



Social Media Communication Strategies Workshop

Citizen-led renovation 2024



Agenda

11:00 – 11:10 Welcome & Speakers Introduction

11:10 – 11:30 Activity-Communication Hurdle

11:30 – 12:00 Communication Good Practices Case

12:00 – 12:10 Breakroom-Role assignment

12:10 – 13:00 Themed Group Work

13:00 – 13:30 Share & Discuss

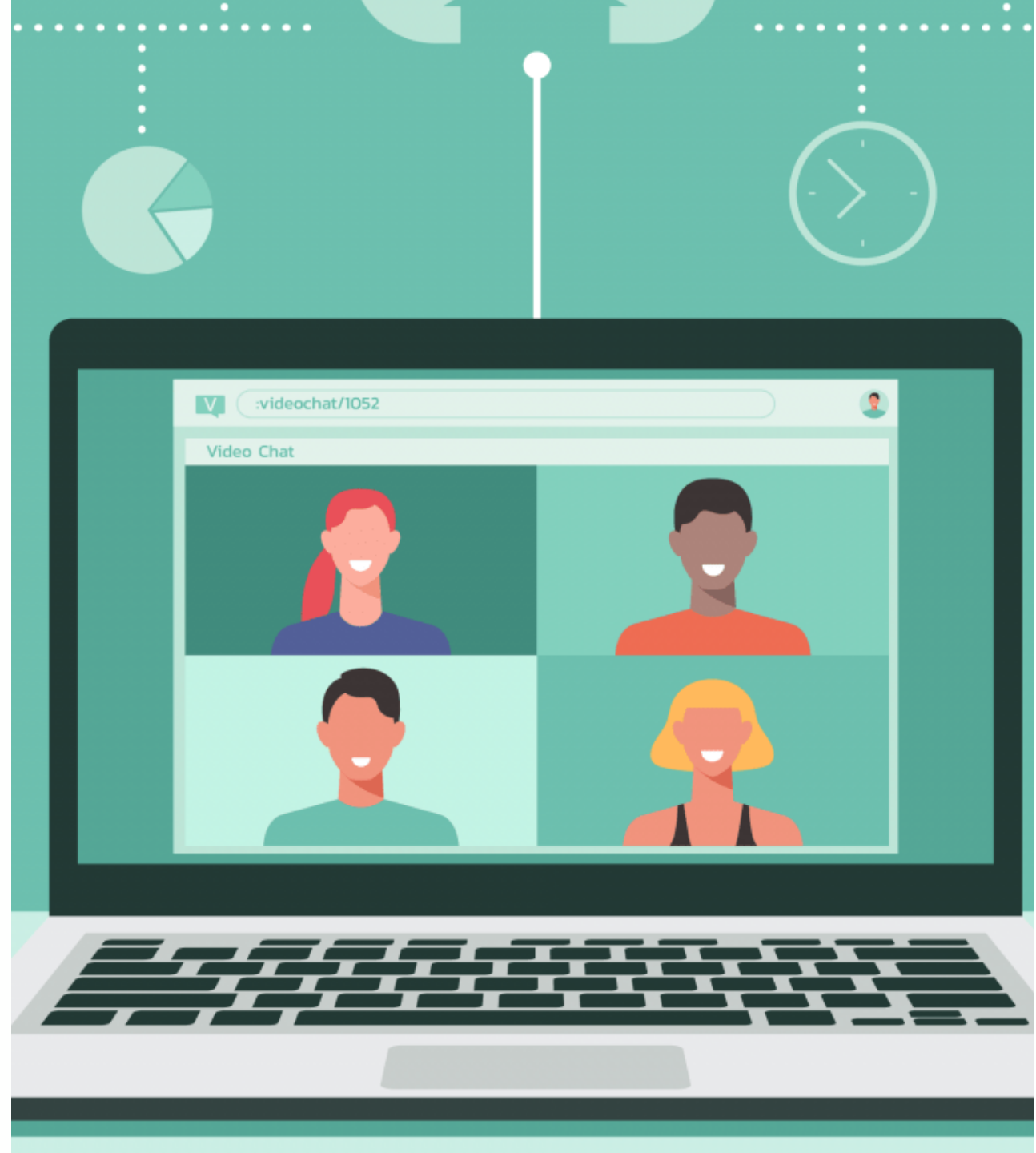
13:30 – 14:00 Wrap-Up & Closing



Objectives

Throughout the workshop, we'll have the opportunity to:

- **Analyse** real-world examples from successful social media campaigns.
- **Share** experiences and challenges with other participants.
- **Brainstorm** creative solutions and tailor communication strategies.
- **Propose** a toolkit of actionable tactics that can be implemented.

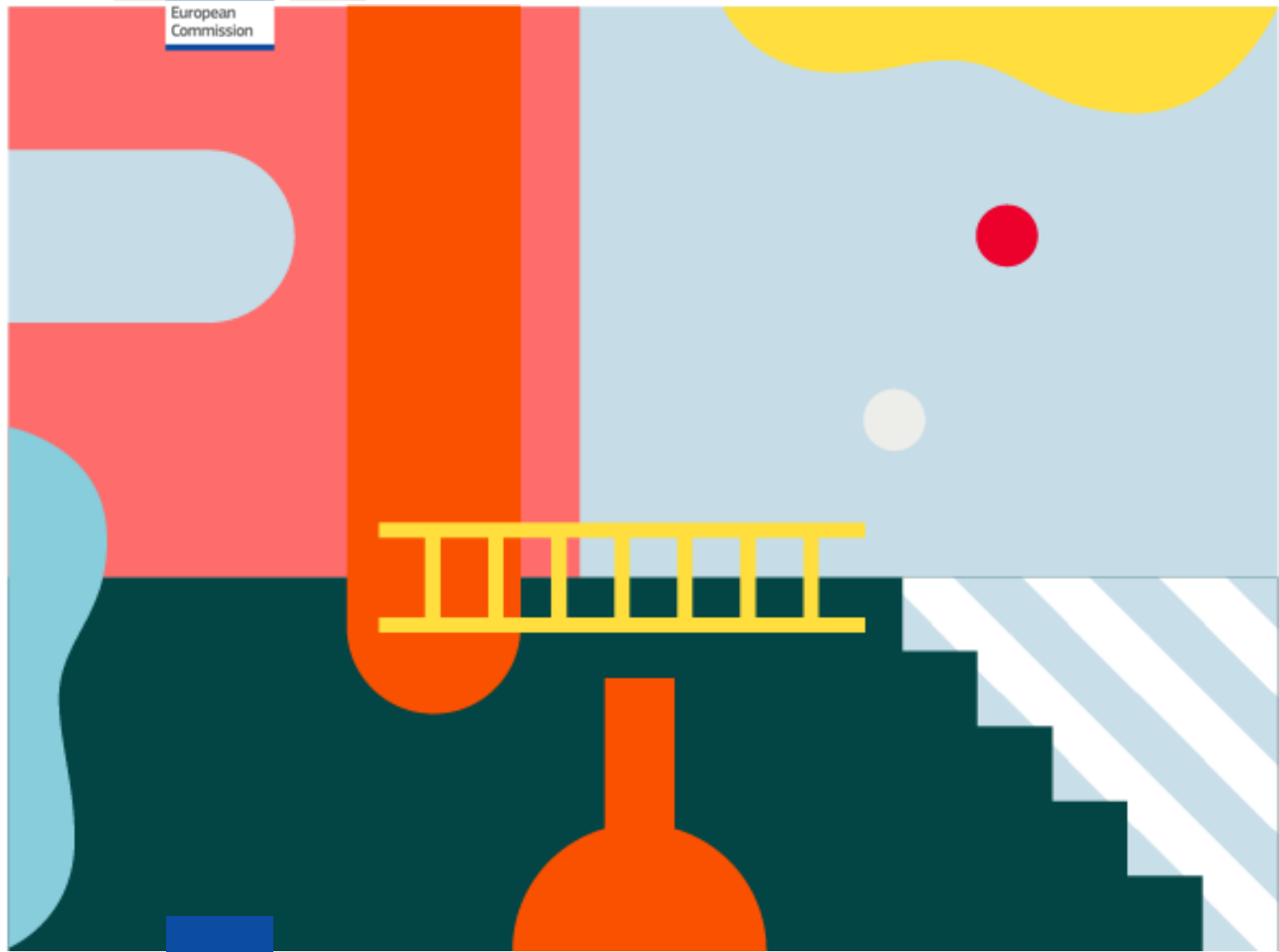


Myth-Busting Examples



Superhomes (UK)

They tackled the myth that renovations are only for the wealthy. A series of Facebook posts featuring real homeowners from diverse backgrounds who have successfully renovated their homes with the help of the SuperHomes network. They showcased various types of renovations and highlighted the available financial incentives, debunking the perception that renovations are inaccessible. They also create a sense of trust by showcasing real life examples of renovations.



