



# Email Template & Social Media Information For Sustainable House Day (SHD)

**Hello!** To assist you in promoting your involvement in SHD we have created the following email and social media templates. Please feel free to use in your promotional activities.

## Email Template

Following is an email template for you to adapt and send out to your network of friends, family, work colleagues and peers to notify all of your involvement in Sustainable House Day 2017.

Hello

Great news! Our sustainable, green home has been accepted to open for Sustainable House Day 2017 on Sunday 17 September 2017.

This national event is a great resource for the general public to inspect first hand houses and gardens that have been designed, built or renovated with sustainability in mind.

Over 150 green homeowners Australia wide will open their homes to share peer to peer advice on what worked and what didn't in the creation of their own sustainable homes. You can view these homes (including architecturally built, home owner built, renovated and retrofitted and even properties) via [www.sustainablehouseday.com](http://www.sustainablehouseday.com)

**You can view our green home here: [INSERT HYPERLINK HERE](#)**

**You can visit our home and other homes in our community to learn more about sustainable homes and living between the hours of 10am to 4pm on Sunday 17 September 2017.** To register your interest and receive event updates from the organisers go to <http://sustainablehouseday.com/subscriber-registration/>

We committed to this national sustainability event through a desire to promote the options available for people to create their own sustainable home and lifestyle. If you would like to be a part of this unique event we are looking for volunteers to assist in opening our home and we would love to hear from you.

We hope to see you.

All the best  
[INSERT NAME](#)

## Social Media Posts:

Social media is, of course, a prime tool in the promotion of SHD. If you have any social media accounts – Facebook, Twitter, Instagram, Pinterest etc - please promote your involvement in the event. Make sure to use the event hashtag - #SustainableHD - where possible. Not only on the day but the lead up to 17<sup>th</sup> September so that we can create as much buzz and publicity as possible.

We have created some template posts for you to use if you wish.

- We are proud to be opening our green home for Sustainable House Day 2017! #SustainableHD Check it out: [Insert URL to House Profile\\*](#)
- Our home is 1 of more than 150 Australian green homes opening for Sustainable House Day. Come visit! #SustainableHD [Insert URL to House Profile\\*](#)
- Learn how we created our sustainable home first hand by visiting us for Sustainable House Day #SustainableHD [Insert URL to House Profile\\*](#)
- Want to live more environmentally friendly? Learn how at Sustainable House Day 2017 #SustainableHD <http://bit.ly/1pr8FEx>
- We support Sustainable House Day 2017 because everyone can live more sustainably #SustainableHD <http://bit.ly/1pr8FEx>
- Check out the ingenious ways people are living more sustainably Visit Sustainable House Day 2017 #SustainableHD <http://bit.ly/1pr8FEx>
- Want to learn how to reduce your energy and water bills? Visit homes in your community #SustainableHD <http://bit.ly/1pr8FEx>

\*With the character limitations in Twitter you will need to shorten the URL addresses you use in your tweets. We use bitly to shorten ours - <https://bitly.com/>

Remember to post photos of sustainable features on the lead up to 17<sup>th</sup> September to get people interested, let them know how you have reduced your energy and water consumption, what you have done to live more sustainably over the years, all of this information gets people interested who may not normally attend SHD.