

PGE Renewable Development Fund

Social Media Toolkit

We encourage you to amplify news about your Renewable Development Fund award 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:** [@PortlandGeneralElectric](#)
- **Twitter:** [@PortlandGeneral](#)
- **Instagram:** [@PortlandGeneral](#)
- **LinkedIn:** <https://www.linkedin.com/company/portland-general-electric>
- **YouTube:** [PortlandGeneralElectric](#)

Relevant Hashtags

- #PGERDF
- #PGEGreenFuture
- #RenewableEnergy
- #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

- **Example 1 - award received:** We are thrilled to announce we've received funding from PGE's Renewable Development Fund to make our vision of [PROJECT] a reality. Thank you @portlandgeneral Green Future customers for supporting community energy projects like ours. #PGERDF #OregonCleanEnergy [[link to project website](#)]
- **Example 2 - project groundbreaking:** We've started construction at [PROJECT]! We can't wait to bring more [[solar/wind/energy efficiency](#)] to our community. Follow along with project updates here: [[link to project website](#)]. @portlandgeneral #PGERDF #PGEGreenFuture
- **Example 3 - project status update:** Check out these photos of recently installed [[solar panels](#)] at [PROJECT]. This addition will allow the building to generate up to [XX kWh] annually, making our facility more efficient and reducing energy costs. Thanks @portlandgeneral Green Future customers! #CleanFuture #PGERDF
- **Example 4 - project completion:** [PROJECT] is complete! Thank you to everyone who helped make this innovative project a reality. This new [[solar installation](#)] will help power our [[facility/community](#)] with clean energy. @portlandgeneral @otherpartners #PGEGreenFuture #Solar