Facebook Post #1



MEET THE PIONEERS: Sarah Harrison reduced her Victorian semi-detached home's carbon emissions by 85%! FIND OUT HOW: <https://superhomes.org.uk/homes/sarah-harrison/>



Facebook Post #1



SuperHomes

17 February 2023 · 🌐



MEET THE PIONEERS: Mark and Liya Brown reduced the emissions from their 1980's 5-bedroom detached home by 90%!

FIND OUT HOW: <https://superhomes.org.uk/homes/mark-brown/>



Facebook Post #3



SuperHomes

21h · 🌐



Under our 30-month 'Pilot Hampshire Whole Home Retrofit Service' Project, the SuperHomes team and Trinity Rose Surveyors examined 15 properties before and after energy-efficient upgrades to study the impact of retrofits on market value.

Our research confirms a positive link between energy efficiency and higher market value 📈💡

👉 READ THE REPORT:



NEF.ORG.UK

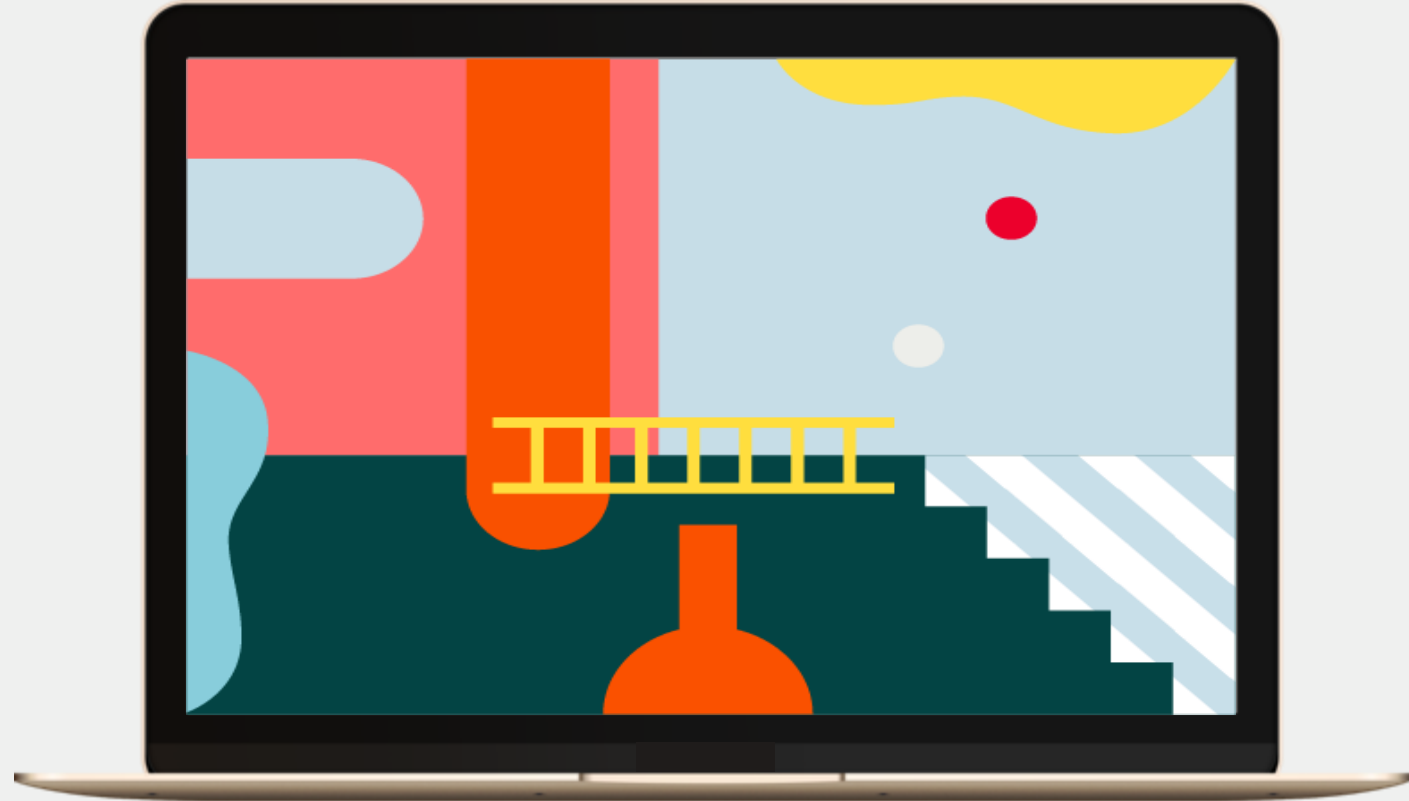
Introducing: The Impact of Retrofit on Residential Property Market Values

The National Energy Foundation has recently commissioned new research into whether there i...

Superhomes (UK)

