

# Energy saving tips social media toolkit

## 1.0 Introduction

We've created this toolkit to help organisations provide their followers with information to help people make better, safer decisions about cutting back or just managing their energy use.

We've focused on free and low-cost tips that will help people reduce their energy use, so they can stay warm, safe and well.

We've provided content for Facebook and Instagram. Please help us track how the content is being used by including the hashtag #EnergyActionScotland in all posts or tagging our social media channels.

## 1.1 Social media assets

We've created Energy Action Scotland branded social media assets to go with the posts. If you would like to use your own branding, we provided the copy we've used in the assets in a Word document.

You can download the social media assets that support the posts below by clicking on the links below:

- [Instagram assets](#)
- [Facebook assets](#)
- [Copy for social media assets](#)

If you have any questions about the toolkit please email [info@eas.org.uk](mailto:info@eas.org.uk).

## 1.2 Our social media channels

You can follow us on our social media channels.

[Instagram](#)

[Facebook](#)

[X \(Twitter\)](#)

[LinkedIn](#)

## 2.0 Social media posts

### 2.1 Instagram

#### 2.1.1 Post 1 - What to do if you are worried about your energy bills - Carousel post

Worried about your energy bills? Don't struggle in silence, there is help and support available.

1. We recommend contacting your energy supplier, particularly if you are struggling to pay your bills. They should be able to offer you options and perhaps even support.
2. It's also important to make sure you are receiving all the income you are entitled to. Citizens Advice are able to support you with this.
3. Visit the [energyadvice.scot](https://energyadvice.scot) website to get free advice
4. In rented accommodation? Speak to your housing officer or landlord to see if there are simple ways that could help reduce your energy use and make your home warmer

#EnergyAware #EnergySavingTips #EnergyCrisis #RisingPrices #CostOfLivingUK  
#SaveEnergy #EnergyActionScotland

Carousel: <https://eas.org.uk/wp-content/uploads/2023/10/Post-1.zip>

#### 2.1.2 Post 2 - Hot water bottle safety - Carousel post

Love your hot water bottle? Make sure you are using it safely.

They are a great way of staying cosy on a cold day but if they're not used properly hot water bottles can cause skin rashes and burns.

Swipe to find out how to use your hot water bottle safely.

#CostOfLiving #CostOfLivingUK #EnergyActionScotland #SafetyTips #HotWaterBottle  
#SaveEnergy

Carousel: <https://eas.org.uk/wp-content/uploads/2023/10/Post-2.zip>

### 2.1.3 Post 3 - Should I heat a room I'm not using?

Should I heat a room I'm not using?

Yes, you can turn down the thermostat in rooms you are not using but don't turn them off.

Make sure to keep doors to the rooms closed as much as possible to stop the cold air from moving into the rest of the house.

#EnergyAware #EnergySavingTips #EnergyCrisis #RisingPrices #CostOfLivingUK  
#SaveEnergy #EnergyActionScotland #Heating



Graphic: <https://eas.org.uk/wp-content/uploads/2023/10/Post-3.png>

### 2.1.4 Post 4 - 5 free and quick things you can do to reduce your energy bill - Carousel post

We've shared 5 quick and free things you can do to reduce your energy bill 📌.

From moving your furniture to making sure you close your curtains when it starts to get dark, small changes can help.

#EnergySavingTips #EnergySavings #EnergyTips #EnergyBills #SaveEnergy  
#EnergyActionScotland

Carousel: <https://eas.org.uk/wp-content/uploads/2023/10/Post-4.zip>

### 2.1.5 Post 5 - Set up heating to save money - Carousel post

Need to save money on your heating bill, it's time to check how it's set up to minimise waste.

If you have a combi boiler check the flow temperature. It should be set at around 63°C (140°F), as this is usually hot enough for most household use.

Take the time to learn how to programme your heating and hot water. Check when it is coming on and what temperature.

Only switch the hot water on for the hours when hot water is needed. It is more expensive to leave it on all day. An hour in the morning and an hour in the afternoon/evening is usually enough for most people's needs.

And last but not least it's time to bleed your radiators to remove air pockets which will make your heating more efficient. We recommend doing this once a year.

#EnergySavingTips #EnergySavings #EnergyTips #EnergyBills #SaveEnergy  
#EnergyActionScotland

Carousel: <https://eas.org.uk/wp-content/uploads/2023/10/Post-5.zip>

### 2.1.6 Post 6 - Freezer tip

A full fridge or freezer is more efficient.

A quick way to fill any spaces in your freezer is to fill a plastic tub with water and put it in your freezer. Then you can take it out when you need the space.

#KitchenHacks #Freezer #EnergySavingTips #CostOfLivingUK #SaveEnergy  
#EnergyActionScotland #FunFact



Graphic: <https://eas.org.uk/wp-content/uploads/2023/10/Post-6.png>

### 2.1.7 Post 7 - How to save money when cooking - Carousel post

#DYK Cooking uses 3% of energy use for households\*.

How you prepare and cook your food will help reduce the cooking time which helps save energy.

Swipe to find out how to reduce your cooking time.

#EnergySavingTips #EnergyTips #SaveEnergy #EnergyActionScotland #CookingHacks  
#KitchenHacks

\*Scottish Housing Condition Report 2019

Carousel: <https://eas.org.uk/wp-content/uploads/2023/10/Post-7.zip>

### 2.1.8 Post 8 - Drying clothes inside

Struggling to get your clothes dry?

