



## Email Template & Social Kit 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 2019.

Hello

Great news!

Our sustainable, green home has been accepted to open for Sustainable House Day on Sunday 15 September 2019.

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 200 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 15 September 2019.** 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.

### Pre-Event

Use this time to create excitement: drip feed interesting information about your home detailing what features your home has, post photos of you getting the house ready for SHD. If you have experts coming to help you on the day, or your working with a community group or council make sure to tag them and get them to promote your home on their social media accounts. If you are collecting money for a charity on the day, this is a great opportunity for you to promote the great work they do and let everyone know why you have chosen to help them out.

Tell people why you built your home, why it is important to you and most of all how amazing it is.

### On the day

It is always really busy and it is easy to forget to take photos, ask one of your volunteers to take a couple of photos on the day and upload them for you. Encourage visitors to your home to also post images and tweet about the day whilst they are at your home.

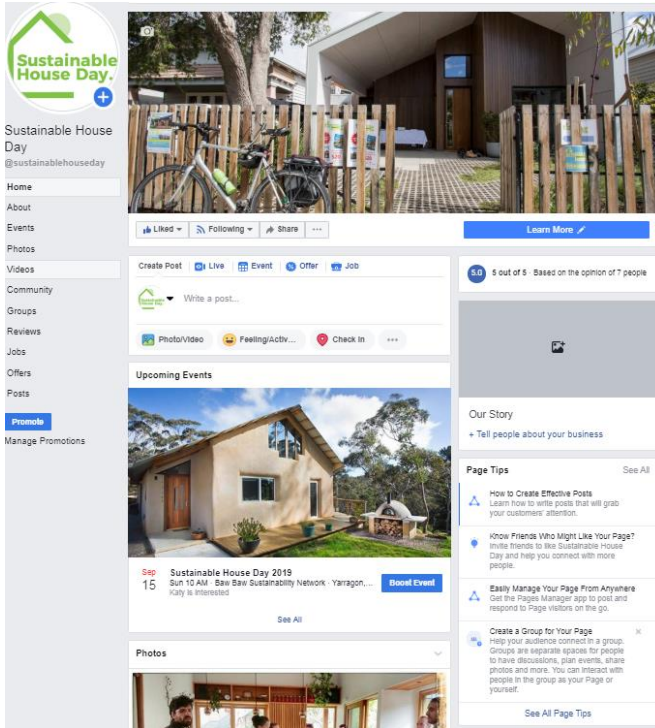
### Post Event

Share stories, this is a great time to post about some of the interesting conversations you had on the day, people you met and in general how you felt about the day.

If you are kicking back after a long day with your volunteers, this is a great time to snap a photo and say thank you to everyone who helped out. We love seeing the photos of everyone at the end of the day.

# Facebook

Facebook has over 2 billion users worldwide every month. Generate interest in your home by posting photos, information and create a separate event for your home.



We will be updating our Facebook page regularly, share any of the content we have and follow us.

Also use our hastag **#SustainableHD**

Here are some examples of text that you can use for your posts, simple copy and paste changing the details so that they are specific to your house.

- We are proud to be opening our **home** for Sustainable House Day 2019! Come and visit us on Sunday 15<sup>th</sup> September
- If you are planning to visit for SHD2019, favourite my house here [https://sustainablehouseday.com/house/add\\_your\\_house\\_name\\_here/](https://sustainablehouseday.com/house/add_your_house_name_here/)
- Our home is 1 of more than 200 Australian green homes opening for Sustainable House Day. Come visit!
- Learn how we created our sustainable home first hand by visiting us for Sustainable House Day
- Want to live more environmentally friendly? Learn how at Sustainable House Day 2019
- We support Sustainable House Day 2019 because everyone can live more sustainably
- Check out the ingenious ways we are living more sustainably. Visit homes on Sustainable House Day 2019
- Want to learn how to reduce your energy and water bills? Visit us

Always include a link to our website or your house profile url

- <https://sustainablehouseday.com/>
- [https://sustainablehouseday.com/house/add\\_your\\_house\\_name\\_here/](https://sustainablehouseday.com/house/add_your_house_name_here/)

## Instagram

Tis mobile sharing network has reached 1 billion active monthly users and is one of the most popular social networks worldwide.

Last year we started to use Instagram more and found it worked well for SHD. It is quick to upload images and videos to your account and use our hashtag **#SustainableHD**



Here are some hashtags that have been used for SHD posts, that work well in addition to **#SustainableHD**

#SustainableHD  
#SHD2019  
#solar  
#energyefficient  
#sustainable

#tinyliving  
#passivesolar  
#solarbatteries  
#hemp  
#earthbag

#strawbale  
#solarpassive  
#watersaving  
#reducedenergybills

Add a link to your house profile on the SHD website. [https://sustainablehouseday.com/house/add\\_your house name here/](https://sustainablehouseday.com/house/add_your_house_name_here/)

## Twitter

Over 300 million people use twitter every month looking for quick updates on topics of interest. Use your 140 characters to promote SHD and your home. 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/>) <http://bit.ly/1pr8FEx>



Remember to post photos of sustainable features on the lead up to 15<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.