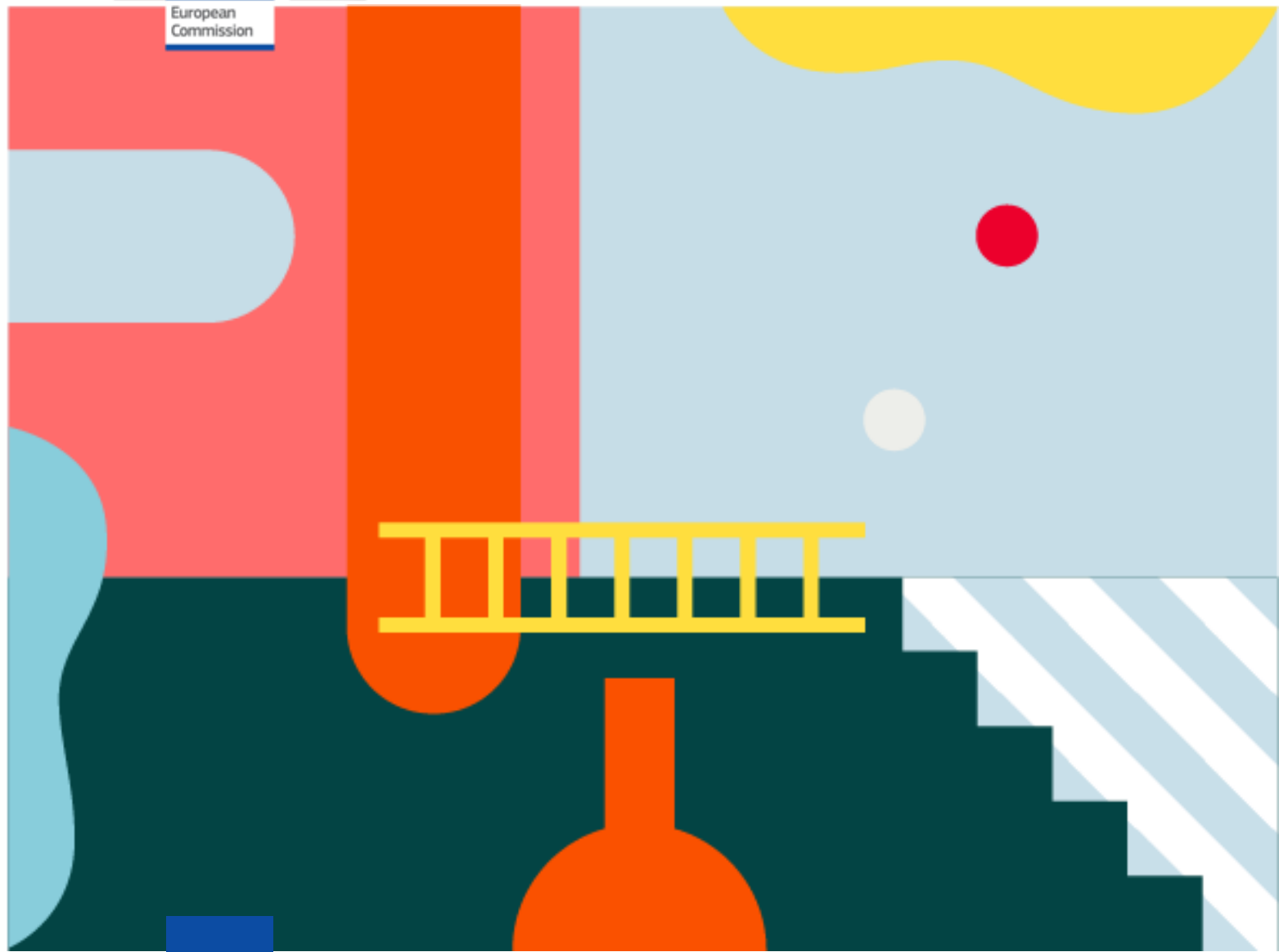


- **Strategy:** Humanises the concept of renovation. By showing REAL homeowners (diverse in age, income, etc.), they counter the stereotype that it's only for the wealthy.
- **Tactics:** Series format keeps it engaging, mix of photos and text provides easy-to-digest info, call to action leads people to the SuperHomes network for further support.
- **Discussion Questions:**
 - How could you find similar local stories to highlight?
 - What are the visual elements that make these posts stand out? (e.g., consistent branding, bright colors)
 - Beyond finances, what other fears or misconceptions does your audience have? (Disruption, complexity, etc.) How could you address them?



Energent (Belgium)

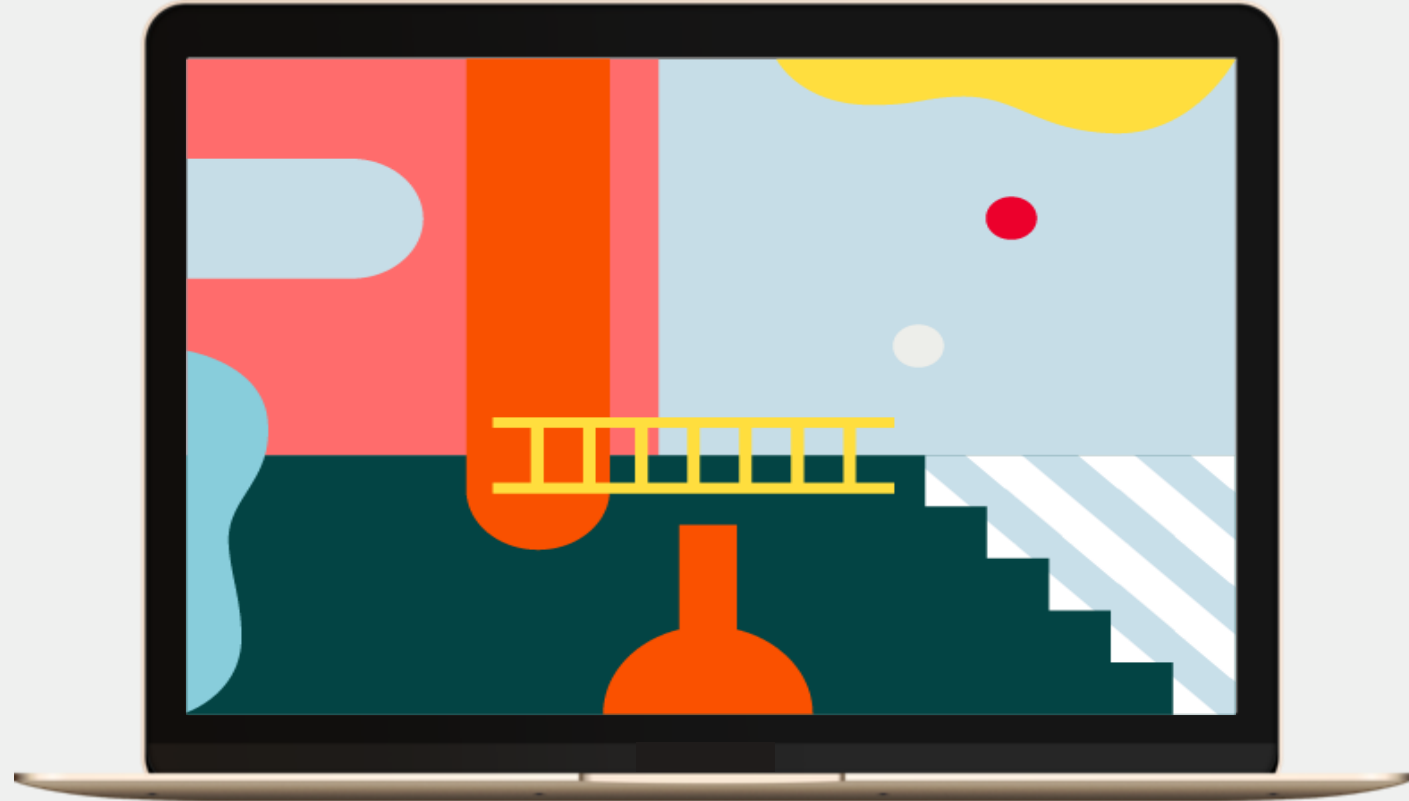
On their website and social media channels, Energent features a "Frequently Asked Questions" section that directly addresses common misconceptions about energy cooperatives and renovation processes. This proactive approach builds trust by providing transparent and readily available information.



Energent (Belgium)



