

Social Media toolkit
**Helping you be
#EnergyAware**



What's in the toolkit?

Understanding your bill

Scam aware

Unredeemed EBS vouchers

Household appliance usage

Priority services register (6 slides)

Household support fund

Help with bills

Winter help

Complain to your energy company

Household energy guide (9 slides)

Getting energy advice

Blank social media templates for your own messaging

Think before you fix graphics

Using this guide/the social graphics

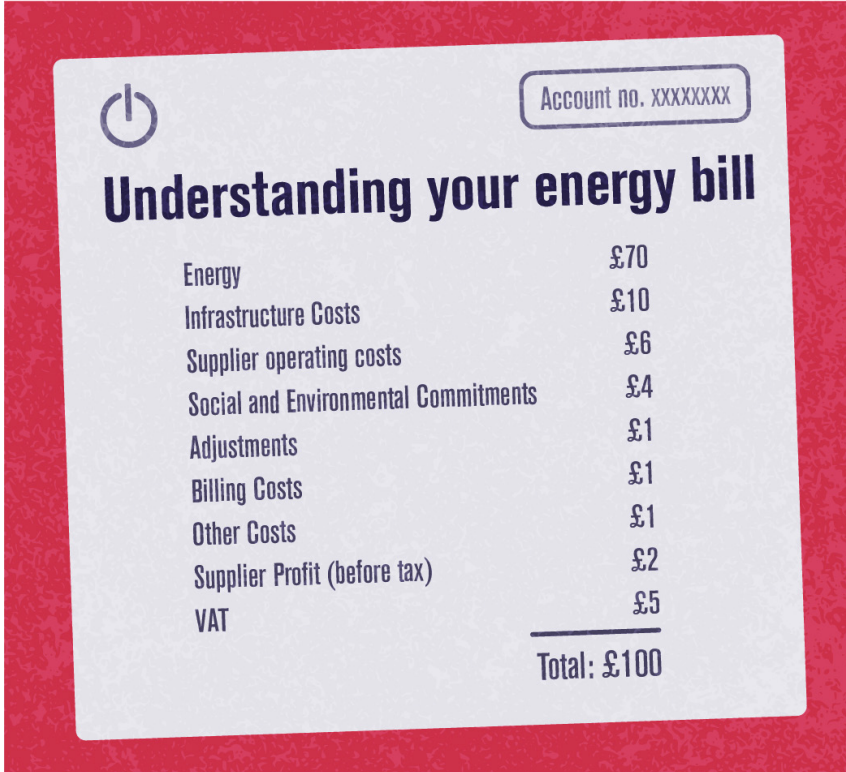
This guide has been created to show the range of social media graphics available for you to use online. You can add your logo to any of the files. There are also a few blank social templates for you to add your own text, which may be useful if you find you have answers to commonly asked questions not covered by the toolkit topics.

Where there are single slides, we've also provided 16:9 ratio files for use on Twitter, as Twitter now crops the square format for single images. See the folder called 16x9.

File formats available: JPEG and PPT for the blank templates.

Understanding your bill

Filename: Understanding-your-bill.jpg



Account no. xxxxxxxx

Understanding your energy bill

Energy	£70
Infrastructure Costs	£10
Supplier operating costs	£6
Social and Environmental Commitments	£4
Adjustments	£1
Billing Costs	£1
Other Costs	£1
Supplier Profit (before tax)	£2
VAT	£5
Total:	£100

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Are you curious about energy bill costs? Don't get left in the dark - find out exactly which components make up your bill, and why the prices can change. Check out @ofgem's guide to the #PriceCap and get all the information you need:

<https://www.ofgem.gov.uk/energy-price-cap-explained>

Scam aware

Filename: Watch-out-for-energy-scams.jpg



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Think you've spotted an energy scam? Be #EnergyAware and #ScamAware! Don't fall victim to the rising problem of energy scams - keep an eye out and make sure you're informed. Visit the link to find out more.

