

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

X (Twitter):

- 你本人或你認識的人是否需要家居暖氣帳單繳費方面的協助？如需尋求協助，請瀏覽 www.energyhelp.us，或撥打免費能源補助熱線 1-866-674-6327。#NationalEnergyAssistanceDay
- 超過四分之一的美國家庭正在面臨無法負擔家居能源帳單的困境。不過，低收入家庭能源補助計劃 (LIHEAP) 或能提供房屋節能改造方面的補助，以助降低長期能源費用！若要了解詳情，請瀏覽：www.energyhelp.us

Facebook:

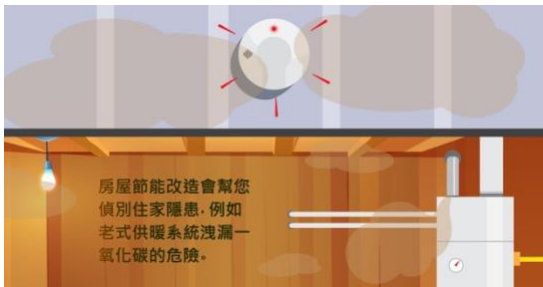
- 你本人或你認識的人是否需要家居暖氣帳單繳費方面的協助？如需尋求協助，請瀏覽 www.energyhelp.us，或撥打免費能源補助熱線 1-866-674-6327。
- 對許多人來說，冬天代表著足以危害生命的嚴寒天氣。這也使很多家庭需要面臨兩難的抉擇，如果他們選擇繳納家庭暖氣費用，就無法承擔食物和醫療等家庭必需品的費用，反之亦然。不過，@HHSGov 的低收入家庭能源補助計劃 (LIHEAP) 可協助確保供暖，同時提供房屋節能改造方面的補助，以助降低長期能源費用！若要了解詳情，請觀看影片：<https://youtu.be/6XsoSn09o14?si=pYEvDPtaJeOUqfHJ>

Instagram :

- 你本人或你認識的人是否需要家居暖氣帳單繳費方面的協助？若要了解 LIHEAP 如何提供協助，請瀏覽 www.energyhelp.us ! #LIHEAP #energyhelp #energyassistance #keeptheheaton #weatherization
- 超過四分之一的美國家庭正在面臨無法負擔家居能源帳單的困境。不過，低收入家庭能源補助計劃 (LIHEAP) 可協助確保供暖，同時提供房屋節能改造方面的補助，以助降低長期能源費用！若要了解你是否符合資格參與 LIHEAP 計劃，請瀏覽 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](#).