**Big Energy Saving Month Campaign 2021**

**Social media and digital toolkit**

# Summary

The Big Energy Saving Month campaign is an annual opportunity to help consumers understand their energy use, cut their bills and get the financial support they are entitled to.

The campaign has three key strands:

* Educating consumers to check their energy costs and switch tariff or supplier if they are paying too much
* Spreading awareness of the advice and support available for consumers
* Ensuring that consumers can save money and energy by accessing discounts and implementing energy efficiency measures

**Energy consumer profiles**

We have developed a range of energy profiles as part of this campaign and will be focusing on consumers within each profile:

* **You are struggling with your energy bills**

This is aimed at people who are finding their bills too high to pay comfortably or are in debt with their fuel supplier.

* **You are switching off the heat to save money**

This is aimed at people who are anxious about their energy bills to the extent they keep the heating turned off, even though this means living in a cold home. Also aimed at people living in homes which are energy inefficient and which are potentially difficult to upgrade, and it is costing a lot to properly heat their homes or cannot get their homes warm enough.

* **You have electric-only heating**

Those who are struggling with the high cost of electric heating and who have storage heaters and/or complex metering systems, such as White Meter, Economy 7/10/2000, Total Heat Total Control and Comfort Plus. There are both real and perceived barriers to switching supplier and changing the household heating system is costly.

* **You have a pre-payment meter**

Those who feel ‘stuck’ or reluctant to move from a pre-payment meter despite the inconvenience of topping-up, due to concerns of cost or a feeling that they lack options.

* **You are digitally excluded**

Those who are served by suppliers who predominately or by default communicate/take payment via digital methods, which can be hard for people to engage with if they aren’t digitally confident or have unreliable access to the internet. Also aimed at people who may be anxious of online scams/putting their card details online.

**Campaign objectives**

* To engage with audiences about particular energy problems in their local area.
* Encourage the benefits of energy outputs (warm home discount, switching provider, take-up of energy efficiency programmes etc.)
* Increase awareness of bureau support outputs (accessing debt advice / money advice)

**Social media objectives**

* Increase brand awareness of The Citizens Advice Network in Scotland as an aid to help households with energy issues
* Increase social community following and accurately target audiences
* Strengthen engagement to increase client loyalty

**General guidance**

This toolkit will help you plan and create content for your social media channels that will then be used to meet both the campaign and social media objectives. It is designed to support you in promoting the key campaign messages and to direct the consumers to the public advice site.

* This year, we are using the tagline: **Let’s Save Your Energy**
* The national social media campaign will run on Facebook and Twitter. However, if there is another social media channel that you utilise, you can adapt the content as you see fit.
* Search for the hashtag **#BESM21** on Twitter or Facebook to join the conversation.
* We are sending people to **https://www.cas.org.uk/BESM2021**

**Hashtag guidance**

* Use **#BESM21**
* Use the hashtag to join the conversation and to ensure your content appears under the **#** on social channels.
* You can search the hashtag on both Twitter and Facebook to find content you would like to share and comment on.

**Top tips for responding to users on social media**

When posting on social media, you also have a responsibility to ensure users on your social channels are responded to and provided information as requested.

