



## **Ameren Missouri Marketing Toolkit**

For Heating and Cooling Program Participating Contractors

January 2021





**Dear Participating Contractor:**

We are thrilled you are taking advantage of the Heating and Cooling program. You're helping your customers save money and energy while growing your business.

This marketing toolkit is designed to help participating contractors like you work with the Heating and Cooling program to promote your business.

**Act now and spread the word to your customers:**

- Use co-op marketing funding from Ameren Missouri to help pay for advertising
- Use our pre-approved advertising elements and templates that include Ameren Missouri branding for a polished, professional look
- Update your website to include information about the program
- Write newsletter articles to promote your business
- Post success stories on Facebook and Twitter – tag us so our followers can see it too!

This marketing toolkit contains resources, sample content and tips for growing your business. Share this with the team responsible for marketing and advertising so that your company can take full advantage of the program. We look forward to a successful year working with you.

Please submit any questions to the program marketing team by visiting the Co-Branding and Co-o-Op Marketing Request Portal, linked on the homepage of the program, OIT.

Regards,

The Ameren Missouri Heating and Cooling Program Team

# Ameren Missouri Marketing Toolkit

For Heating and Cooling Program Participating Contractors

## Contents

<b>Co-Branding Opportunities</b>	3
Using the Ameren Missouri Logo	3
Using Rebate Language	3
Using URLs	4
Using Disclaimers	4
Using the Ameren Missouri Program Name	4
<b>Co-Op Marketing Program</b>	5
How it Works	5
Media Development and Approval Process	6
Reimbursement Guidelines and Process	7
How to Submit Verification Documentation	7
<b>Advertising Templates and Sample Content</b>	8
Branded Messaging Blocks and Advertising Templates	8
Branded Messaging Blocks	8
Direct Mail Template	9
Radio Advertising	9
Website and E-Newsletter Content	11
Sample Website Content	11
<b>Social Media</b>	12
Twitter	12
Facebook	13
Sample Social Media Posts	14
<b>Other Content Ideas</b>	14
Free Images Resources	14
<b>Appendix</b>	15
Facebook Glossary	15
Twitter Glossary	16

## Co-Branding Opportunities

Ameren Missouri allows participating contractors to co-brand with the utility and the Heating and Cooling program, but requires that all co-branded materials (e.g., newspaper ads, website pages) follow the co-branding guidelines.

All co-branded materials must be approved by Ameren Missouri prior to use by participating contractors. Please submit materials via the link on the Online Intake Tool (OIT) login page to obtain approval. Review times will vary – be sure to allow at least five business days for Ameren Missouri to complete the review process, and note that this process can take considerably longer if the item being reviewed requires several rounds of revisions. During the review process, Ameren Missouri and the program team will provide feedback on adherence to the co-branding guidelines, as well as any tips on best practices that can improve the quality and effectiveness of your co-branded advertisement.

## Using the Ameren Missouri Logo

The Ameren Missouri logo is unique to Ameren Missouri and designed to exact specifications. **Do not attempt to alter or recreate the artwork.** A JPG version of the Ameren Missouri logo is available for download at the OIT website. You will need your username and password to access the OIT.

- Make sure to allow enough blank space around the Ameren Missouri logo, as displayed at right.
- The A in Ameren may not be reproduced at a height less than 0.25". Anything smaller is prohibited.
- Spacing around the logo has to be at least the size of the A in Ameren.
- The Ameren Missouri logo should always be smaller than the participating contractor's logo
- The symbol used in the Ameren Missouri corporate logo may not be used alone.
- Logos should not be blurry. Please contact your account manager to obtain high-resolution EPS files for use in printed materials.
- The Ameren Missouri logo must be placed on a black, gray or white background.



## Using Rebate Language

- The Heating and Cooling program rebate maximum is up to \$900 for HVAC systems and up to \$1,800 for ground source heat pumps. The \$1,800 rebate may only be included if ground source heat pumps are mentioned.
- If you are offering higher seer rebates through the distributor channel, you may reference those but you may not reference a specific rebate amount. For example: **Get up to \$900\* cash back on an HVAC system with even larger rebates<sup>†</sup> available for higher efficiency equipment.**
- Contractor may only promote the most up-to-date rebate chart, which is available on the OIT as well as the Ameren Missouri website.
- If quoting multiple rebate amounts, be sure it is clear which are Ameren Missouri rebates and which are from contractors or other utilities. The math should clear so the customer doesn't misunderstand the total rebate amount or final cost. If a contractor/manufacturer rebate is included that is for a limited time, make sure those dates don't appear to apply to the Ameren Missouri rebates.
- If there is a contractor/manufacturer rebate that is for a limited time only, make sure it's clear that it doesn't apply to the Ameren Missouri portion.

