

PGE Electric School Bus Fund

Social Media Toolkit

We encourage you to amplify news about your PGE Electric School Fund grant across your social media channels, tagging PGE and any other partners you work with across channels. Below, you will find drafted sample social posts for you to use as-is or for inspiration depending on your project's status.

PGE Handles - please tag us!

- Facebook: [Portland General Electric](#)
- Instagram: [@portlandgeneral](#)
- Twitter: [@portlandgeneral](#)
- LinkedIn: [Portland General Electric](#)

Oregon DEQ Handles

- Facebook: [@oregondeg](#)
- Instagram: [@OregonDEQ](#)
- LinkedIn: [linkedin.com/company/oregon-dept-of-environmental-quality/](#)

Relevant Topical Hashtags

- #ElectricBus
- #CleanFuels
- #CleanFuture
- #OregonCleanEnergy

Sample Copy for Social Media

Note: All suggested copy is suited for Twitter's character limit, but feel free to post on any relevant social media platform. Customize as appropriate to highlight your organization's unique project and its status, and consider adding relevant photos or video

2023 Electric School Bus Fund recipients:

- **Example 1:** We are proud to announce that we were selected to receive funding from @portlandgeneral for a new #electricbus for our schools [[link to press release](#)]
- **Example 2:** [[Your school district](#)] is getting an #electricbus! We are looking forward to showing our students the benefits of #electrictransportation. Learn more about this grant from @portlandgeneral and @oregondeg #CleanFuture [[link to press release](#)]

2022 earlier Electric School Bus Fund recipients:

- **Example 1:** We wanted to showcase our very own #electricbus, which wouldn't have been possible without the help of @portlandgeneral and @oregondeg. #CleanFuture [[insert visual of electric school bus](#)]
- **Example 2:** One of our favorite things is seeing students come to school in our #electricbus. Thank you @portlandgeneral and @oregondeg for helping us show our kids what the future of transportation looks like! #CleanFuture [[insert visual of electric school bus](#)]