

LIHEAP Energy Assistance Day Social Media Toolkit



What is LIHEAP?

The Low Income Home Energy Assistance Program (LIHEAP) has been helping people stay safe and warm in their homes for over 40 years. National Energy Assistance Day was created with a goal to raise awareness about LIHEAP, encourage households to apply for assistance, and strengthen partnerships between state and local LIHEAP offices, utilities, and other groups.

What is a Social Media Toolkit and How Can I Help?

A social media toolkit collects key messages, hashtags, and images to help spread the word about a particular topic on social media. You can use this toolkit to raise awareness of LIHEAP and connect people to services in their area.

Together, we can reach more people who could benefit from LIHEAP's life-saving assistance.

Thank you for helping us spread the word about LIHEAP in your communities!

Copy and paste the suggested social media posts or develop your own customized posts to share about LIHEAP benefits.

Add the **#NationalEnergyAssistanceDay** hashtag to your social media posts and engage with the OCS via your personal or organizational accounts.

Follow us **@OCS_ACFgov** on X (Twitter), engage, and tag us in your posts!

Suggested Social Media Posts

Twitter (现称“X”)

- 你本人或你认识的人是否需要家居暖气账单缴费方面的帮助？如需寻求帮助，请浏览 www.energyhelp.us，或拨打免费能源补助热线 1-866-674-6327。#NationalEnergyAssistanceDay
- 超过四分之一的美国家庭正在面临无法负担家居能源账单的困境。不过，低收入家庭能源补助计划 (LIHEAP) 或能提供房屋节能改造方面的补助，进而有助于降低长期能源费用！若要了解详情，请浏览：www.energyhelp.us

Facebook:

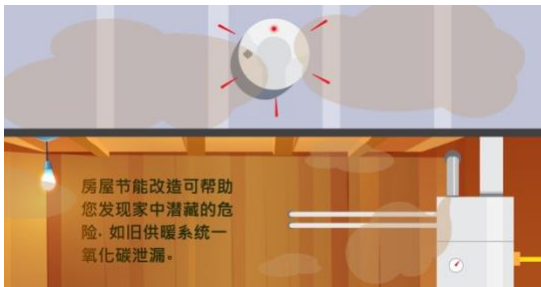
- 你本人或你认识的人是否需要家居暖气账单缴费方面的帮助？如需获取帮助，请访问 www.energyhelp.us 或拨打能源补助部门的免费热线电话：1-866-674-6327。
- 对许多人来说，冬天代表着足以危害生命的严寒天气。这也使很多家庭需要面临两难的抉择，如果他们选择缴纳家庭暖气费用，就无法承担食物和医疗等家庭必需品的费用，反之亦然。不过，@HHSGov 的低收入家庭能源补助计划 (LIHEAP) 可协助确保供暖，同时提供房屋节能改造方面的补助，进而有助于降低长期能源费用！若要了解详情，请观看视频：<https://youtu.be/6XsoSn09o14?si=pYEvDPtaJeOUqfHJ>

Instagram:

- 你本人或你认识的人是否需要家居暖气账单缴费方面的帮助？若要了解 LIHEAP 如何提供协助，请浏览 www.energyhelp.us！#LIHEAP #energyhelp #energyassistance #keeptheheaton #weatherization
- 超过四分之一的美国家庭正在面临无法负担家居能源账单的困境。不过，低收入家庭能源补助计划 (LIHEAP) 可协助确保供暖，同时提供房屋节能改造方面的补助，进而有助于降低长期能源费用！若要了解你是否符合参与 LIHEAP 计划的资格，请浏览 www.energyhelp.us。#LIHEAP #energyhelp #energyassistance #keeptheheaton #weatherization

Images to Share

(Click the zip file to download the graphic images: [LIHEAP Social Graphics.zip](#).)



Additional Information

OCS has also published a [LIHEAP heating season toolkit website](#) to help grant recipients effectively use LIHEAP resources to target households in need of assistance this winter. Read the toolkit and learn more about the support LIHEAP provides on the [OCS website](#).