

## VIDEO USAGE AND PROMOTIONAL GUIDE

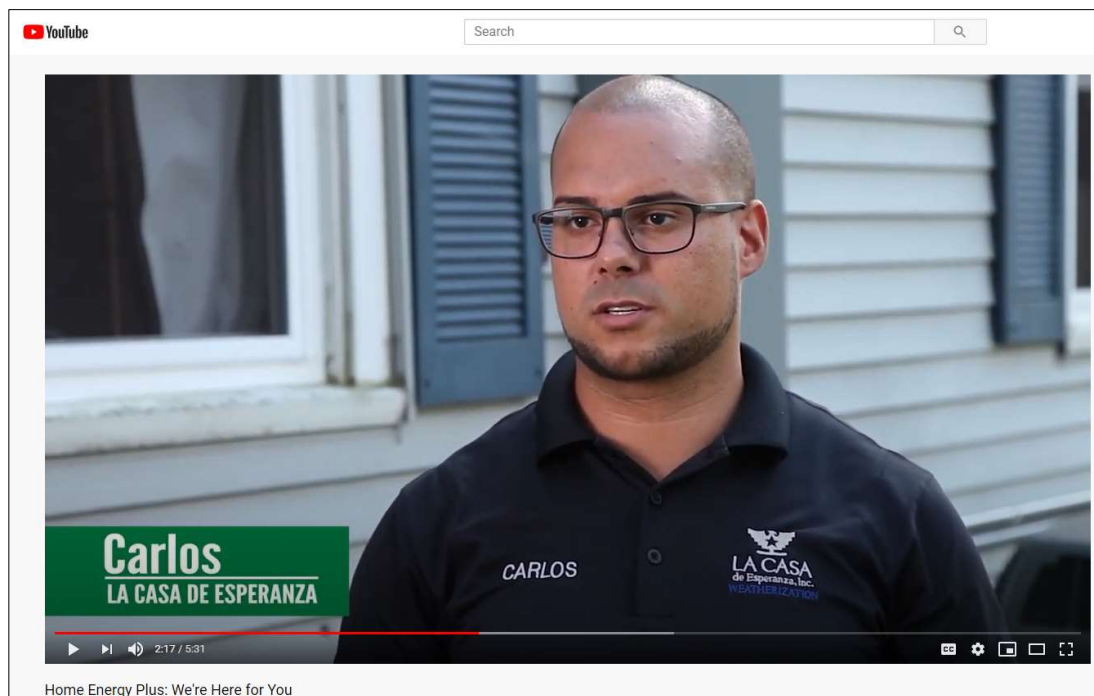
### BACKGROUND

In 2020, the Division of Energy, Housing and Community Resources (DEHCR) coordinated the creation of a roughly five-minute Home Energy Plus (HE+) overview video. In addition to general information about the three (HE+) offerings—the Wisconsin Home Energy Assistance Program (WHEAP), Wisconsin’s Weatherization Assistance Program (WAP), and the HE+ Furnace Program—agency staff and satisfied program participants provide insights into their experiences with HE+.

Three shorter clips highlighting the individual programs are also available (approximately 35 seconds in length), which are ideal for use on social media.

### Why are videos good promotional tools?

- Video consumption is an increasingly popular media format
- Easy to share online via multiple platforms; statewide reach
- Different, more interactive way to learn about HE+



**IMPORTANT:** Partner agencies shall use HE+ videos in the original format only. The videos must not be edited or altered in any way.

Please contact the HE+ Help Desk with any questions regarding video usage.

## UTILIZING THE HOME ENERGY PLUS VIDEOS

There are many ways to use the Home Energy Plus overview video and shorter clips to enhance your marketing and communications. A few of these methods are described below, with best practices outlined for each.

- Agency website
- Social Media
- Office waiting room
- Digital communications
- Email communications

### Accessing Videos via YouTube or Download

The marketing and communication methods outlined below require you to link to the videos via the YouTube URLs or download the native video files from the HE+ Training and Technical Assistance (T&TA) website. The Home Energy Plus YouTube channel video links and instructions for accessing and downloading the native video files from the HE+ T&TA website are below.