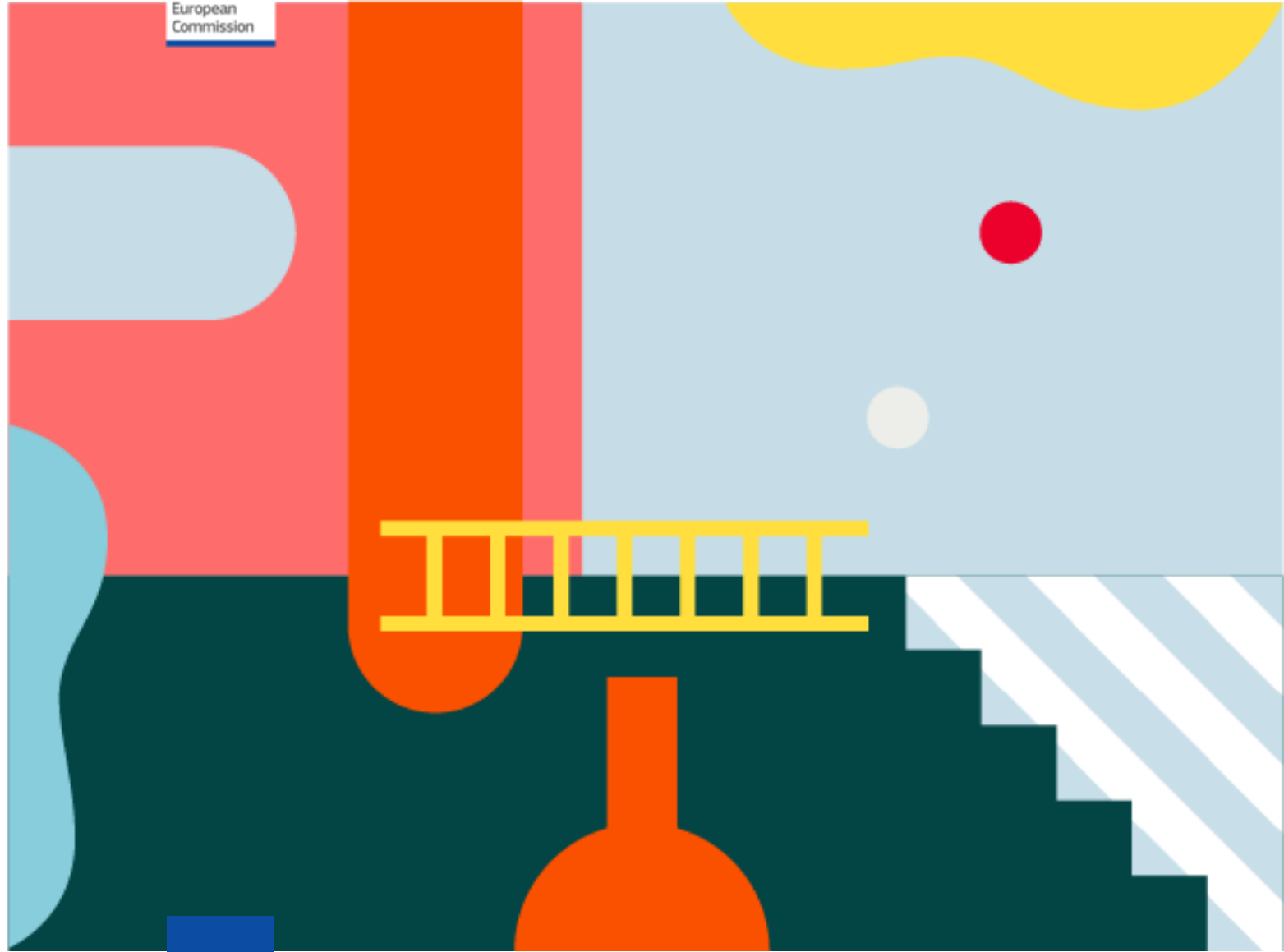
- **Strategy:** Proactive transparency builds credibility and trust.
- **Tactics:** FAQ format is clear and accessible, addressing common questions head-on rather than waiting for them to be asked.
- **Discussion Questions:**
 - Could a similar FAQ page or social media series work to all of your project?
 - What are the most frequently asked questions YOU get from your audience? How could you answer them in a social-friendly format?





Enercoop (France)

Enercoop, a French renewable energy cooperative, frequently shares photos and videos showcasing their personnel as well as weekly facts about renovation.



Instagram post #1



Instagram post #2



Facebook post



Enercoop

April 14 · 🌐



Fin mars, Enercoop retrouvait ses partenaires européens de la communauté de pratiques du projet #SCCALE203050 à Bruxelles.

Mais qu'est-ce que c'est le projet SCCALE ?

Retrouvez toutes les infos ici 👉

<https://ener.coop/sccale2023>

Au programme de cette journée : point d'actu sur l'avancée du projet, présentation des communautés pilotes, du projet **LifeLoop**, de la communauté d'énergie bruxelloise **Brupower**, et ateliers de co-développement autour de défis tels que l'inclusion des... **See more**

👍👏 12

1 🗨️

👍 Like

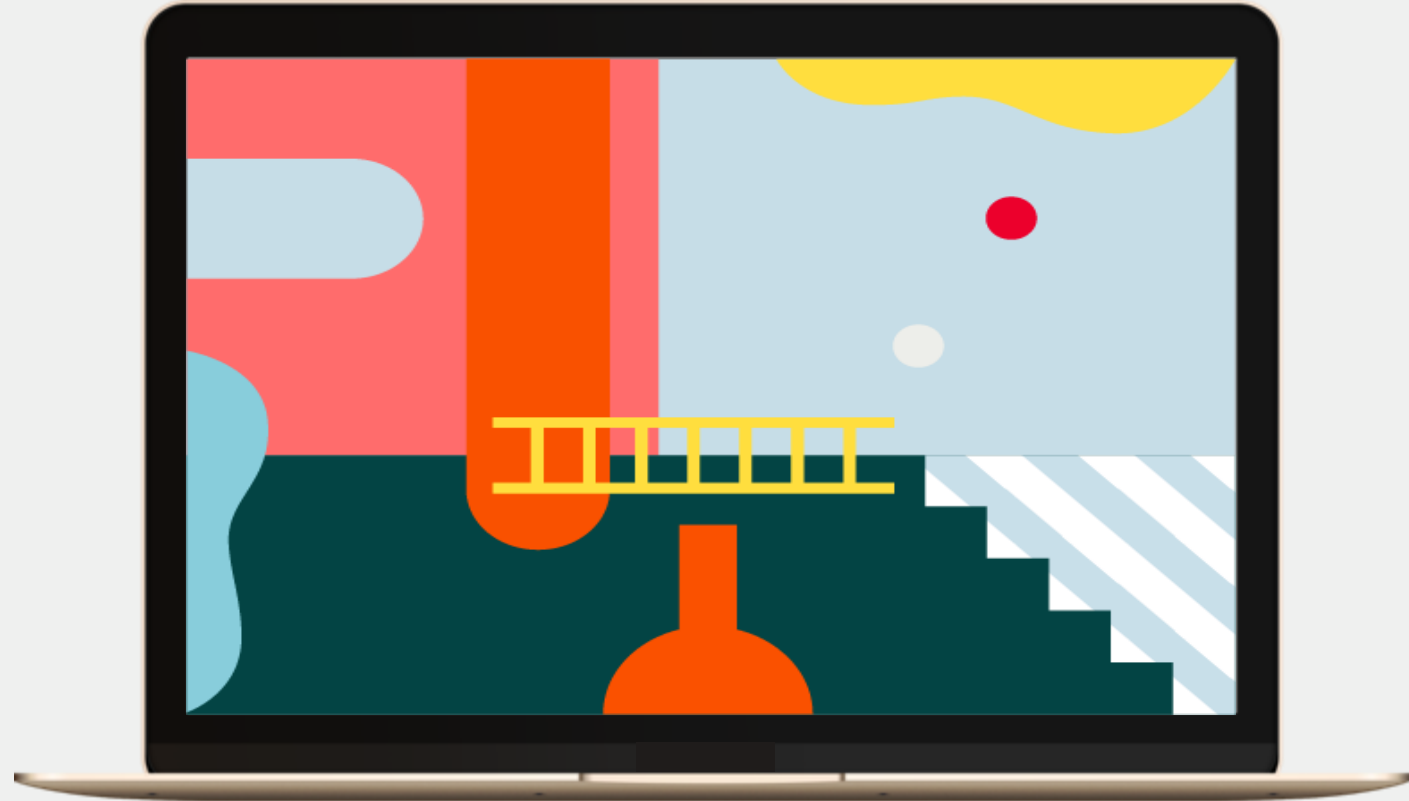
💬 Comment

Enercoop (France)



Visual Storytelling:

- Enercoop (France):
 - **Strategy:** Show, don't just tell. Visuals are key for demonstrating the positive impact of renovation.
 - **Tactics:** Combination of photos/videos provides variety, testimonials add the emotional element missing from pure 'before/after' shots.
 - **Discussion Questions:**
 - What types of visuals would resonate most with YOUR target audience? (e.g., focus on comfort if you're targeting the elderly)
 - How can you get comfortable asking for testimonials? (Offer incentives, make it easy for them to participate)





Community Energy England

- **Community Energy England:**
 - **Strategy:** Building a broader sense of community and accomplishment through stories.
 - **Tactics:** Quotes from community leaders add credibility, success stories show what's achievable at the local level.
 - **Discussion Questions:**
 - Could you partner with local leaders or organisations to amplify your stories?
 - How can you highlight not just the finished projects, but the process of collaboration that makes them happen?
- **Community Energy England:** They use their Twitter feed to share success stories and case studies from community energy projects across the UK. These often include quotes from residents and community leaders, highlighting the positive impact of citizen-led initiatives.