## Using URLs

- When referring customers to the program website, please use [AmerenMissouriSavings.com/HVAC](https://AmerenMissouriSavings.com/HVAC). The URL must include a capital A, a capital M and the word HVAC in all upper case letters, all written as one word with no spaces. [AmerenMissouri.com](https://AmerenMissouri.com) should not include **www** at the beginning of the URL and should be presented as shown below. Contractor URLs may not incorporate Ameren.

**[AmerenMissouriSavings.com/HVAC](https://AmerenMissouriSavings.com/HVAC)**

## Using Disclaimers

- All print, digital, social and video marketing/advertising materials must include the following disclaimer:  
**\*Some restrictions may apply. Visit [AmerenMissouriSavings.com/HVAC](https://AmerenMissouriSavings.com/HVAC) for full program details.**
- The disclaimer must be in at least 9 point font size. An asterisk should be attached to the Ameren Missouri rebate amounts if included, or the word rebate” if not.
- For radio spots and live-reads, please make every effort to include the entire disclaimer. If time does not allow for the full disclaimer, at a minimum you must include Some restrictions may apply.
- If you reference higher SEER Distributor Channel rebate amounts, you must include the additional disclaimer:  
**†Actual rebate will be calculated according to program terms and amounts will vary.**

## Using the Ameren Missouri Program Name

- When referencing the Ameren Missouri Heating and Cooling program, do not forget to add “Missouri” – this program is specific to Missouri and does not include Illinois.
- Ameren Missouri must be written as Ameren Missouri, not Ameren, AmerenUE or Ameren MO
- Customers must be referred to as Ameren Missouri residential electric customers, not Ameren Missouri customers
- Make sure customers can easily identify that marketing is from you and the materials do not give the impression that they are coming from Ameren Missouri.

## Co-Op Marketing Program

The Ameren Missouri Heating and Cooling Program Co-Op Marketing program will provide active participating contractors with matching advertising funds to assist in the promotion of the HVAC equipment eligible for rebates through the Ameren Missouri Heating and Cooling program. Participating contractors will be able to reserve up to \$2,500 in matching funds for each of the two funding periods. These matching funds are intended to cover up to 50% of the cost of placing co-branded advertisements that promote the participating contractor and the Ameren Missouri Heating and Cooling program. All advertising funded through the Co-Op Marketing program must take place between March 1 and August 31, 2020. Co-op funding will be awarded on a first-come, first-served basis.

The amount eligible for reimbursement will depend on type of marketing. An allotment of funds will be set aside for contractors to reserve. Co-op funds will be dispersed based on the following guidelines:

- Receive up to **\$2,500 each funding period** when participating contractors run qualifying television or radio advertising during the time frame.
- Receive up to **\$1,500 each funding period** when participating contractors run any other qualifying advertising during the time frame. This includes direct mail, digital ads, letters, paid social media and other forms of advertising.

Program details are described below. Please contact your account manager if you have any questions about applying for co-op funds or about the process.

## How it Works

On February 1, 2021 Ameren Missouri will release \$40,000 in co-op marketing funding to participating contractors – \$20,000 for each of the two funding periods. During the reservation period, we will follow the steps below to distribute funds. Any participating contractor who does not complete the requirements to use co-op funds will forfeit those funds, which will be released back to the pool and distributed to the next contractor in line to receive funds. Applications will be accepted via a link on the Online Intake Tool (OIT) login page to ensure a proper distribution of funds by order of receipt of the request.

The intent is to ensure that participating contractors have an opportunity to reserve and use funds throughout the cooling season. Unused or forfeited funds will go back into the pool so that another contractor will be able to reserve and use those funds.

1. **Reserve:** To help you plan for the entire cooling season, reservations for both rounds of funds can be made at the same time. Beginning February 1, contractors may apply for both rounds of funds by completing the Co-Op Marketing Program Funds Reservation Request Form. The first round is for advertising that will run between March and May. The second round is for advertising that will run from June through August. Requests will be processed by the Heating and Cooling program team in the order in which they are received.
2. **Notification:** Upon receipt, Funds Reservation Request Forms will be reviewed by program staff, and participating contractors will be notified as to whether their request is approved. If further information is needed, the program team will contact the individual listed as the contact person on the Funds Reservation Request Form. If all funds have been reserved for that reservation period, the contractor will be notified and placed into a queue for any additional funds that become available.
3. **Design and Approval:** Within three weeks of approval of the Funds Reservation Request Form for round one, participating contractors must initiate the media development and approval process as described below. For round two, contractors must initiate the media development and approval process within three weeks of the beginning of the funding period. Contractors will be notified one week prior to their respective deadlines; any contractor who does not meet this deadline will be notified that the reservation is canceled, and reserved funds will go back into the funding pool.

