

FOR ENERGY SOCIAL MEDIA STRATEGY



GREENLIGHT GREENPAPER

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FOR Energy reached out to us to help them reinvent their social media so it better represents them. They felt they were lacking in content, consistent posting, and overall not reaching their desired audience. Our goal was to assist FOR with growing their presence on social media and in the community.



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Challenges & Opportunities

After our initial discussion with FOR Energy, it became obvious that they desired a shift in their social media strategy. More specifically, they felt that the absence of a consistent social media post aesthetic and post schedule was hurting their online image. To circumvent this, they asked for us to create a robust and consistently engaged social media audience to elevate FOR Energy's presence online and in Arizona as a whole. Our strategy was to create a social media content calendar, host a content photoshoot, and provide a business outreach list.

Recommended Solutions

Our goal was to assist FOR with growing their presence on social media and in the community. We were able to do this by first creating a list of local farmers markets and sustainability minded companies that FOR can connect with. Next, we met up with the FOR team for a photoshoot to create new content for their social media. Lastly, produced an annual social media content calendar, where we provided what to post and when for the upcoming year.

Our Outcomes *By The Numbers:*

- Content Creation
 - 1 photoshoot and 1 social media calendar
- Lead Generation
 - 10 farmers markets and 5 companies

Project Benefits

BENEFITS TO PROJECT PARTNER

With our help, the Project Partner received a spreadsheet of Farmers Markets and sustainability-minded businesses to contact and completed a photoshoot, resulting in new visual content for their social media feeds. They also received a content calendar and social media templates. These deliverables should help FOR increase their social media presence, engage viewers, boost brand recognition, and raise sustainability awareness.

BENEFITS TO SOLUTIONEERS

We learned about the benefits of solar. We had a lot of fun tapping into our creative side through the content creation aspects of the project. We thank our Project Partners for welcoming us into the FOR family and can't wait to see what they have in store.

BENEFITS TO THE COMMUNITY

The UN Sustainable Development Goal that our project addresses is Goal 7, Affordable and Clean Energy. Specifically, Target 7.1, which works to ensure universal access to affordable, reliable and modern energy services. By increasing FOR's audience and engagement on social media, we are helping to raise awareness of their services, ultimately increasing energy efficiency and renewable energy in the valley.