YouTube video #1



Grimsby Community Energy - highly commended Small Community Energy...

YouTube video #2



Derbyshire Dales Community Energy wins
Small Community Energy Organisation of t...

YouTube video #3

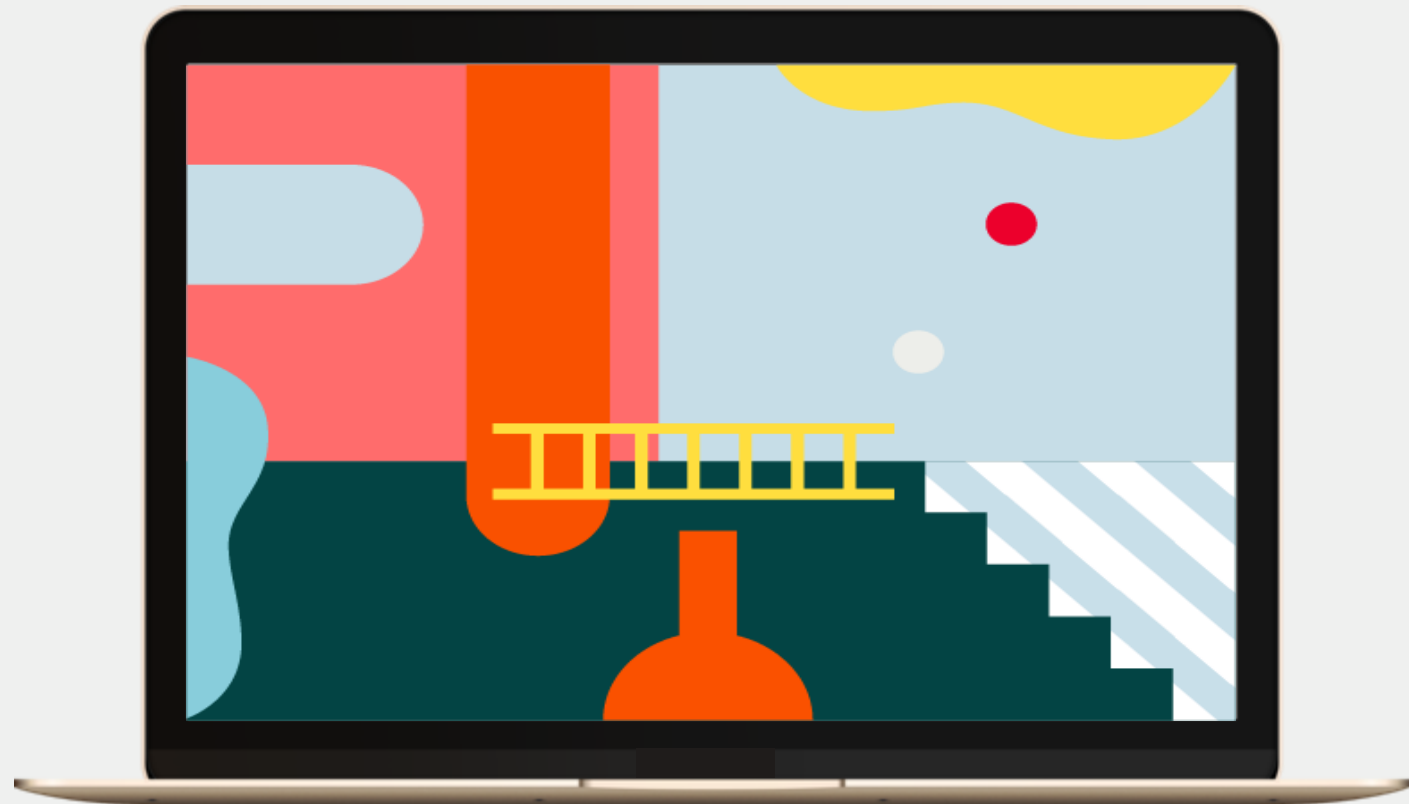


Onshore Wind: From Idea to Reality

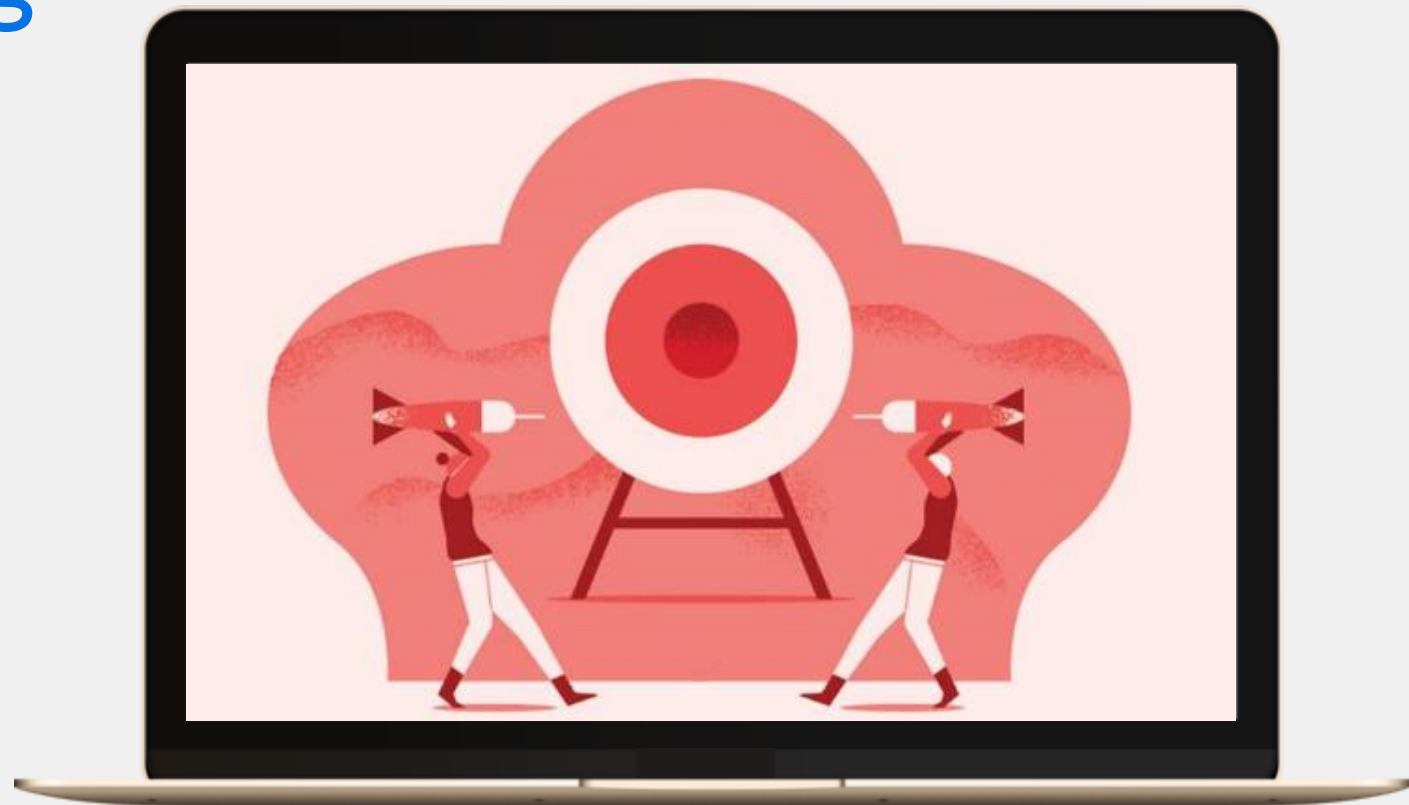
Community Energy England



- **Strategy:** Building a broader sense of community and accomplishment through stories.
- **Tactics:** Quotes from community leaders add credibility, success stories show what's achievable at the local level.
- **Discussion Questions:**
 - Could you partner with local leaders or organisations to amplify your stories?
 - How can you highlight not just the finished projects, but the process of collaboration that makes them happen?
- **Community Energy England:** They use their Twitter feed to share success stories and case studies from community energy projects across the UK. These often include quotes from residents and community leaders, highlighting the positive impact of citizen-led initiatives.



Smart Targeting Examples



Irish Sustainable Energy Authority (SEAI)

SEAI has implemented successful Facebook ad campaigns targeting specific demographics interested in energy efficiency and renovation. By tailoring their messaging and imagery to different audiences, they have been able to reach a wider range of homeowners and encourage them to take action.



