

PGE Drive Change Fund

Social Media Toolkit

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

Oregon DEQ Handles

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

Relevant Hashtags

- #DriveChangeFund
- #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

- **Example 1 - award received:** We are thrilled to announce we've received funding from PGE's #DriveChangeFund via the #CleanFuels Program to make our vision of [project] a reality. Thank you @portlandgeneral and @OregonDEQ for supporting this project. [link to project website]
- **Example 2 - project / vehicle / program status update:** Check out [image rendering / project construction update]. This [vehicle / project / program] will allow us to [impact for community]. Thanks @portlandgeneral and @OregonDEQ #DriveChangeFund #CleanFuels
- **Example 3 - project completion:** [project is complete / vehicle is here]! Thank you to everyone who helped make this innovative [project / vehicle / program] a reality. This new [project / vehicle / program] will [impact for community]. Huge thank you to @portlandgeneral @OregonDEQ @otherpartners #DriveChangeFund #CleanFuels [other hashtags]

