

Energy saving season social media toolkit

Social media toolkit – Climate and Nature Emergency

Energy saving season - Autumn/winter 2022

Please note – the council recognises the current rise in energy prices is unprecedented.

The advice in this toolkit has been prepared to support residents who are able to reduce their energy use further but may not know how to do so. We understand this advice will not benefit everyone, particularly those with health conditions or who have already made changes to reduce their energy use and national interventions, or other support is needed. The council is in the process of identifying places where residents can go if they are unable to heat their home sufficiently.

Introduction

Energy is an essential resource used by everyone. The changing climate, carbon emissions and the cost of energy means it's more important than ever for us to take action to save energy and make our homes and environment more efficient. As a country we are doing more to reduce our reliance on using fossil fuels to heat and power our homes, so it's more important than ever for everyone to take action to save energy at home and at work.

Why save energy?

Energy supply produces 23% of greenhouse gas emissions in the UK, the second largest emitting sector. Saving energy at home and work can be as simple as flicking a switch, but with a wider impact of reducing energy bills and carbon emissions – benefitting everyone.

We've developed this energy saving social media toolkit for town and parish councils, organisations, businesses, and individuals to share practical ways to save energy. Whether you want to reduce your bills or help cut carbon, saving energy will do both.

Why you should use this toolkit

As a town or parish council, local business, or organisation, you can help influence change and inspire people to make some of the simple, everyday changes needed to help tackle climate change. The information below has been prepared to help you promote messages changes related to saving energy.

How to use this kit

Great Big Green Week is taking place 24 September-2 October 2022. As a council we'll be sharing other posts and information about events in our area to support this week of action. By sharing the information from this toolkit, you'll also help support change and everyday action.

We have put together some messages and tips for households, SME businesses and community buildings to save energy. You can make changes to the text to suit your social media platforms and use the graphics separately or as part of a post.

Simple switches for households

Did you know?

- Heating and hot water uses the most energy at home.
- Most people in the UK only turn their heating on in October and off in March switching it on when the outdoor temperature is below 13°C.
- The local impacts of a changing climate mean winters are more likely to be warmer and wetter.

Help and advice

Visit [Warm and Well](#) for advice on saving energy, home energy retrofit, available grants and bills. If you're not eligible for a grant, you could get a low-cost loan for energy saving measures from our partners community interest company, [Lendology](#).

Simple switches for heating

Setting your home heating to the right temperature can save you money. 18°C is recommended for healthy adults and 21°C for young children, elderly, and those with health conditions

- Turn your heating off half an hour before your regular bedtime or before you go out
- Turn your thermostat down by 1 or 2°C – you're unlikely to notice the difference, but your bills will!

Simple switch for hot water

Hot water tanks take about 45 mins to heat up and if they are insulated can stay hot for 4 or more hours. Hot water must be heated to at least 60°C to avoid legionella bacteria.

- Take shorter showers of around 3 to 5 mins instead of long showers and baths to reduce hot water use.

Simple switches for appliances

- Tumble driers, washing machines and dishwashers use a lot of energy which soon adds up. Try to only turn them on when you have a full load, use eco settings and lower temperatures (wash clothes at 30°C), clean the filters regularly to keep them in good working order and dry clothes outside if you have space
- Fill a flask with boiled water for hot drinks on demand all day without needing to re-boil your kettle
- Switch off wall sockets for phone and device chargers when not in use – they use energy even when they aren't charging anything

Simple switches for lighting

LED lights help cut energy use and reduce carbon emissions by up to 40kg a year (the same as driving 145 miles).

- Change light bulbs to energy saving bulbs – halogen bulbs are especially high energy users often with multiple fittings. If you can't afford to change all your bulbs, use lamps with LED bulbs instead
- Use light coloured or transparent shades and fittings to maximise light from your bulbs

Simple switches for SME businesses

There are lots of simple ways to save energy for businesses which will help reduce your carbon footprint and energy costs.

- Switch to energy saving lighting, it's a great low-cost investment for a good saving
- Install motion sensitive lighting, especially if your premises are not in constant use
- Switch off computers/office equipment overnight – a single monitor left on soon adds up
- Switch off heating and air conditioning until outdoor temperatures are below 21°C for heating and above 24°C for air conditioning.
- Update your appliances when they need replacing with energy efficient models.
- Invest in microgeneration – generating your own power from solar panels can work on buildings of all sizes with the right roof; coupled with a battery it can really help to reduce electricity bills.

Simple switches for community building owners

- Control heating temperatures in your buildings by making sure they are appropriate for your users - 18°C is for healthy adults and 21°C for young children, elderly people, and those with health conditions
- Avoid electric fan heaters, they are expensive to use and not very efficient
- Install thick, lined curtains for doors and windows to help keep heat in during colder days
- Insulate any pipes that lose heat into corridors or unused spaces
- Fit radiator panels behind radiators on outside walls to prevent heat being lost through the cold wall
- Carry out an appliance audit – what do you have plugged in? Can it be switched off or turned down when not in use?

Social media graphics

Reduce how often you use high energy appliances.

Tumble drier
clean the filter and only use it if you need to.

Washing machine
run on a full load at a low temperature.

Dishwasher
run on a full load on an eco-setting.

Going to bed? Turn your heating off 30 mins before.

Heating water uses a lot of energy. Have showers instead of baths and try to keep them down to 3-5 minutes.

Switch to energy saving bulbs and lamps with LED bulbs.

Adjust your heating by just 1 or 2°C can make a difference.

18°C is recommended for healthy adults and 21°C for young children, elderly, and people with health conditions.
(World Health Organisation)

Use a flask of hot water for drinks during the day to avoid re-boiling your kettle.

Call for expert energy saving advice.

Free energy saving helpline
☎ 0800 500 3076
Find advice for saving energy, home energy retrofit and bills at
🌐 warmandwell.co.uk

More information

[Warm and well – advice, information, grants and funding](#)

[Lendology – low cost loans for home energy efficiency improvements](#)

[Cost of Living – help and support available in South Gloucestershire](#)

[The Big Switch - Climate and Nature emergency action in South Gloucestershire](#)