Did you know you can still put your clothes outside to dry when it's cold as long as it is dry and isn't damp?

If the weather is bad and you need to dry your clothes inside, don't put your clothes on the radiators.

Make sure the room you're drying your clothes in has ventilation. If you have vents on your windows make sure they are open or if you don't you may need to open a window.

#Laundry #EnergySavingTips #CostOfLivingUK #SaveEnergy #EnergyActionScotland



Graphic: <https://eas.org.uk/wp-content/uploads/2023/10/Post-8.png>

### 2.1.9 Post 9 - Which appliance to use when cooking

Which kitchen gadget is best for saving your money when you're cooking?

The truth is this is a tricky question to answer as it depends on a lot of different things. This includes the number of people you are cooking for and how energy efficient the appliance is.

For example, if you batch cook and fill your oven it is likely to work out cheaper than cooking all the meals in the microwave or air fryer.

We've listed the appliances below in order of least to most expensive to run.

Microwave

Airfryer

Hob

Oven

Don't forget you need to think about how many times you need to use the gadget before you will start making savings.

An appliance that costs you £50 to buy and saves you 20p every time you use it you will need to use it 250 times before you start making any savings.

#CostOfLivingUK #SaveEnergy #EnergyActionScotland #Cooking #CookingTips



Graphic: <https://eas.org.uk/wp-content/uploads/2023/10/Post-9.png>

## 2.2 Facebook

### 2.2.1 Post 1 - What to do if you are worried about your energy bills

Worried about your energy bills? We've shared what you should do below:

1. We recommend contacting your energy supplier, particularly if you are struggling to pay your bills. They should be able to offer you options and perhaps even support.
2. It's also important to make sure you are receiving all the income you are entitled to. Citizens Advice are able to support you with this.
3. Visit the [energyadvice.scot](https://energyadvice.scot) website to get free advice
4. In rented accommodation? Speak to your housing officer or landlord to see if there are simple ways that could reduce your energy use and make your home warmer

Don't struggle in silence, there is help and support available.

#EnergySavingTips #EnergyCrisis #EnergyActionScotland



Graphic: <https://eas.org.uk/wp-content/uploads/2023/10/Post-1-Facebook.png>



### 2.2.2 Post 2 - Hot water bottle safety

Love your hot water bottle? Make sure you are using it safely.

1. Allow the boiling water to stand for a couple of minutes before filling your bottle
2. Hold the bottle by the neck in an upright position and fill slowly to avoid water splashing back
3. Only ever fill your bottle to a maximum of two-thirds full
4. Screw the stopper tightly to ensure there is no leakage, finger tight should be enough
5. Don't sit, lie on top of or put excess pressure on your hot water bottle
6. Use a cover on your bottle and avoid leaving it in contact with one area of the body for more than 20 minutes.
7. Only use a hot water bottle to warm up your bed, take it out before you get in

The use of hot water bottles by babies is not advised and children should be supervised.

#EnergyActionScotland #SafetyTips #SaveEnergy



Graphic: <https://eas.org.uk/wp-content/uploads/2023/10/Post-2-Facebook.png>

### 2.2.3 Post 3 - Should I heat a room I'm not using?

Do you have rooms in your house you don't use? You can turn down the thermostat in rooms you are not using but don't turn off your radiators.

Make sure to keep doors to the rooms closed as much as possible to stop the cold air from moving into the rest of the house.

#EnergySavingTips #SaveEnergy #EnergyActionScotland



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### 2.2.4 Post 4 - 5 free and quick things you can do to reduce your energy bill - Video post

We've shared 5 quick and free things you can do to reduce your energy bill.

#EnergySavingTips #EnergyTips #EnergyActionScotland

Video: <https://eas.org.uk/wp-content/uploads/2023/10/Post-4-Facebook.mp4>

### 2.2.5 Post 5 - Set up heating to save money

Reminder - check how your heating is set up to make sure you are not wasting energy.

1. If you have a combi boiler check the flow temperature. It should be set at around 63°C (140°F), as this is usually hot enough for most household use.
2. Take the time to learn how to programme your heating and hot water. Check when it is coming on and what temperature.
3. Only switch the hot water on for the hours when hot water is needed. It is more expensive to leave it on all day. An hour in the morning and an hour in the afternoon/evening is usually enough for most people's needs.
4. Bleed your radiators to remove air pockets which will make your heating more efficient. We recommend doing this once a year.

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### 2.2.6 Post 6 - Freezer tip

Quick tip! A full fridge or freezer is more efficient.

Fill any spaces in your freezer for free by filling a plastic tub with water and putting it in your freezer. Then you can take it out when you need the space.

#KitchenHacks #Freezer #EnergySavingTips #CostOfLivingUK #SaveEnergy #EnergyActionScotland #FunFact



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How you prepare and cook your food will help reduce the cooking time which helps save energy.

Watch to find out how to reduce your cooking time.

#CookingHacks #KitchenHacks #EnergyActionScotland

Video: <https://eas.org.uk/wp-content/uploads/2023/10/Post-7-Facebook.mp4>

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#Laundry #EnergySavingTips #EnergyActionScotland



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