Facebook/Instagram post #1



 **Mayo Dark Skies**
11 Σεπτεμβρίου 2023 · 🌐

We had so much fun chatting to Ceara from **Book of Leaves - Podcast** recently. She has developed a wonderful series of podcasts series on eco-friendly living in Ireland and last year won a Gold Award at the Irish Podcast Awards for 2022.

Our chat can be found here and Ceara has a great selection of other Episodes to choose from with interesting ideas and perspectives on how we can all "Turn a new leaf" for our environment and eventually create a Book of Leaves as Ceara has... [Δείτε περισσότερα](#)

— με το χρήστη **SEAI** και 8 ακόμη.

  7  3

 Μου αρέσει!  Σχολιάστε

Facebook/Instagram post #2

THE SOLUTIONS

- 🔹 Your water temperature should be set to around 65°C to ensure energy is not wasted in overheating the water.
- 🔹 Prioritise having a shower over a bath. A regular shower only uses 20% of the energy of a full bath.
- 🔹 Avoid power showers. They use 125 litres of water in less than 5 minutes. A regular shower only uses 35 litres.
- 🔹 Ensure that your the flow rate of your faucets and low flow shower heads work properly.

SEAI

Dun Laoghaire Rathdown Community Council

Home Energy Saving Kit
5 Αυγούστου 2021 · 🌐

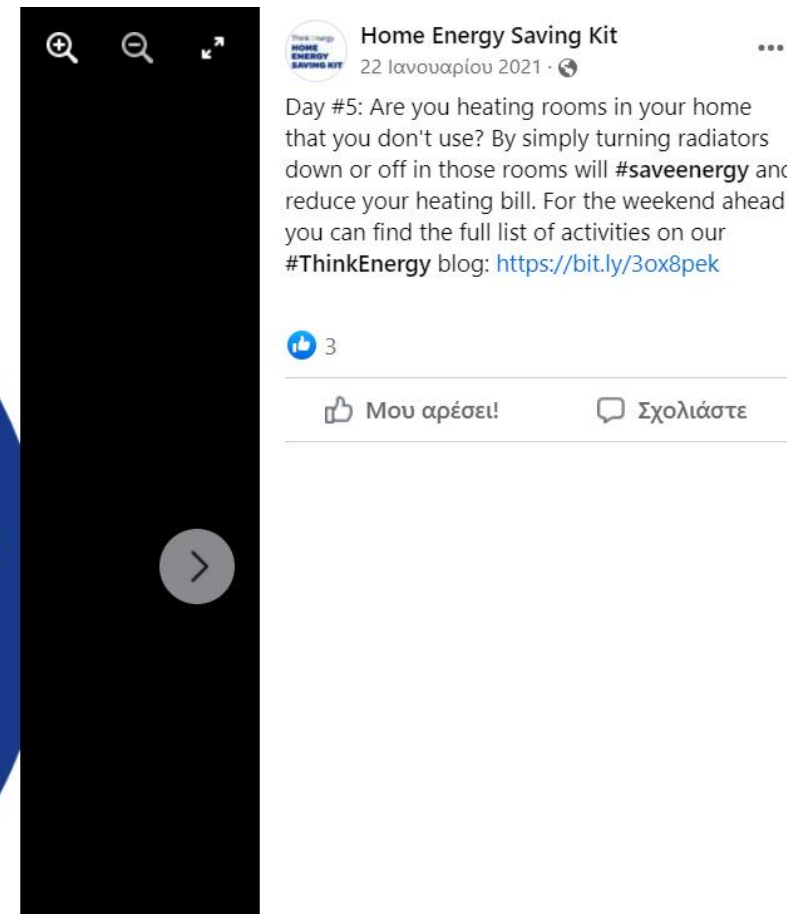
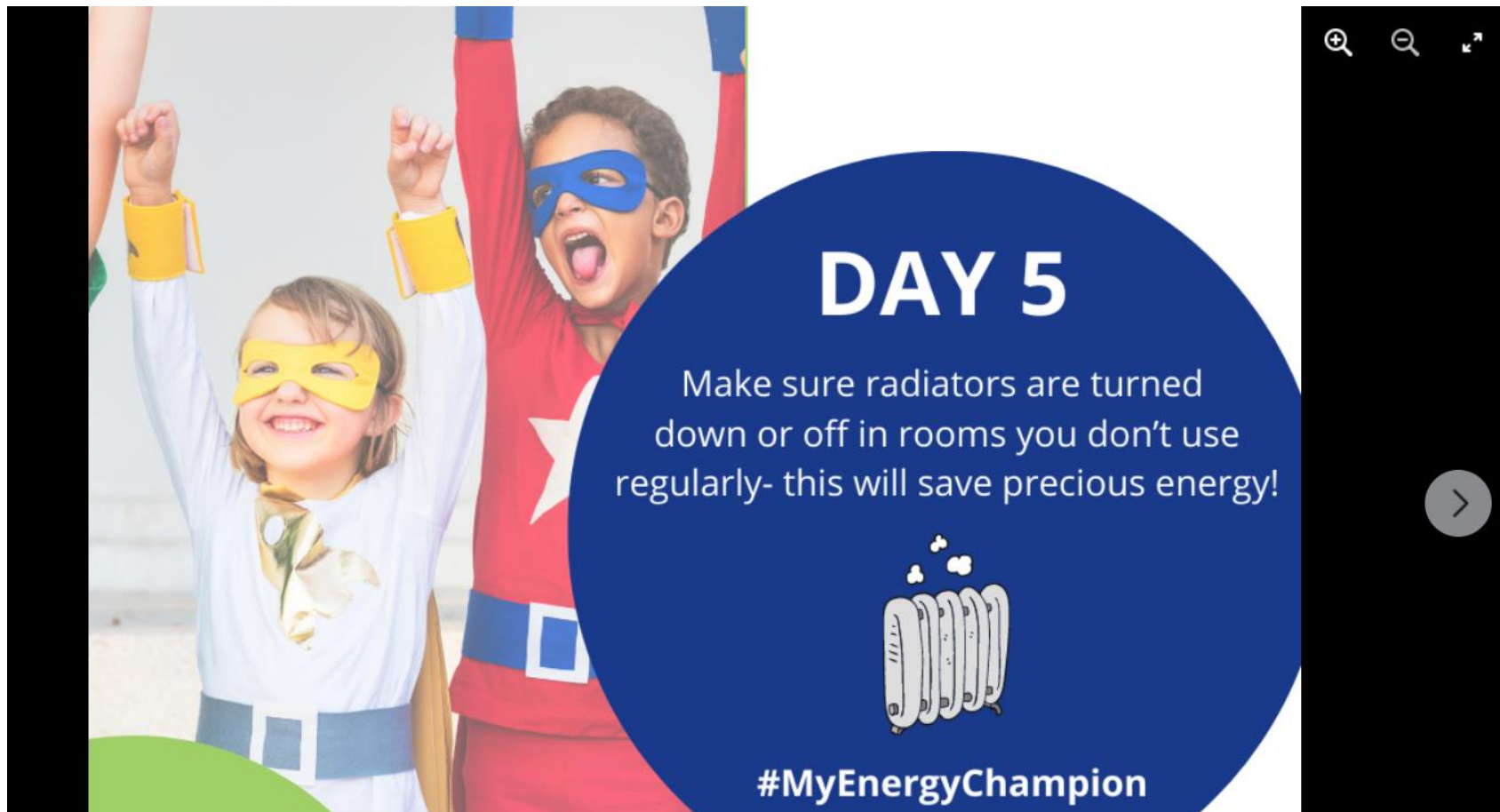
Did you know that heating water is the 2nd largest consumer of energy in the home (24%) after space heating (60%)?

