



# Green Winter Season Social Media Kit

*Share green tips for winter using the guide, graphics, and captions provided in this kit! We also recommend pairing this kit with our Sustainable Holiday Guide.*





# About IDEM

- ❖ The Indiana Department of Environmental Management (IDEM) employs some of Indiana's most qualified engineers, scientists, and environmental project managers specializing in air, land, pollution prevention, and water quality issues.
- ❖ Our staff members work hard to provide quality environmental oversight and technical assistance in your community and around the state. Whether you're a business owner, consultant, student, farmer, teacher, or parent, IDEM is here to help you make choices that protect human health and the environment.



# Get to Know Your Kit

Social media is a highly effective way to reach residents.

We recommend posting one of our posts a week to supplement your current social media plan, but feel free to post more as you see fit!

***These photos are free to use, modify and redistribute under a Creative Commons license (Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)).***

## This kit includes...

- 8 graphics covering the following winter topics:
  - Deicing Tips
  - Energy Savings
  - Fireplace Maintenance
  - Green Gift Giving
  - Vehicle Maintenance
  - Reduce, Reuse, Recycle Tips
- This PDF with our favorite social media tips.
- Pre-written post text for each image.

***All for free!***

# Tips for Posting on Social Media

## ❖ Know your audience

- Pay attention to your demographics and what messages perform best on each platform.

## ❖ Watch for trends

- If a popular pattern, strategy, or even meme aligns with your messaging, capitalize on it to drive engagement.

## ❖ Measure and analyze results regularly

- Is your audience liking, commenting, and/or sharing your posts? Are people clicking your links? Adjust as needed!

## ❖ Be consistent

- Post regularly and use similar handles across platforms so users may find you easily.





# Feedback & Engagement

We'd love to see where you go with this and celebrate your success. Tag us!

 **Facebook:** @IndDEM

 **Twitter:** @idemnews

 **Instagram:** @idemnews

 **LinkedIn:** @IndDEM

 **YouTube:** @idemvideo

Visit [idem.IN.gov/socialmedia](https://idem.IN.gov/socialmedia) for more tools and tips.