[Avoid and report energy scams | Ofgem](#)

Stay safe online

Filename: Stay-safe-online.jpg



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Reports of online scams are on the rise and scammers are more sophisticated than ever. Be vigilant and use @GetSafeOnline's verification tool to check a link is safe before you click. #ScamAware

More info here: <http://ow.ly/g3fB50NHThL>

Be vigilant online

Filename: Be-vigilant-online.jpg



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Average unit rates

Filename: Electricity-Gas-per-kWh.jpg

Electricity 

Unit rate: 34.00p per kWh

Standing charge: 46.36p per day

Gas 

Unit rate: 10.30p per kWh

Standing charge: 28.49p per day

These are the caps on unit rates (not a cap on bills)
and they vary by region


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Household appliance usage rates

Filename: Appliance-Usage-Cost.jpg (1-9)

Appliance usage costs



Washing Machine

Cost (average use)
£39.60 - £59.40 per year

Cost (single use)
18p - 27p

Average time used
220 times per year

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Appliance usage costs



Dishwasher

Cost (average use)
£47.84 per year

Cost (single use)
22p

Average time used
215 cycles

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Appliance usage costs



Tumble dryer

Cost (average use)
£88 - £216 per year


Cost (single use)
73p - £1.82

Average time used
2x per week

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Appliance usage costs



Fridge


Cost (average use)
£47 per year

Cost (single use)
9p - 24p per day

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Appliance usage costs



Hairdryer

Cost (average use)
£14 per year


Cost (single use)
6p - 68p

Average time used
8 minutes

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Appliance usage costs



TV


Cost (average use)
£21.46 - £27.03 per year

Cost (single use)
2p an hour

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Appliance usage costs



Microwave

Cost (average use)
£48.48 per year

Cost (single use)
8p - 10.2p

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Appliance usage costs



Kettle

Cost (average use)
£32.76 per year


Cost (single use)
9p

Average time used
5 mins

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Appliance usage costs



Oven

Cost (average use)
£109.50 per year

Cost (single use)
30p

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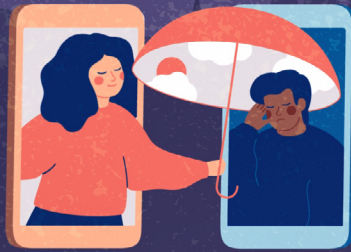
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When it comes to helping you be #EnergyAware we want to make sure you have the information you need to make cost-effective choices when using power. We've worked out how much the most common household appliances cost to run.

Priority services register

Filename: Priority Services Register.jpg (1-6)

What is the Priority Services Register?



What is the Priority Services Register?

The register is a free support service to help some people manage their energy



Who is it for?

The register is for people who have reached **state pension age**, have a **disability**, have a **mental health condition**, or anyone else who could be considered vulnerable.

How can it help?

Some benefits of being on the register include:

- Priority support in an emergency
- Nominee scheme



How can it help?

Some benefits of being on the register include:

- Regular meter reading services
- Accessible information
- And more!



How do I sign up?

Contact your supplier or network operator to join their registers



Priority services register

Filename: Priority Services Register General.jpg

The Priority Services Register is a free service provided by your energy supplier and network operator to offer a range of help and support for customers that need it.

Find out more at www.ofgem.gov.uk/EnergyAware



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Be #EnergyAware - Don't miss out on having your energy supplier support you! Get extra help with your energy usage by signing up for their Priority Services Register. Different suppliers offer different services - check their website for details.

Click the link for more info: <http://ow.ly/MYMK50NOW8n>

Be #EnergyAware Do you know you may be eligible for extra energy support if you're over pensionable age? Check out your energy supplier's website and discover the range of help available this winter when you sign up for the Priority Services Register! #EnergyAware

