**CECAP Public Outreach | Facebook Language | February 2021**

Thank you for helping to promote opportunities for the public to become involved with the Fairfax County Community-wide Energy and Climate Action Plan (CECAP). Below you will find sample language for Facebook covering a variety of topics. Twitter language is provided in a separate toolkit, as is newsletter/email language. The language provided here is in line with the messaging being promoted by the Office of Environmental and Energy Coordination (OEEC) on the [Fairfax County Climate and Energy Facebook page](https://www.facebook.com/fairfaxcountyclimate).

If you have any questions about the resources provided below or about the CECAP, please don’t hesitate to reach out to [cecapoutreach@fairfaxcounty.gov](mailto:cecapoutreach@fairfaxcounty.gov).

# **Graphics, images, and videos**

Pre-prepared graphics, images, and videos for use on Facebook [are available here](https://www.fairfaxcounty.gov/environment-energy-coordination/cecap-febmarch-2021-public-outreach-campaign). If you need graphics in a different size, or if none of the available items suit your audience, please email [cecapoutreach@fairfaxcounty.gov](mailto:cecapoutreach@fairfaxcounty.gov).

# **Public meeting Promotional Posts (Appropriate for the week of 2/22)**

The Fairfax County climate planning process depends on public participation and needs your input! Join a virtual public meeting on Tuesday, February 23 and/or on Thursday, February 25 to hear from experts and share your opinions. Learn more: <https://bit.ly/3fW2cn8>

Tuesday and Thursday this week are your opportunities to participate in the Fairfax County climate planning conversation. [Fairfax County Climate and Energy](https://www.facebook.com/fairfaxcountyclimate) has two virtual public meetings on tap this week, complete with climate experts to help answer your questions and ample opportunities to share your thoughts. Learn more and join here: <https://bit.ly/3fW2cn8>

It's true, [Fairfax County Climate and Energy](https://www.facebook.com/fairfaxcountyclimate) is hosting two virtual public meetings this week to dig into some major climate planning topics like energy, transportation, development, and waste. If you’re free on Tuesday or Thursday evening, join the conversation: <https://bit.ly/3fW2cn8>

[For Tuesday, February 23] TONIGHT! Join climate planning experts and [Fairfax County Climate and Energy](https://www.facebook.com/fairfaxcountyclimate) staff for a virtual public meeting on energy issues. Bring your ideas, questions, concerns, and comments. The meeting starts at 7PM! Register or join here: <http://bit.ly/2ZwGxfz>

[For Thursday, February 25] TONIGHT is the night for YOU to share your thoughts, feelings, questions, comments, concerns, and ideas about transportation, development, and waste in relation to climate change in Fairfax County. Join the [Fairfax County Climate and Energy](https://www.facebook.com/fairfaxcountyclimate) virtual public meeting at 7PM: <http://bit.ly/3bgNOFO>

# **Online Survey promotional Posts (appropriate from 2/22 through 3/14)**

Not one, not two, but three brief surveys are now online to capture your feedback on climate planning in Fairfax County. Can you spare five minutes to share your opinion? It will help build a climate plan that works for you for years to come. Surveys are open until March 14: <https://bit.ly/3dwa0ON>

The Fairfax County climate planning surveys currently online are super short but they'll provide invaluable information about what YOU want to see the county doing in the years to come to address climate change. Can you spare five minutes for community climate planning? You can find them here: <https://bit.ly/3dwa0ON>

What would it take for you to make a major energy saving improvement to your home? What would it take for you to invest in a new energy efficient HVAC system, or to add insulation? Would a rebate help? How about HOA or permitting changes? Take a short Fairfax County energy survey to inform the county’s climate plan, here: <https://bit.ly/3dwa0ON>

What do you think it would take to reduce the use of personal vehicles in Fairfax County? How about to increase the use of public or alternative transportation options? Take a quick transportation survey to share your thoughts and inform the county’s Community-wide Energy and Climate Action Plan: <https://bit.ly/3dwa0ON>

Short? Yes. Multiple choice? Mostly. Easy to understand? Definitely. The [Fairfax County Climate and Energy](https://www.facebook.com/fairfaxcountyclimate) climate planning surveys are designed to capture your opinion on important issues without taking too much of your time. Take a brief survey today and be a part of a long-lasting local effort to combat climate change: <https://bit.ly/3dwa0ON>

