

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):

- 您或您认识的人需要在支付房屋供暖费方面得到帮助吗？请访问 www.energyhelp.us，了解 #LIHEAP 如何为您提供帮助！
- 观看这段由 @OCS_ACFgov 制作的视频，了解 #LIHEAP 如何帮助您的家庭成员安全温暖地度过这个冬天！
<https://www.youtube.com/watch?v=XZGkLWjGzjc&t>
- 超过四分之一的美国家庭在支付能源账单方面面临困难。但低收入家庭能源补助计划（简称“LIHEAP”）可以帮助居民解决供暖问题！如需了解您是否符合条件，请访问 www.energyhelp.us

Facebook:

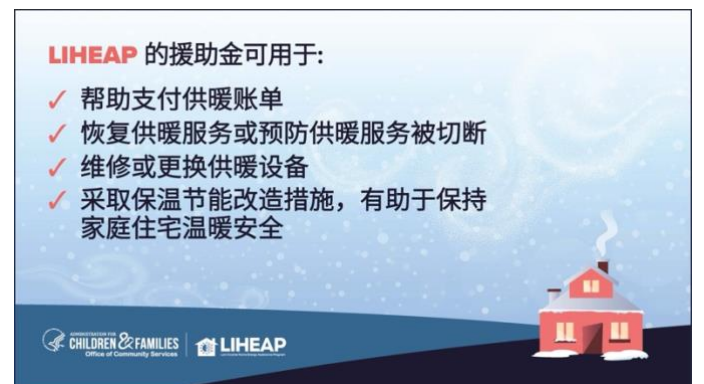
- 您或您认识的人需要在支付房屋供暖费方面得到帮助吗？如需获取帮助，请访问 www.energyhelp.us 或拨打能源补助部门的免费热线电话：1-866-674-6327。
- 对许多人而言，冬天意味着充满危险的寒冷气温。冬天也意味着，各个家庭不得不在支付房屋供暖费用或支付家庭基本生活费用（如食物或医疗护理）方面做出艰难抉择。但由 @HHSgov (美国卫生及公共服务部) 推出的低收入家庭能源补助计划（简称“LIHEAP”）可以帮助居民解决供暖问题！如需了解详情，请访问 <https://www.youtube.com/watch?v=XZGkLWjGzjc&t>

Instagram:

- 您或您认识的人需要在支付房屋供暖费方面得到帮助吗？请访问 www.energyhelp.us，了解 LIHEAP 如何为您提供帮助！#LIHEAP #energyhelp #energyassistance #keeptheheaton
- 超过四分之一的美国家庭在支付能源账单方面面临困难。但低收入家庭能源补助计划（简称“LIHEAP”）可以帮助居民解决供暖问题！如需了解您是否符合条件，请访问 www.energyhelp.us。#LIHEAP #energyhelp #energyassistance #keeptheheaton

Images to Share

(Click the zip file to download the graphic images: [Simplified Chinese-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**.