<http://ow.ly/Zqm350NOWKp>

Household support fund

Filename: Household-support-fund.jpg



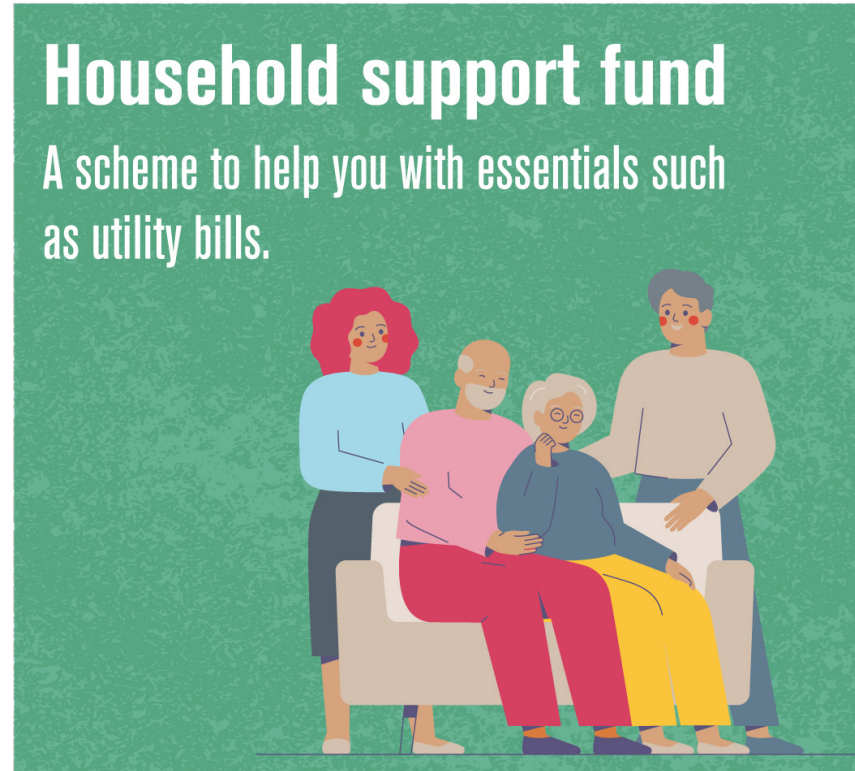
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Don't miss out on the chance to get help from the £1bn Household Support Fund! From utility bills to other essential items, you could get the financial help you need. Click below to find out more from your local council: <http://ow.ly/Voyr50NJjfVW>

Household support fund B

Filename: Household-support-fund-B.jpg



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Don't miss out on the chance to get help from the £1bn Household Support Fund! From utility bills to other essential items, you could get the financial help you need. Click below to find out more from your local council: <http://ow.ly/Voyr50NJjfVW>

Help with Bills

Filename: Need-help-with-energy-bills.jpg



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#EnergyAware alert: Don't suffer in silence if you're struggling with your energy bills. Contact your supplier and find out what support is available to you. Visit this link for more ways organisations can help: <http://ow.ly/1K0v50NiEOu>

Help with bills 2

Filename: Do-you-or-someone-you-know-need-help-with-bills.jpg



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#EnergyAware alert: Don't suffer in silence if you're struggling with your energy bills. Contact your supplier and find out what support is available to you. Visit this link for more ways organisations can help: <http://ow.ly/1K0v50NiEOu>

Winter help

Filename: Winter-help.jpg



Need help with your energy bills?

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Be #EnergyAware - get the help you need with energy bills. Many energy suppliers offer help with home heating & energy costs. You can apply to receive the Warm Home Discount if you need extra support. Find out more at <https://ow.ly/9Hir50P2C72>

Complaining to your energy company

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Complaining to your energy company

Helping you be #EnergyAware

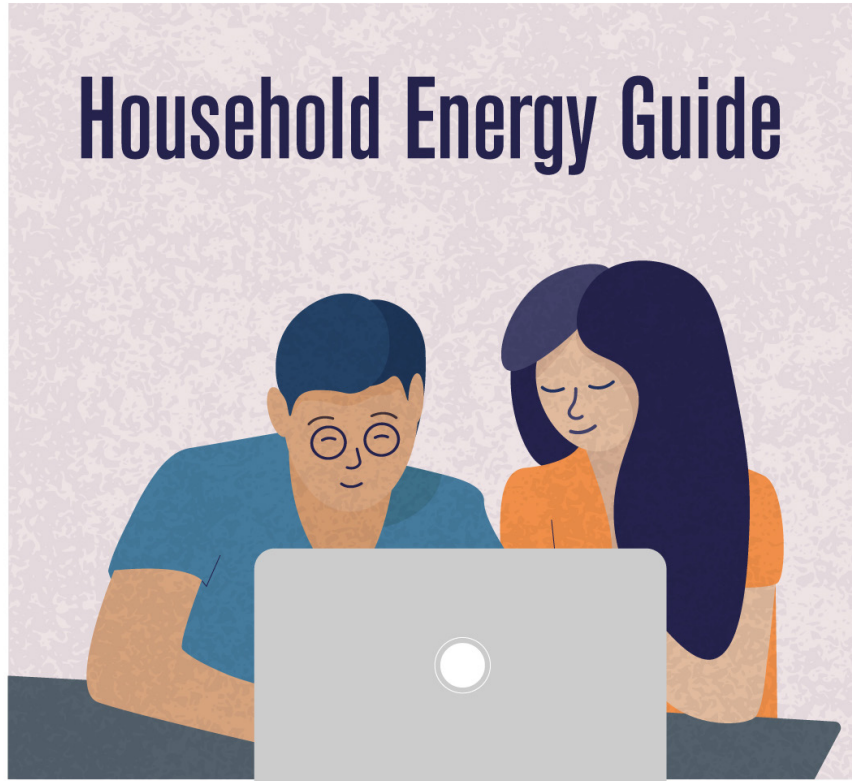
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Are you having difficulty getting support from your energy supplier? Make sure your rights are respected - learn how to successfully navigate their complaints process, talk to them, get the help you need, and keep records of your contact with the company. #EnergyAware