#### Home Energy Plus YouTube Channel URLs:

**HE+ Program Overview:** <https://youtu.be/DkAy5kQse74>

**General clip:** <https://youtu.be/SfYT70O2tuU>

**WHEAP clip:** <https://youtu.be/mSt3sWENHf4>

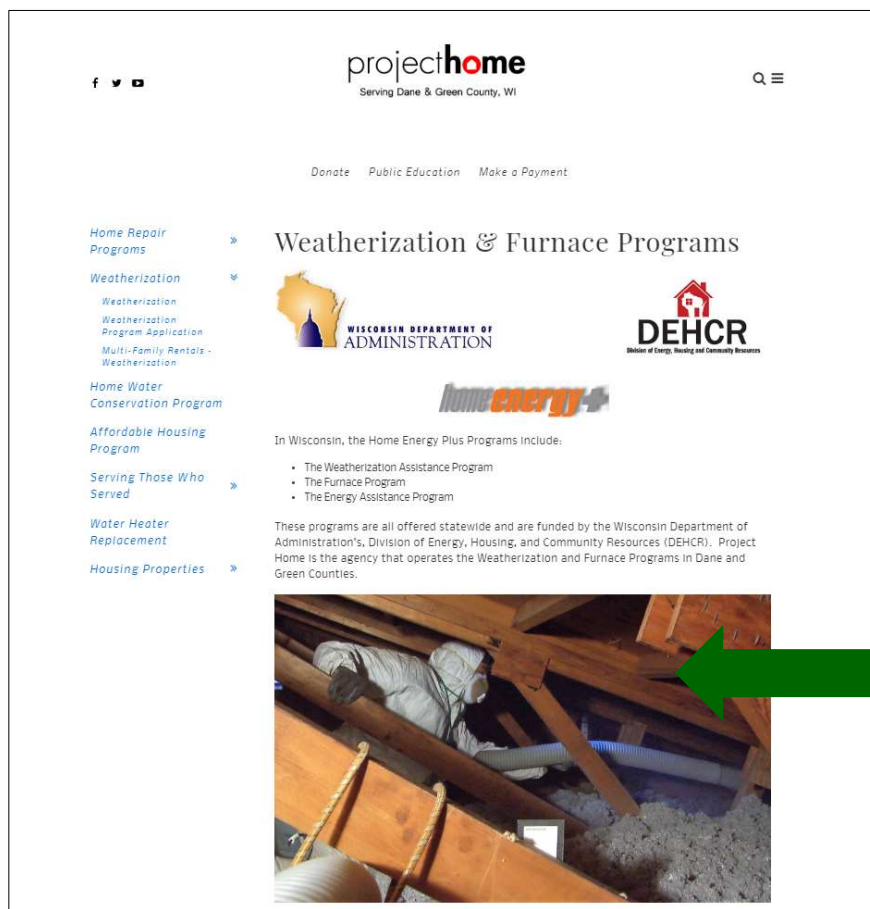
**Weatherization clip:** <https://youtu.be/KOmFf7jkf9s>

**Home Energy Plus T&TA Website for downloads:** <https://homeenergyplus.weccusa.org/>.

Visit the HE+ T&TA website and complete the log-in process. The video files are located under Technical Assistance > Outreach > HE Plus Video. To download a video, right click on the video you would like to download. Depending on the browser used, different options for downloading and saving the file will appear – “Save link as”, “Save target as”, or “Save as”. Keep in mind the files are very large and may take several minutes to download.

### Agency website

Embed the video on your website to feature the video or one of the clips prominently on your home page or include it on a page that details your services in relation to the relevant Home Energy Plus offering(s). The green arrow in the example on the next page shows a perfect opportunity to replace an existing photo with the overview video.



You can use one of three methods to add a video to your website:

1. The easiest way to add the video to your website is to use the YouTube embed code, featured below.

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/DkAy5kQse74" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

2. Use a direct link to the overview video or one of the video clips on YouTube. (See *Accessing Videos instructions above.*)
3. Upload the native video file directly to your website. (See *Accessing Videos instructions above.*)

Following is sample text for use on your website to introduce the Home Energy Plus video:

[Home Energy Plus](#) helps qualified Wisconsin residents reduce energy use and costs through three offerings—the Wisconsin Home Energy Assistance Program (WHEAP), the Weatherization Assistance Program (WAP), and the Home Energy Plus Furnace Program. These offerings are available statewide and are funded by the Wisconsin Department of Administration (DOA), Division of Energy, Housing and Community Resources (DEHCR). **[Agency Name] supports Home Energy Plus by providing [service name(s)] in [county/tribe names]. [More information about services and specific contact information to get started.]**

## Social media

Posting the video clips on your social media channels is a great way to increase engagement with your followers. It is also very easy for people to share the video with their friends and followers, expanding the reach of the video—and awareness of Home Energy Plus.

