

# 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):

- 您或您認識的人需要支付家庭暖氣帳單的幫助嗎？請訪問 [www.energyhelp.us](http://www.energyhelp.us)，了解 #LIHEAP 如何為您提供幫助！
- 觀看這段由 @OCS\_ACFgov 製作的影片，了解 #LIHEAP 如何幫助您的家庭成員今年度過一個安全溫暖的冬天！  
<https://www.youtube.com/watch?v=XZGkLWjGzjc>
- 四分之一以上的美國家庭有困難而無法支付能源帳單。但低收入家庭能源補助計劃（簡稱 LIHEAP）可以幫助居民溫暖過冬！如需了解您是否符合條件，請訪問 [www.energyhelp.us](http://www.energyhelp.us)

Facebook:

- 您或您認識的人需要支付家庭暖氣帳單的幫助嗎？如需獲取幫助，請訪問 [www.energyhelp.us](http://www.energyhelp.us) 或撥打能源補助部門的免費熱線電話：1-866-674-6327。
- 對許多人而言，冬天意味着充滿危險的寒冷氣溫。冬天也意味着，有些家庭不得不在支付家庭暖氣費用或支付家庭基本生活費用（如食物或醫療護理）方面做出艱難抉擇。但由 @HHSgov (美國衛生及公共服務部) 推出的低收入家庭能源補助計劃（簡稱 LIHEAP）可以幫助居民溫暖過冬！如需了解詳情，請訪問 <https://www.youtube.com/watch?v=XZGkLWjGzjc>

Instagram:

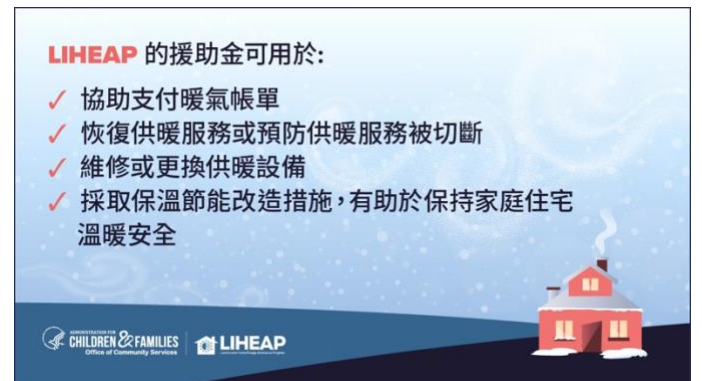
- 您或您認識的人需要支付家庭暖氣帳單的幫助嗎？請訪問 [www.energyhelp.us](http://www.energyhelp.us)，瞭解 LIHEAP 如何為您

提供幫助！ #LIHEAP #energyhelp #energyassistance #keeptheheaton

- 四分之一以上的美國家庭有困難而無法支付能源帳單。但低收入家庭能源補助計劃（簡稱 #LIHEAP）可以幫助居民溫暖過冬！如需了解您是否符合條件，請訪問 [www.energyhelp.us](http://www.energyhelp.us)。#energyhelp #energyassistance #keeptheheaton

## Images to Share

(Click the zip file to download the graphic images: [Traditional 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**.