Each Fairfax County climate planning survey takes about 5 minutes to complete, but the information gathered will inform efforts to reduce greenhouse gas emissions for years to come. The surveys are only open until March 14. Take one (or more) short surveys today: <https://bit.ly/3dwa0ON>

Have you thought about using renewable energy to power your home? What are the barriers standing in your way? Tell Fairfax County in a very short, very easy energy survey, here: <https://bit.ly/3dwa0ON>

Many Fairfax County residents have expressed an interest in more walkable, connected, mixed use communities, like the Mosaic District or the Reston Town Center. Does this sort of development appeal to you? Share your thoughts in this short survey, and help inform the county’s climate plans: <https://bit.ly/3dwa0ON>

# **Posts Promoting Video content (Appropriate throughout the campaign)**

The choices we make today to address climate change will have a significant impact on our lives and the lives of our children, economically, socially, and environmentally. Watch the video for more info on climate action in Fairfax County. <https://bit.ly/39CYFKH>

Fairfax County is not immune to the effects of climate change. We already experience stronger storms related to climatic shifts. A single severe storm in 2019 cost county taxpayers $14 million. That's money that could have been spent on other county programs, projects, and services. Proactive climate planning pays off. Watch: <https://bit.ly/39CYFKH>

Climate change is expected to alter the geographic reach, seasonal distribution, and abundance of disease vectors like mosquitoes and ticks. Infectious diseases that were once considered tropical or subtropical may become commonplace in our region. Learn how Fairfax County is addressing climate change locally with this brief video: <https://bit.ly/3oW5riY>

Spreading infectious diseases, heat illness, and respiratory problems are just three examples of the health impacts of climate change. Knowledge is power. Watch this short video to learn more about health and climate and be a part of the solution locally. <https://bit.ly/3oW5riY>

What would happen if Fairfax County's triple-A bond ratings changed due to inaction on climate change? Municipal projects and capital improvements could become more expensive for taxpayers, like you. Watch to learn more: <https://bit.ly/3anJcOX>

Agriculture is the economic sector most at risk due to climate change. For each degree Celsius our global temperature climbs, crop production will decrease by 5 to 15%. Less supply with equal or greater demand means higher food prices at the grocery store. Climate impacts are real. Now is the time to take action. Watch: <https://bit.ly/3anJcOX>

# **General informational/educational posts (appropriate throughout the campaign)**

Just like paying down a credit card balance promptly can help you avoid spiraling debt, reducing our collective carbon footprint can help prevent an escalating problem that becomes harder and harder to fix the more time goes by. Now is the time for climate action in Fairfax County. <https://bit.ly/3fW2cn8>

While there are limits to what the Fairfax County government can do to address climate change locally, individual residents can make a major difference. More than 95 percent of local greenhouse gas emissions come from sources other than local government operations - like energy use at home, business operations, and cars and trucks on our roads. <https://bit.ly/3fW2cn8>

Fairfax County is developing its first-ever Community-wide Energy and Climate Action Plan (CECAP). The CECAP is unique in that it is being development by the community, for the community with input from dozens of organizational, business, and civic leaders, as well as individual county residents. Learn more: <https://bit.ly/3hq7zft>

Addressing climate change requires action at the international, national, state, local, and individual levels. It's a global problem, and it demands action from each of us. The choices we make today to address climate change will have a significant impact on our lives and the lives of our children economically, socially, and environmentally. Learn more: <https://bit.ly/3fW2cn8>

In FY 2020, Fairfax County residents owned and operated 933,452 vehicles. In a single year, that many vehicles collectively consume more than 10.6 million barrels of oil. It would take 76 million trees 10 years to sequester the carbon produced by our cars in one year. We must start to make changes locally to reduce our community carbon footprint, and we can start with the CECAP climate plan. Learn more: <https://bit.ly/3hq7zft>

Addressing our greenhouse gas emissions now is a wise investment in our future – this problem will not go away on its own and we will end up paying for it one way or another. An ounce of prevention is worth a pound of cure. No action is too small to make a difference. From changing a light bulb, to choosing to drive an electric vehicle, to weatherizing a home or business, we can all participate in climate action in multiple ways according to our means and abilities. <https://bit.ly/3fW2cn8>