**Facebook** - Two ways to utilize videos in a Facebook post. 1 – Upload the native video file (downloaded from the HE Plus T&TA website) when you create a Facebook post. Facebook favors posts with native videos vs. YouTube links, which means more engagement for you! This will provide your followers with the best viewing experience and improve your organic reach. 2 - The easiest and fastest way to share the videos on Facebook is to copy and paste a YouTube video URL directly into the post as you are creating a post.

**Twitter** - Two ways to utilize videos in a Twitter post. 1 - The easiest and fastest way to share the videos on Twitter is to copy and paste a YouTube video URL directly into the post as you are creating a post. 2 - You may also upload the native video file (downloaded from the HE Plus T&TA website) when you create a Twitter post.

**LinkedIn** - Two ways to utilize videos in a LinkedIn post. 1 - The easiest and fastest way to share the videos on LinkedIn is to copy and paste a YouTube video URL directly into the post as you are creating a post. 2 - You may also upload the native video file (downloaded from the HE Plus T&TA website) when you create a LinkedIn post.

**Instagram** - The only way to share the video clips on Instagram is to use the downloaded native video files from the Home Energy Plus T&TA website. To post a video, simply select the file saved to your computer or device, and upload to include with your Instagram message.

The following is suggested text to include when posting one of the video clips to social media.

### General clip

Looking to reduce your energy usage and bills? Home Energy Plus is here for you! Qualified Wisconsin residents can receive energy bill pay assistance, weatherization services, and emergency furnace repair or replacement. We are proud to provide [service name(s)] to [county/tribe names]—Contact us today to get started!

### WHEAP clip

Keeping up with energy bills is a struggle for many Wisconsin residents. Apply for energy assistance from Home Energy Plus to avoid shutoffs and catch up on payments. Applying is easy, and we are here to walk you through the process step by step. If you live in [county/tribe names], contact us today to get started!

### Weatherization clip

Want to save energy and money AND improve the comfort of your home year-round? Qualifying Wisconsin residents can receive FREE weatherization services from Home Energy Plus! In addition to performing an energy evaluation of your home, a qualified technician may install high-efficiency LED light bulbs and water-saving devices, perform air leak sealing, repair and replace insulation, and more. If you live in [county names], contact us today to get started!

## Office waiting room

Play the video in your office waiting room. Customers visiting your office—especially those spending time in a waiting area—are a captive audience for viewing the Home Energy Plus overview video. A few different ways to access and play the video onsite through a computer with a monitor or a Smart TV set-up in your waiting room are outlined below:

- Download or save the video native file to a DVD or USB drive. This is the most reliable way to play the video without interruption and without jeopardizing internet bandwidth. If you do not have this capability in-house, request a DVD or USB drive via email at [HEPlusTTA@slipstreaminc.org](mailto:HEPlusTTA@slipstreaminc.org).
- Stream online from YouTube. You can stream the video directly from the Home Energy Plus YouTube channel. Be aware playback interruptions may occur due to service provider or network connectivity issues at any time. Also, streaming the video may cause bandwidth issues for your organization.

## Digital communication (e-newsletter)

Do you send out a monthly email newsletter or other regular digital communications? Include a link to the Home Energy Plus overview video or even the WHEAP or Weatherization clips to provide your audience with an interactive way to learn about the three Home Energy Plus offerings. Using a tool like this will result in a very professional-looking image link with direct access to the video.

The process for inserting a video link varies depending on which email program you use. For example, in MailChimp, a video “content block” where you can insert into the body of the email is used. You have the option to insert the video URL (YouTube link), a custom preview image, and caption text. You may also include a video by copying and pasting the YouTube link in the body of your email.

## Email communications

If you are corresponding with a potential customer or client, or anyone that may be interested in learning more about Home Energy Plus, providing a link to the overview video or one of the clips is a quick and easy way to share information without having to write out a lengthy description of the available services. Simply copy and paste the YouTube video URL and include it in your communication!

## SPECIAL COVID-19 PROMO VIDEO (ENERGY ASSISTANCE)

Many Wisconsin residents are struggling more than ever financially due to the COVID-19 pandemic. To help promote utility bill pay assistance available through the Wisconsin Home Energy Assistance Program (WHEAP), a special video is available to share on your website and social media pages at <https://youtu.be/rIneAbv30QY>. You can also download the video file from the Home Energy Plus T&TA website (Technical Assistance > Outreach > HE Plus Video) and follow all the same guidelines above for sharing the video on your website, social media pages, etc.