

LIHEAP Heating Season 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. As temperatures begin to drop, the Office of Community Services (OCS) wants to make sure that people know about the LIHEAP resources available to them.

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 **#LIHEAP** 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!

When Should I Post?

The winter heating season is a critical time for LIHEAP support. You can post right away and continue to publish content from this toolkit throughout the winter season. If you schedule your content ahead of time, you might consider scheduling a reoccurring post.

Hashtag: #LIHEAP

Suggested Social Media Posts

X (Twitter):

- Do you or someone you know need help paying home heating bills? To find assistance, visit www.energyhelp.us or call the energy assistance hotline toll-free at 1-866-674-6327.
- Watch this video from @OCS_ACFgov to learn how #LIHEAP can help your household stay safe and warm this winter! <https://youtu.be/8JycvltJJSw>
- More than 1 in 4 U.S. households struggle with their home energy bills. But the Low Income Home Energy Assistance Program (LIHEAP) can help keep the heat on! To see if you qualify, visit www.energyhelp.us

Facebook:

- Do you or someone you know need help paying home heating bills? To find assistance, visit www.energyhelp.us or call the energy assistance hotline toll-free at 1-866-674-6327.
- Winter can mean dangerously cold temperatures for many people. It can also mean households have to face the difficult choice between paying for home heating or paying for family essentials, such as food or medical care. But the Low Income Home Energy Assistance Program (LIHEAP) from the @HHSGov can help keep the heat on! Watch to learn more <https://youtu.be/8JycvltJJSw>

Instagram:

- Do you or someone you know need help paying home heating bills? Visit www.energyhelp.us to learn how LIHEAP can help! #LIHEAP #energyhelp #energyassistance #keeptheheaton

- More than 1 in 4 U.S. households struggle with their home energy bills. But the Low Income Home Energy Assistance Program (LIHEAP) can help keep the heat on! To see if you qualify, visit www.energyhelp.us. #LIHEAP #energyhelp #energyassistance #keeptheheaton

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**.