**CECAP Public Outreach | Twitter 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 Twitter covering a variety of topics. Facebook 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 @ffxgreen Twitter handle.

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 Twitter [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 Tweets (Appropriate for the week of 2/22)**

The #FairfaxCounty #climateplanning process depends on public participation and needs your input! Join a virtual public meeting on 2/23 and/or 2/25 to hear from experts and share your opinions. Learn more: <https://bit.ly/3fW2cn8>

Tuesday and Thursday this week are your opportunities to join the #FairfaxCounty #climateplanning conversation. Join a @ffxgreen virtual public meeting with climate experts to help answer your questions and ample opportunities to share your thoughts. <https://bit.ly/3fW2cn8>

It's true, #FairfaxCounty is hosting two virtual public meetings this week to dig into some major #climateplanning topics like #energy, #transportation, #development and #waste. Join the conversation: <https://bit.ly/3fW2cn8>

[For Tuesday, February 23] TONIGHT! Join #climateplanning experts and @ffxgreen 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 #climatechange in #FairfaxCounty. Join the @ffxgreen virtual public meeting at 7PM: <http://bit.ly/3bgNOFO>

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

Not one, not two, but three brief surveys are now online to capture your feedback on #climateplanning in #FairfaxCounty. Can you spare five minutes to share your opinion? It will help build a plan that works for you for years to come. <https://bit.ly/3dwa0ON>

The #FairfaxCounty #climateplanning surveys 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 #climatechange. 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? New #HVAC, adding insulation, etc. Would a rebate help? How about regulatory changes? Take a short #FairfaxCounty energy survey, here: <https://bit.ly/3dwa0ON>

What do you think it would take to reduce the use of personal vehicles in #FairfaxCounty? How about to increase the use of public or alternative transportation options? Take a quick #transportation survey to share your thoughts: <https://bit.ly/3dwa0ON>

Short? Yes. Multiple choice? Mostly. Easy to understand? Definitely. The @ffxgreen #climateplanning surveys are designed to capture your opinion without taking too much of your time. Take a brief survey today: <https://bit.ly/3dwa0ON>

Each #FairfaxCounty #climateplanning survey takes about 5 minutes to complete, but the information gathered will inform efforts to reduce #greenhousegas emissions in the years ahead. 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 #FairfaxCounty in a very short, very easy energy survey, here: <https://bit.ly/3dwa0ON>

Many #FairfaxCounty 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: <https://bit.ly/3dwa0ON>

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

The choices we make today to address #climatechange 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 #climateaction in #FairfaxCounty. <https://bit.ly/39CYFKH>

Infectious diseases, heat illness, and respiratory problems are just three examples of the health impacts of #climatechange. 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 #FairfaxCounty's triple-A bond ratings changed due to inaction on #climatechange? Municipal projects and capital improvements could become more expensive for taxpayers, like you. Watch to learn more. <https://bit.ly/3anJcOX>

# **General informational/educational tweets (appropriate Throughout the campaign)**

#DYK? 97% of climate scientists agree that human-driven #climatechange is taking place now. Learn more about local #climateaction in #FairfaxCounty here: <https://bit.ly/3hq7zft>

A single severe storm in 2019 cost #FairfaxCounty taxpayers $14 million. That's money that could have been spent on other county programs, projects, and services. #Climateaction matters: <https://bit.ly/3fW2cn8>

#FairfaxCounty is in the midst of developing its first-ever Community-wide Energy and Climate Action Plan, or #ffxCECAP. Want to get involved? Learn more, here: <https://bit.ly/3fW2cn8>   
  
Fact: #Climatechange occurs when #greenhousegases build up in our atmosphere and trap heat that might otherwise escape. This causes shifts in global temperatures and weather patterns over time. <https://bit.ly/39CYFKH>

#Climateaction comes in all shapes and sizes, and everyone has a role to play. Here in #FairfaxCounty, we're tackling #climatechange head on with the #ffxCECAP community plan. How will you get involved? <https://bit.ly/3fW2cn8>

More than 95% of #greenhousegas emissions in #FairfaxCounty come from sources like #energy use in homes and vehicles on our roads. We can all take #climateaction with #ffxCECAP. <http://bit.ly/30lf7Zx>

In FY2020, #FairfaxCounty residents owned and operated 933,452 vehicles. It would take 76 million trees 10 years to offset the carbon produced by all of our cars. #Climateaction starts here and now! <https://bit.ly/39CYFKH>

68% of #FairfaxCounty residents believe that individuals should do more to address #cimatechange. Everyone can participate in #climateaction. Learn more: <https://bit.ly/39CYFKH>

Fact: it would take 75 trees ten years to offset the volume of #greenhousegases emitted by a single passenger vehicle in a single year. #Climatechange is everyone's concern. Learn more about local #climateaction: <https://bit.ly/39CYFKH>

Fact: Agriculture is the sector most at risk due to #climatechange. Crop production goes down as global temperatures go up, leading to higher food prices. Follow @ffxgreen for more #climate facts. <https://bit.ly/3anJcOX>

The choices we make today to address #climatechange will have a significant impact on our lives and the lives of our children and grandchildren, economically, socially, and environmentally. Learn more: <https://bit.ly/39CYFKH>