We may not have the radiators on over the summer but we're still using water! 💧 Check out some of our #energysaving solutions 🙌 & for more tips visit our website: <https://bit.ly/2PmPYZU>

👍 2 1 ➦

👍 Μου αρέσει! 💬 Σχολιάστε

Facebook/Instagram post #3



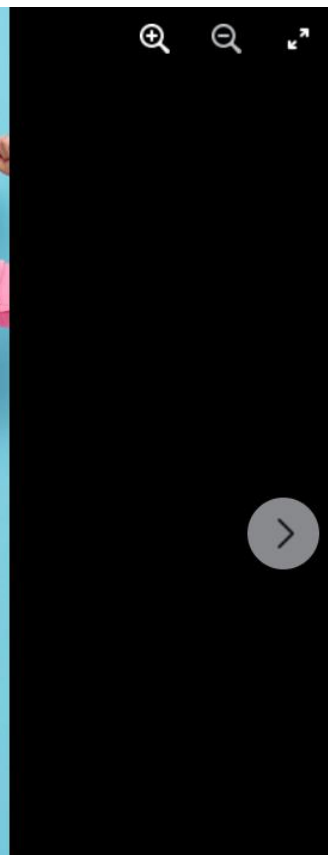
Facebook/Instagram post #4


BECOME AN ENERGY CHAMPION IN 7 DAYS

It's never too early to teach kids about energy saving

DAY 1

Ask an adult to help you count all the lightbulbs around your home & check if they are LED or Halogen bulbs. Remember not to touch hot bulbs!







 SMARTrenew_NPA
11 Ιανουαρίου 2021 · 🌐

It's never too early to teach kids about energy efficiency! #EnergyChampion by Codema - Dublin's Energy Agency & Home Energy Saving Kit, enables kids to become #energy aware with simple tasks around the home in 7 days.

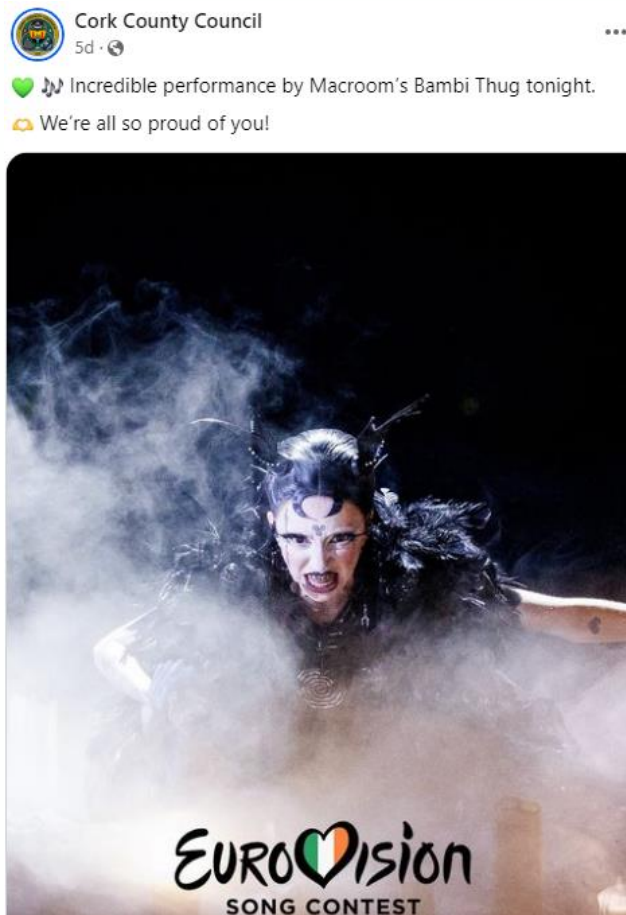
Day 1: Ask an adult to help you count the bulbs around your house. Are they LED or Halogen?

#climatechange #sustainability #sustainable #environment #renewableenergy #zerowaste #climate #gogreen #MyEnergyChampion
— με το χρήστη Interreg Europe και 5 ακόμη.

