



# FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

## SAMPLE SOCIAL MEDIA

Use these sample posts on your organization's social networks to encourage businesses to sign up for a free energy assessment.

### Tips for posting

- You can comment on a handful of these posts to ask community members to share their experience, e.g.,
  - Add a comment below to let your peers know how YOU stay energy efficient.
  - Tell us your story! What did you learn during your energy assessment?
- Pair each post with the suggested image in italics. If you have your own images, feel free to use those!

## POSTS

### Post 1: Free Energy Assessments for Businesses (title not for posting)

Attention La Crosse businesses: don't miss your opportunity to get a FREE business energy assessment! Take advantage of this opportunity to help determine where and when to invest in new, energy efficient equipment. Bonus incentives are available for qualifying customers who complete projects recommended by their assessment.

Get started by contacting Xcel Energy Mid-Market Rep Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

*Pair with Image: (Text: FREE Business Energy Assessments)*

### Post 2: Free Energy Assessments for Businesses (title not for posting)

La Crosse businesses: Xcel Energy is offering FREE energy assessments to help you save energy, save money, and boost your bottom line. Energy assessments look at the systems that use energy in your business, like lighting and HVAC, and identify where and when to invest in new, efficient equipment.

Sign up today! Contact Xcel Energy Mid-Market Rep Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

*Pair with image: (Text: FREE Business Energy Assessments, Save money, save energy, boost your bottom line)*



**PARTNERS IN ENERGY**  
An Xcel Energy Community Collaboration

### **Post 3: Bonus Rebates (title not for posting)**

Business energy efficiency rebates are great! How does an additional \$4,000 sound? If you complete a business energy assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to \$4,000, for any projects you complete within six months of the assessment.

Contact Xcel Energy Mid-Market Rep Will Hutchens at [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

*Pair with Image: (Text: BUSINESS EFFICIENCY BONUS REBATES, Up to \$4,000 in additional efficient equipment rebates from Xcel Energy)*