Click here for more information: <http://ow.ly/Vav150NVrho>

Household Energy Guide

Filename: Household-Energy-Guide.jpg



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Be #EnergyAware and save energy! Cut your energy consumption by simply reducing the wash temperature of your washing machine to 30 degrees. And, make sure to fill the machine each time to get the most from each cycle! Get more tips to stay #EnergyAware on our site: <http://ow.ly/E7Xa50NJgg>

Getting Energy Advice

Filename: Getting-energy-advice.jpg



Helping you be #EnergyAware

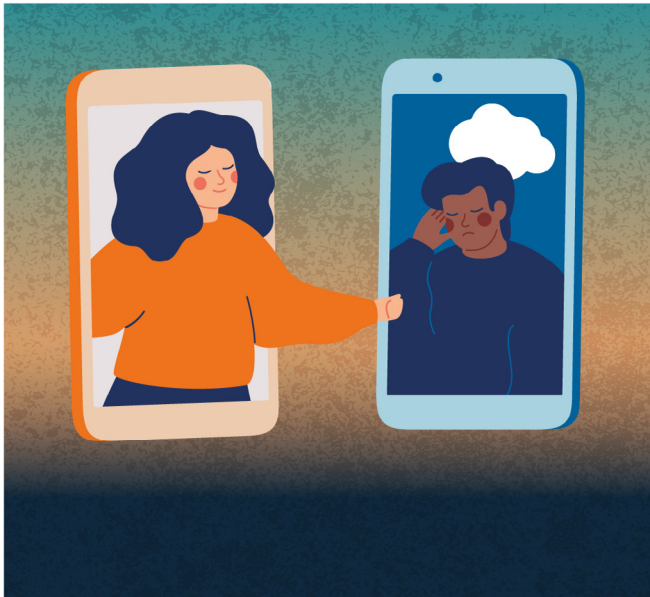
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There are many organisations that can help and advise if you're struggling with your energy bills. But first contact your supplier and make sure you are receiving all the support available to you.

Visit <http://ow.ly/pOHt50M73CI> to find out more and be #EnergyAware

Blank social graphic 1

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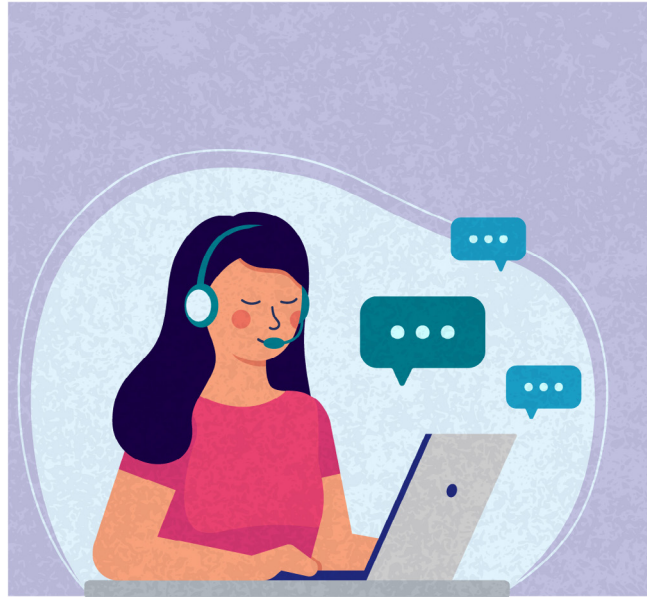