 2  1

 Μου αρέσει!  Σχολιάστε

Facebook/Instagram post #5

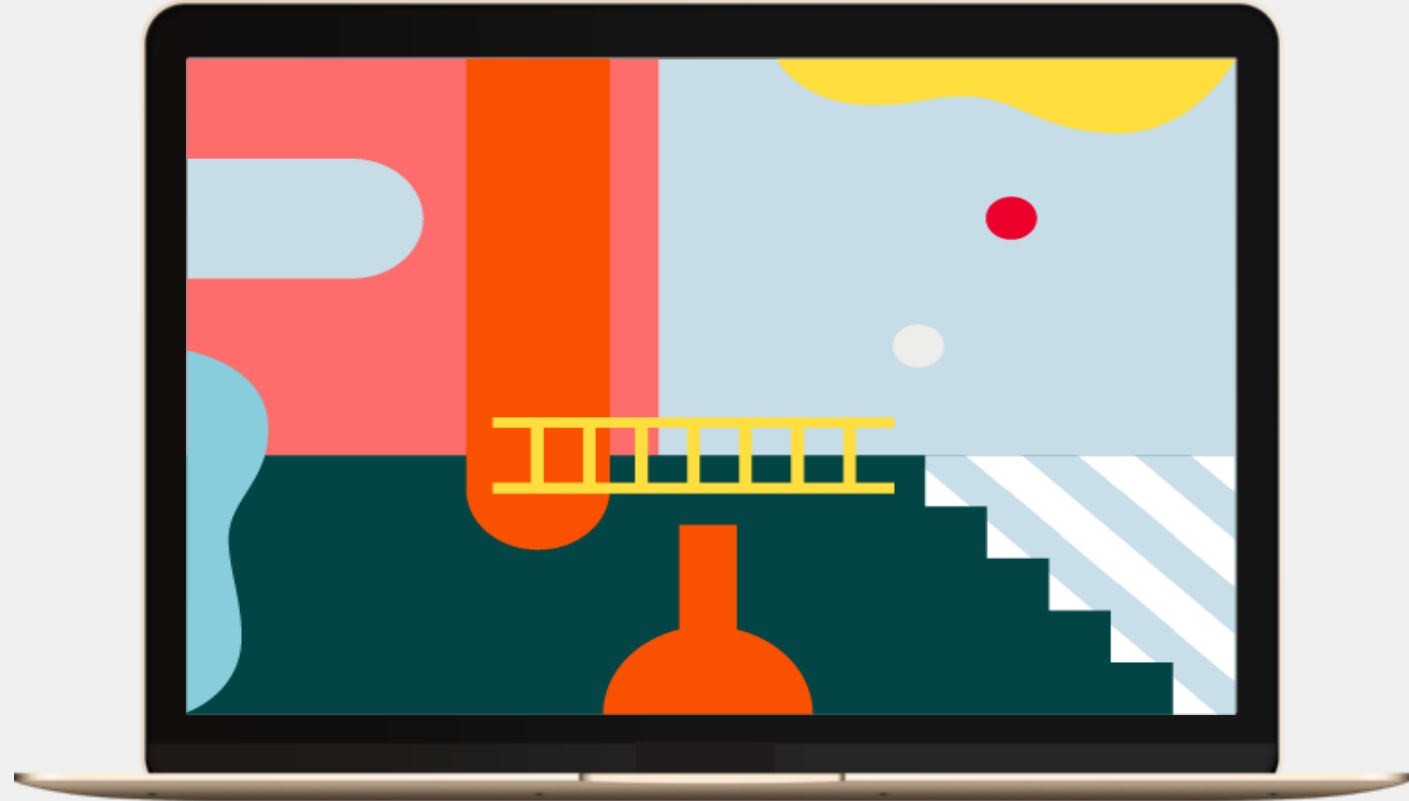


Irish Sustainable Energy Authority (SEAI)

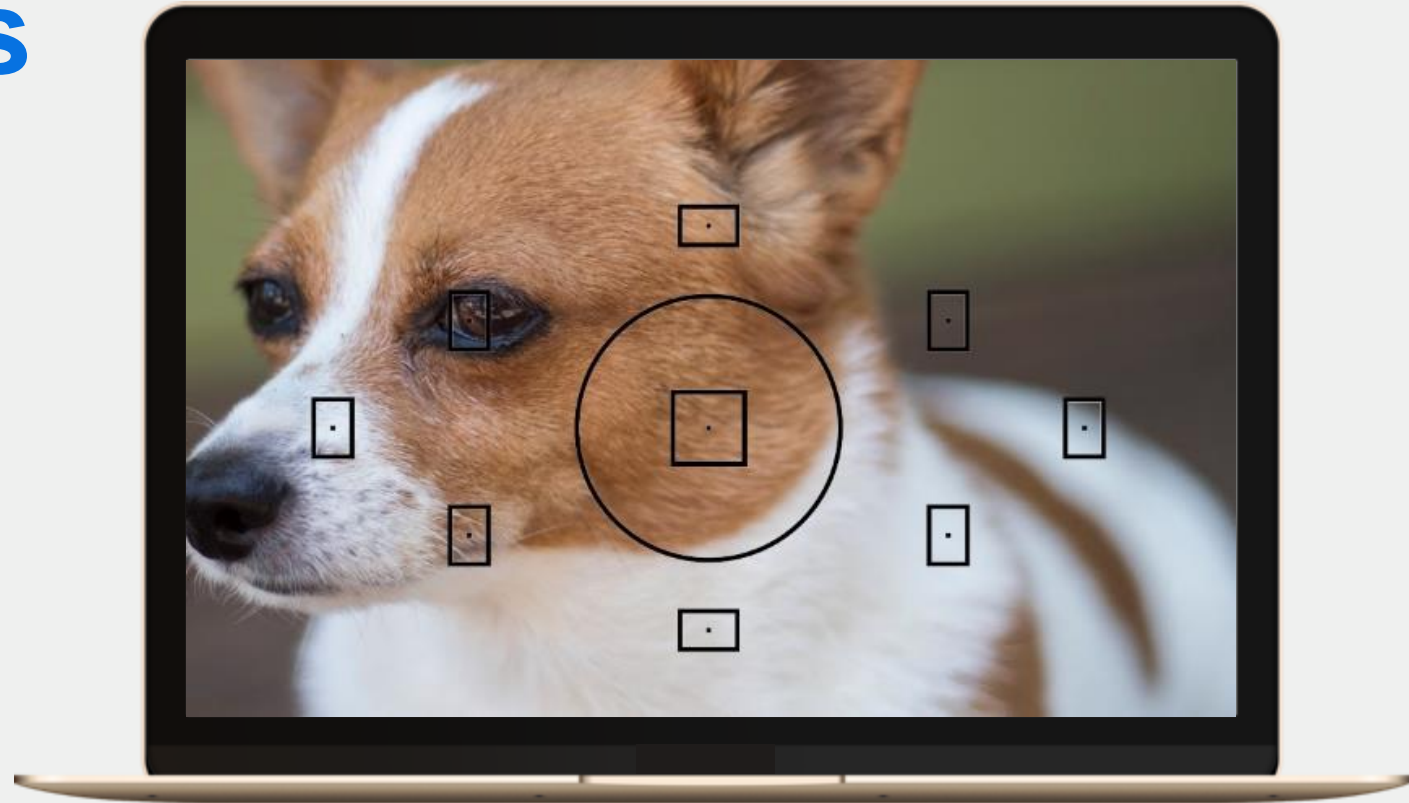


Smart Targeting:

- **Irish Sustainable Energy Authority (SEAI):**
 - **Strategy:** Reaching the right people at the right time.
 - **Tactics:** Targeted Facebook ads allow them to segment audiences based on interests, demographics, and behaviour. Sharing posts and events from other organisation fosters a share of community.
 - **Discussion Questions:**
 - Even without a budget for ads, how can you use the information on your audience to tailor your organic posts?
 - What demographics or interest groups are most relevant for your renovation goals?



Focus Points



Overcoming Skepticism: Addressing Concerns and Building Confidence

•**Key Message:** Renovations are an investment, not just an expense. They can improve comfort, health, and property value while reducing energy costs.

•**Social Media Tactics:**

- Share infographics or short videos that break down the costs and benefits of renovation in simple terms.
- Highlight success stories of homeowners who have renovated, emphasising the positive impact on their lives and finances.
- Use Q&A sessions or live videos to address common concerns and misconceptions directly.

•**Examples:**

- Energent (Belgium): FAQ section on website and social media
- Superhomes (UK): Facebook posts featuring real homeowners

Building Trust: Showcasing Authenticity and Community Impact

•**Key Message:** Citizen-led renovation is about empowering communities and creating a more sustainable future together.

•**Social Media Tactics:**

- Share photos and videos of completed projects, highlighting the positive impact on the community.
- Feature testimonials from residents and community leaders who have participated in renovation projects.
- Use social media to facilitate conversations and gather feedback from the community.

•**Examples:**

- Enercoop (France): Instagram posts featuring homeowner testimonials
- Community Energy England: Twitter feed sharing success stories

Inspiring Action: Motivating and Engaging Your Audience

•**Key Message:** Everyone can play a role in creating a more sustainable future through citizen-led renovation.

•**Social Media Tactics:**

- Share clear calls to action, encouraging people to get involved in local projects, attend workshops, or learn more about renovation options.
- Use social media contests or challenges to incentivize participation and generate excitement.
- Partner with influencers or local organisations to amplify your message and reach a wider audience. Share their content so yours can be shared as well.

•**Examples:**


- Irish Sustainable Energy Authority (SEAI): Targeted Facebook ad campaigns
- Renovate Europe Campaign: Engaging visuals and calls to action on multiple platforms

The background image shows a construction site for a building renovation. A worker is visible on a wooden scaffolding structure, working on the upper part of a wall. The floor is covered with debris and construction materials. The entire image is overlaid with a semi-transparent blue filter.

Thank you!

 +32 486 23 51 98

 info@citizenled-renovation.ec.europa.eu

 Philipssite 5 box 1, 3001 Leuven