



Community Partner Social Media Content

This document includes ready-to-share social media captions for community-based organizations and partners helping to spread the word about the Energy Saver NC program. These captions are designed to be used alongside the provided graphics to make sharing quick and consistent.

The captions are written from the perspective of a supporting partner and can be used as-is or customized to reflect your local audience, events, or services. Each post includes a suggested theme, caption copy, call-to-action, and hashtags.

How to use this content:

Simply copy and paste (or adapt) the captions for your Facebook, Instagram, or LinkedIn. When possible, follow and tag @EnergySaverNC and use the suggested hashtags to help extend reach. We recommend sticking to 3-5 hashtags per post to keep captions clear and engaging. In addition, resharing our posts is another great way to promote the program!

A quick note on accessibility:

To make your posts more accessible, place hashtags in the first comment instead of the caption, avoid using emojis as bullet points, and include alt text when sharing images.

Follow us:

- Facebook: facebook.com/EnergySaverNC
- Instagram: instagram.com/EnergySaverNC
- LinkedIn: linkedin.com/company/EnergySaverNC

Theme: Start the Year Efficiently (January)

Caption (FB/IG/LinkedIn):

New year, new goals, new energy savings! 🙌

As proud partners of @EnergySaverNC, we're excited to help our neighbors take the first step toward a more efficient home. Through the program, you may qualify for:

- A free home energy assessment
- Rebates on HVAC upgrades, insulation, ENERGY STAR® appliances, and more

📱 Check your eligibility and start saving: energysavernc.org

#EnergySaverNC #NewYearSavings #HomeEfficiency #NCRebates #SmartStart

Theme: Valentine's Day (February)

Caption (FB/IG/LinkedIn):

Roses are red, violets are blue,
Lower your energy bill, it's easy to do! 💕💡

This Valentine's Day, we're spreading the love by sharing @EnergySaverNC — a program that helps income-qualified North Carolinians save money and improve home comfort with energy-efficient upgrades. 💕

- Free home energy assessments
- Rebates on insulation, appliances, and HVAC
- Less stress, more savings

See if you qualify: energysavernc.org

#LoveYourHome #ValentinesSavings #EnergySaverNC #SaveEnergySaveMoney
#HeartYourHome

Theme: Prepare for Spring (March–April)

Caption (FB/IG/LinkedIn):

🌸 Spring into energy savings! 🌸

Warmer weather is on the way — is your home ready?

We're partnering with @EnergySaverNC to help North Carolinians prep their homes with rebates on insulation, HVAC upgrades, and energy-efficient appliances. Now is the perfect time to refresh your home AND your budget.

👉 Learn more and check your eligibility at energysavernc.org or call 866-998-8555.

#SpringIntoSavings #EnergyEfficientHomes #NCRebates #EnergySaverNC #HomeRefresh

Theme: Earth Month (April)

Caption (FB/IG/LinkedIn):

Take action for your home, your wallet, and the planet. 🌍 🏠

This Earth Month, we're proud to partner with @EnergySaverNC to help our community live more sustainably — and more affordably.

Through the Energy Saver North Carolina program, income-qualified residents can access rebates for energy-efficient upgrades like insulation, heating & cooling, ENERGY STAR® appliances, and more. 💡 🌍

📄 Learn more at energysavernc.org

#EarthMonth #ClimateAction #EnergyEfficiency #SustainableLiving #EnergySaverNC

Theme: Hurricane Season Resilience (July-August)

Caption (FB/IG/LinkedIn):

🌀 Ready for Storm Season?

Don't let hurricanes catch you off guard—strengthen your home and save money with @EnergySaverNC. 🏠 🔧 ⚡

Through the Energy Saver North Carolina program, income-qualified residents can access rebates for energy-efficient upgrades like insulation, heating & cooling, ENERGY STAR® appliances, and more.

👉 Check your eligibility at energysavernc.org or call 866-998-8555.

#EnergySaverNC #ComfortAndSavings #SaveEnergySaveMoney #NCRebates
#EfficientLiving

Theme: Back-to-School Savings (August–September)

Caption (FB/IG/LinkedIn):

Lower energy bills ✔️ Now that's A+ homework! 📖

We're helping families go back to school with savings through @EnergySaverNC. If you're income-eligible, you may qualify for rebates on insulation, heat pumps, ENERGY STAR® appliances, and more to make your home more efficient and comfortable.

📄 Apply online, by phone, or by mail: energysavernc.org

#BackToSchoolSavings #EnergySaverNC #SaveOnBills #SmartHomesNC #RebateReady

Theme: Preparing for Winter (October)

Caption (FB/IG/LinkedIn):

Colder days are around the corner—make sure your home is ready! With @EnergySaverNC, you can save on energy bills and stay cozy all winter long. 🏠❄️

Through the Energy Saver North Carolina program, income-qualified residents can access rebates for energy-efficient upgrades like insulation, heating & cooling, ENERGY STAR® appliances, and more.

👉 Check your eligibility at energysavernc.org or call 866-998-8555.

#EnergySaverNC #ComfortAndSavings #SaveEnergySaveMoney #NCRebates
#EfficientLiving

Theme: Wrap Up the Year with Savings (November–December)

Caption (FB/IG/LinkedIn):

Wrap up the year with a bonus that keeps giving — lower energy bills! 🎁

We're closing out the year by reminding folks in our community:

You may qualify for a free home energy assessment and thousands in rebates through @EnergySaverNC — a statewide program helping North Carolinians improve their homes and reduce energy costs.

Make your next upgrade count. 🛠️💡

➡️ Start today: energysavernc.org

#YearEndSavings #WinterizeNC #EnergySaverNC #HomeEfficiency #WrapUpTheYear

Theme: General (Year-Round)

Caption (FB/IG/LinkedIn):

Save money on energy bills and enjoy a more comfortable home all year long. 🏠💡

We're proud to support @EnergySaverNC, a statewide program helping North Carolinians access rebates for energy-efficient upgrades — like insulation, HVAC systems, and ENERGY STAR® appliances.

- Free home energy assessments
- Rebates based on your income and project
- Simple application process — online, by phone, or mail

Learn more and check your eligibility at energysavernc.org or call 866-998-8555.

#EnergySaverNC #ComfortAndSavings #SaveEnergySaveMoney #NCRebates
#EfficientLiving