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Blank social graphic 2

Filename: Blank-social-graphic-2.jpg



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Blank social graphic 3

Filename: Blank-social-graphic-3.jpg



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Energy tips videos

Filename: Block unwanted gaps.mp4



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Energy tips videos

Filename: Close blinds.mp4



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Energy tips videos

Filename: get3cyclesfor2.mp4



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Energy tips videos

Filename: Hot water tank.mp4

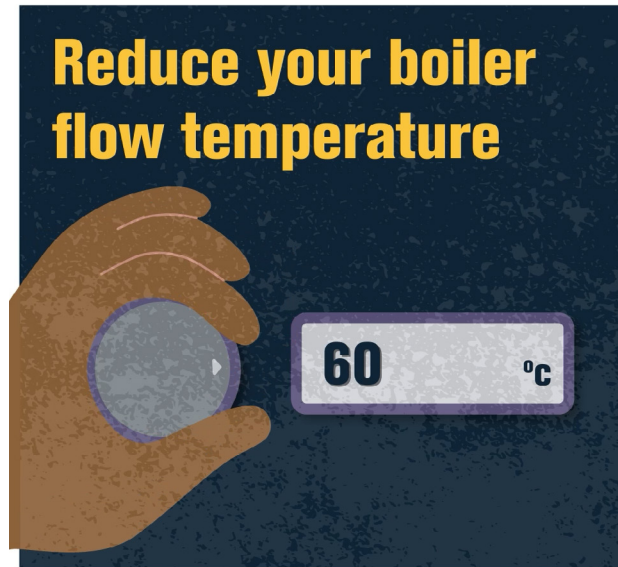


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Energy tips videos

Filename: Turn down boiler temp 60.mp4



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Think before you fix graphic 1

Filename: Think before you fix 1.jpg



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Think before you fix graphic 2

Filename: Think before you fix 2.jpg



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Think before you fix graphic 3

Filename: Think before you fix 3.jpg



Helping you be #EnergyAware

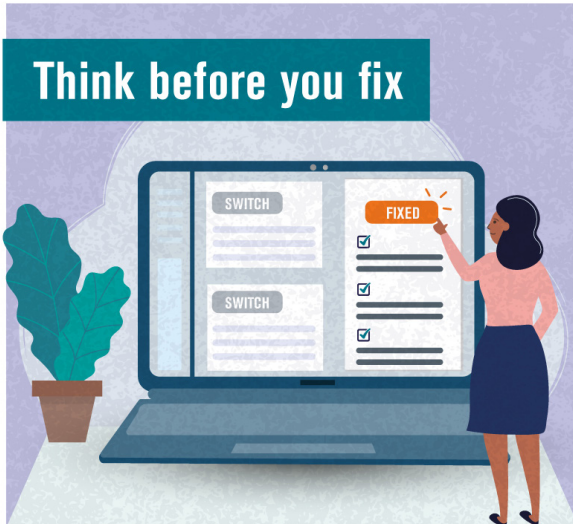
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Think Before You Fix!

Before you commit to a fixed-rate Energy plan, keep in mind that prices are unstable. A fixed-rate energy tariff might look appealing right now but that could mean missing out on lower prices if they fall.
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Think before you fix carousel

Filename: Think-before-you-fix carousel.jpg (1-5)



Think before you fix

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Energy prices are still unpredictable, so while prices may fall in the short term, we can't be certain if that trend will continue, or if they may increase again

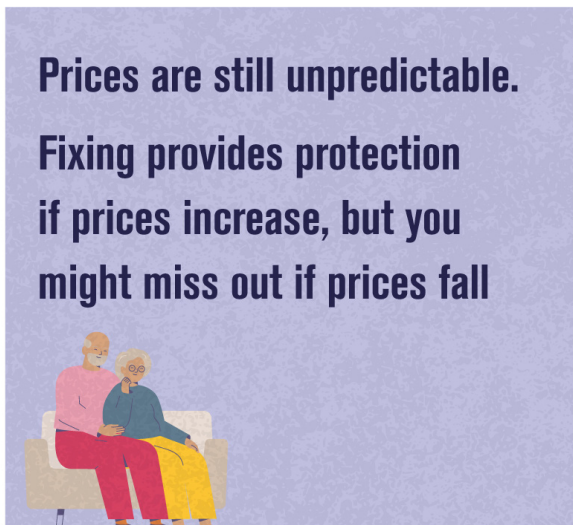
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Some people prefer the stability and certainty they get with a fixed tariff, which can help with budgeting

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Prices are still unpredictable. Fixing provides protection if prices increase, but you might miss out if prices fall

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As fixed prices return to the market, look carefully at your options and consider what is right for you.

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Before you commit to a fixed-rate Energy plan, keep in mind that prices are unstable. A fixed-rate energy tariff might look appealing right now but that could mean missing out on lower prices if they fall. #EnergyAware