* **Make time:** Social media management can be time-consuming, but when you are campaigning, you should map out a segment of your day that you can use to engage with users and respond to comments. Think of a social media user in the same way a client in your CAB, they have needs in the same way.
* **Creating responses**: What is your bureau position and advice on this issue and what to do you want to articulate to users? Remember to be consistent and you can create draft responses before you post on social media, so you are prepared.
* **Draft response example:** Thank you for sharing your experience of trying to change energy supplier issue with us. Please contact your local bureau to speak to an adviser who will be able to help you with this. Alternatively, you can check out our online advice here:
* **Difficult users:** One of the biggest apprehensions to posting on social media is often the fear of negative or difficult users on your social channels. The topic of poor employment conditions could provoke an emotional response and oftentimes, social media is the one place that people can vent their frustrations. If you have a negative response from a user, follow these steps:
  + - 1. Respond as quickly as you can, this will help to diffuse a situation.
      2. Take time to read over the person’s comment; are they asking you a question or are they being purposefully negative? If they are asking a question, respond calmly and politely. You are there to provide further information, so you can direct the user to the public advice site.
      3. Encourage users to send you a private message, if you can, to take any negativity off your public social media channels. This will give you another avenue to discuss in a constructive manner.
      4. Remember key messages, your role when promoting the campaign on social media is to help people with their energy issues.
      5. If they are being threatening, swearing or insulting language, delete the comment and block the user – in no capacity should you accept offensive behaviour.

**Quick actions:**

**Add this to your email footer/signature:**

* Let’s save on your energy bills today. Visit https://www.cas.org.uk/BESM2021 to find out more.

**Website:**

* Don’t forget to promote this campaign on your website and link back to: https://www.cas.org.uk/BESM2021

**Conversation starter:**

* Ask people to identify issues they’ve had with their energy and share them on Facebook or Twitter using **#BESM21**

**Contact local organisations:**

* You can send on this social media toolkit and graphics to ask for their support on their own channels.

**Research from Energy Saving Trust**

These figures may be useful to include in your social media or general communications around the campaign. Recent research from the Energy Saving Trust, tells us;

Based on a typical three-bedroom semi-detached gas heated house, with an 85% efficient gas boiler and average gas tariff of 4.17p/kWh and electricity tariff of 16.36p/kWh; correct as of April 2020 and valid for one year.

* Turning your central heating thermostat down by 1 degree could save you £60 a year (based on turning down a room thermostat from 22 degrees to 21 degrees in the main living areas)
* If everyone in the UK switched from higher temperature washes down to 30 degrees, together we could save over £230 million on electricity bills a year.
* Electricity is almost 4 times more expensive than gas. The average electricity tariff is 16.4p/kWh, with gas at 4.2p/kWh. Electricity bills have also been rising faster than gas. Between 2017 and 2018, the average electricity bill across all payment types rose by £39 (7.1%), while the average gas bill across all payment types rose by £3 (1%). (Source: BEIS’ Domestic Energy Price Statistics, December 2019)

**Twitter and Facebook**Social media posts for use throughout the campaign. Launch day is Monday 11 January. **You can adapt which url link to use in the posts. Either the CAB’s, CAS’s or the online advice site.**

* Today is the start of Big Energy Saving Month 2021!

From helping if you’re struggling with energy bills, talking over your options for changing tariffs, talk to us today - [insert your URL] Or visit https://www.cas.org.uk/BESM2021

#BESM21

* You might be surprised how much money you can save by being more energy efficient.

To learn more about how to keep your home warm but your bills low, talk to your local CAB.

We can help you stay warm for less this winter.

[you can insert your URL or use below]   
https://www.cas.org.uk/BESM2021

#BESM21

* More of us are spending more time at home this winter which can mean a spike in energy costs. If you’re struggling with bills or not sure how to reduce your costs, contact us for help staying warm this winter. https://www.cas.org.uk/BESM2021 #BESM21
* Worried about winter heating costs? We’re encouraging anyone losing sleep over their energy bills to seek support from their local CAB during Big Energy Saving Month. https://www.cas.org.uk/BESM2021 #BESM21

**Struggling with energy bills?**

* Don’t lose sleep over your energy bills.

Take action and talk to an expert adviser at your local Citizens Advice Bureau if you’re struggling.

We can help you manage any debt and bring down your costs.

[you can insert your URL or use below]   
https://www.cas.org.uk/BESM2021  
#BESM21

* If you’re in debt to your energy supplier, there are rules in place to protect you.

