MNs + future generations with energy that is renewable + reduces carbon emissions + is MN homegrown. <https://tinyurl.com/SolarOnPublicBuildingsMN>

**Post 4:**

Exciting news: @XX is adding SOLAR POWER thanks to #SolarOnPublicBuildings program @MNCommerce. Solar energy provides many benefits to our community. Join us in celebrating @ \_\_\_ [tag local community leaders and organizations] <https://tinyurl.com/SolarOnPublicBuildingsMN>

**IMAGE - right click on the images below and then click “save as picture.”**

