

REPOWER ACTIONS: SOCIAL MEDIA GUIDE

Social media is the best way to communicate the success of your local Repower action to the wider public and your local MP. Here's what you can do to make sure everyone knows about the power and momentum for renewable energy that you are building in your local area:

1. TAKE A PHOTO of your action

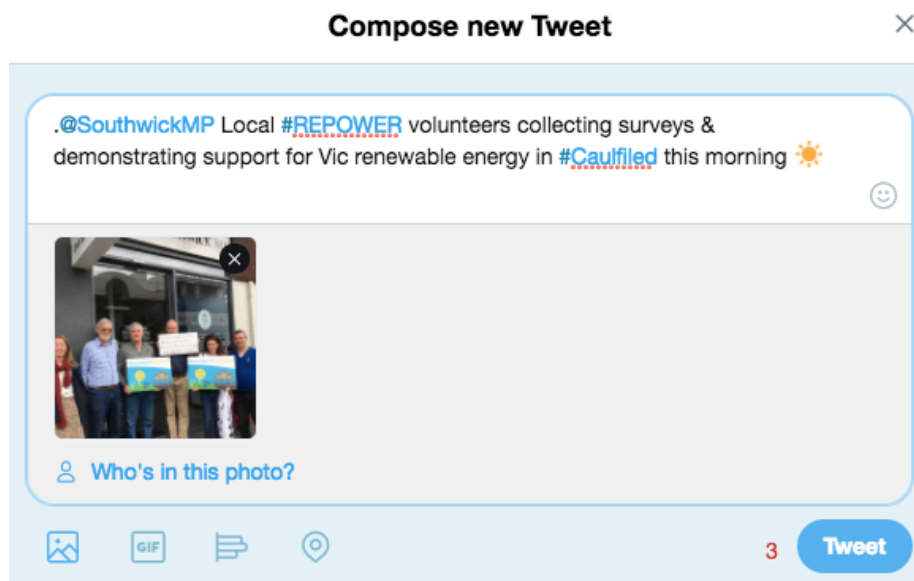
This will be most impactful if it includes:

- o People taking action for renewable energy (e.g. collecting surveys, wearing repower t-shirts, posing as a group, **smiling and having fun!**)
- o A #Repower logo, or something to identify the action as part of the national repower movement - bonus points if it includes the name of your group or suburb! (This could be on a poster, t-shirts, flyers, whatever you have!)

BONUS: There is a customised facebook frame for the repower campaign, here's a video showing you how to use it https://drive.google.com/file/d/0B-a_3gLOSizWTDhkc2k3ZEdoRnM/view?usp=sharing

2. TWEET YOUR PHOTO to your MP

- Let your local Victorian MP know about your #repower action by tweeting them a photo of it on Twitter
- Most MPs are on Twitter and you can usually find their @handle by searching the web for it
- Use the #REPOWER hashtag so more people will see it
- Put a full stop before the MP's twitter 'handle' to ensure the tweet can be seen by more than just them (e.g ".@DanielAndrewsMP")
- An example tweet might be:



3. SEND YOUR PHOTO to repower@environmentvictoria.org.au

Send us your photo (or 5!) so that we can collate them into an album of all the actions across Victoria and demonstrate the size and scale of the Repower movement!

4. KEEP TWEETING using the #REPOWER hashtag!

- Keep the momentum going by tweeting using the #Repower hashtag all day.
- Some example tweets might be:

Local #Repower actions happening across Victoria today. Massive community support for renewables! Bring on the VRET! @DanielAndrewsMP

84% of Victorians support the Victorian Renewable Energy Target. Why doesn't the Coalition? @MatthewGuyMP #REPOWER

Volunteers hitting the streets across Vic today calling for a clean energy transition. Are you with them? #Repower

We urgently need a clean energy transition. The Victorian community is ready to #Repower. Are you?
<https://environmentvictoria.org.au/campaign/repower/>