At your local Citizens Advice Bureau, we offer free, confidential and impartial advice to help you manage your bills.   
[you can insert your URL or use below]

Talk to us today. For advice online visit or https://www.cas.org.uk/BESM2021

#BESM21

* If you feel your energy bills are spiralling out of control, don’t panic. Get in touch with your local bureau for help to lower your costs and get you back on track. https://www.cas.org.uk/BESM2021

#BESM21

**Switching off the heat to save money?**

* If your home is hard to heat, there are several options to help you make your home more efficient

Whether you’re a tenant or own your home, there is a range of financial support and practical help available. Talk to us today - [ you can insert your URL or use below]   
https://www.cas.org.uk/BESM2021

#BESM21

* Do you struggle to stay warm because your home is draughty or poorly insulated?

Or do you have to limit how often you turn on your heating to keep costs under control?

We can help you stay warm for less!

To learn more, talk to us today - [you insert your URL or use below]   
For advice online visit https://www.citizensadvice.org.uk/scotland/consumer/energy or https://www.cas.org.uk/BESM2021

#BESM21

* Turning off your heating to save on bills? Talk to us to help stay warm this winter. For advice online visit https://www.cas.org.uk/BESM2021

#BESM21

**Electric Only Heating**

* Electric heating is often expensive, but it can be difficult to know if there are other options. Trained advisers at your local CAB offer free and confidential advice  
  Visit https://www.cas.org.uk/BESM2021

#BESM21

* Feeling stuck with electric heating? You can get advice from your local Citizens Advice Bureau for practical ways to lower energy costs or find out if there are grants or benefits you’re missing out on. Talk to us today.  
  For advice online visit https://www.cas.org.uk/BESM2021 #BESM21
* Not sure what your options are for changing electric heating supplier? Talk to us for free, impartial advice and get back in charge with your energy bills. https://www.cas.org.uk/BESM2021

#BESM21

**Pre-payment meters**

* Pre-payment meters can feel like you’re controlling your spending, but they aren’t always energy efficient. Find out if you can heat your home for less and talk to us - [insert your URL or use below] https://www.cas.org.uk/BESM2021 #BESM21
* Feeling stuck with your pre-payment meter? Your local CAB can help with breaking through the jargon and finding out your energy options. Take to us for help staying warm this winter [insert your URL or use below] https://www.cas.org.uk/BESM2021 #BESM21
* Is topping up getting you down this winter? Talk to your local Citizens Advice Bureau to know your options about changing energy supplier or tariff for your pre-payment meter. https://www.cas.org.uk/BESM2021 #BESM21

**Digitally Excluded**

* Is someone you know missing out on online energy deals?

We are here to provide support for households in vulnerable situations, who can often find the energy market confusing.

Talk to us today - [insert your URL or use below]   
https://www.cas.org.uk/BESM2021

#BESM21

* Energy companies will often provide better deals for people who manage their bills online.

When you don’t have access to the internet, it’s easy to feel overlooked

Talk to us today - [insert your URL or use below]   
https://www.cas.org.uk/BESM2021

#BESM21

* If someone you know is not confident using the internet for to manage their energy bills, our advisers are here to help. They can check that you are getting the best deal and work out your next steps. [insert your URL or use below] https://www.cas.org.uk/BESM2021

#BESM21

* We realise you might not want to go online to find a better energy deal,

but your local Citizens Advice Bureau can help.

Talk to us today - [insert your URL or use below]   
https://www.cas.org.uk/BESM2021

#BESM21

**Note:** Throughout the campaign, we will be promoting national media around. You can check the CAS national Facebook and Twitter pages for updates throughout the campaign period.

# Imagery

* We have created social media graphics that you can use during the campaign which will be available from the [campaign resources page](https://www.cas.org.uk/BESM-campaign-resources) or sent by email from Barbara Adams, Senior Officer (Campaigns).

**Campaign contacts**

Barbara Adams, Senior Officer (Campaigns): Barbara.adams@cas.org.uk  
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