4. **Submit Claim and Documentation:** Notice of funds reservation and approval of co-branded materials do not guarantee that the participating contractor will receive the co-op marketing funds; contractors must submit a Co-Op Marketing Program Claims Form and supporting documentation within 30 days of the end of the funding period to receive their co-op reimbursement, as described below.
5. **Payment:** Once all requirements regarding reservation, approval and supporting documentation are met, contractors will receive their reimbursement within four to six weeks.

## Media Development and Approval Process

Contractors participating in the Co-Op Marketing Program have three options for advertisement development and approval:

1. **Program Templates:** The program will provide contractors participating in the Co-Op Marketing program with advertisement template options including print ads, radio scripts and video art cards. As an added value service for co-op participants, the program team will work with contractors to obtain their logo and contact information to add to the existing templates free of charge. Program staff will review and approve, and will provide a final format (typically PDF) for delivery by the contractor to the media outlet (e.g., newspaper, magazine, radio station). Complete radio scripts should be submitted for approval prior to producing spots.
2. **Branded Blocks:** Heating and Cooling program branded blocks, available in print (high-res) and screen (low-res) JPG formats, are available for all participating contractors to use. These blocks may not be altered in any way without program approval. Using the branded blocks when developing co-branded ads will expedite review and approval time.
3. **Contractor Design:** If a participating contractor prefers to design its own co-branded marketing pieces, it will need to follow the co-branding guidelines and ensure that the advertisement does not violate any of these guidelines. The review process for contractor-designed pieces can take additional time; participating contractors should plan ahead when choosing this option to ensure advertising deadlines are met. Complete radio scripts should be submitted for approval prior to producing spots.

### Additional Notes:

- Submission of documentation via the program email address may result in a delay in review, processing or approval.
- Contractors must submit advertisement designs to the program for review via the OIT website. We cannot accept submissions via fax for advertisement review. Final approval must be received from the program prior to any advertisement being placed.
- All ads must reference current approved rebate amounts. Please ensure you are referencing the most current rebate chart when developing advertisements.
- All ads must feature and promote the Heating and Cooling program to be eligible for co-op funding. It must be clear upon viewing/listening to the advertisement that the participating contractor is offering rebates on products covered by the Ameren Missouri Heating and Cooling program – including only an Ameren Missouri logo is not sufficient to receive co-op funds. Using approved templates and branded blocks is an easy way to ensure this requirement is met.
- Ameren Missouri reserves the right to use its discretion on approving advertisements submitted for co-op funding.
- Ad production (creative design/layout) is not eligible for co-op marketing funds. Only media costs and printing costs are eligible for funding.
- Any contractor's current/existing advertising or webpages related to the Ameren Missouri Heating and Cooling program must meet Ameren Missouri guidelines. Ameren Missouri reserves the right to withhold co-op funds until any existing guideline violations are resolved.
- Co-op funds are only available for equipment marketing. Tune-up-related marketing is not eligible.

## Reimbursement Guidelines and Process

A Co-Op Marketing Program Claims Form and supporting documentation must be received by the program no later than 30 days after the advertisement began running. If these materials are not received within this time period, funds will be forfeited and placed back into the co-op marketing pool. Upon confirmation and approval, claims will be paid within four to six weeks. Checks will be mailed to the participating contractor at the address noted on the Funds Reservation Request Form.

- Supporting documentation will vary based on media type:
- Newspaper/Magazine: invoice from print publication and a tear sheet from each run date
- Direct mail: invoice for printing the materials and an invoice from the mailer or a printed report showing the number of pieces mailed
- Radio/Television: invoice from agency or station showing run dates and cost
- Other: specific needs for other types of media will be discussed at the time of funds reservation

## How to Submit Verification Documentation

All supporting documentation and the Co-Op Marketing Program Claims Form can be submitted to the program team via the link on the OIT login page. You may also mail the supporting documentation noted above to:

Ameren Missouri Heating and Cooling Program  
10 South Broadway, Suite 570  
St. Louis, MO 63102

This program is subject to change at any time. Updates to the Co-Op Marketing program will be communicated to participating contractors via email and will be posted on the OIT website.



## Advertising Templates and Sample Content

### Branded Messaging Blocks and Advertising Templates

Ameren Missouri has developed branded messaging blocks and advertising templates for contractors to use, as a quick and easy way to co-brand with the program. By using these pre-assembled advertisements, you can promote your business with a clean, professional template that matches Ameren Missouri's greater marketing campaign. Using these tools and templates will help expedite the review and approval process for co-branded materials. As a reminder, all co-branded advertisements, including those that incorporate program-provided branded blocks or templates, must be submitted for approval using the link on the program OIT website.

Now, customers will recognize both your company and Ameren Missouri's territory-wide campaign to keep the Heating and Cooling program top of mind, to help drive business to you.

### Branded Messaging Blocks

At right and below are examples of branded messaging blocks optimized for both print and web advertising, such as newspaper, newsletter, digital banner ads, or mailer-insert stuffers. You can drop these branded messaging blocks into your print or online materials.

Visit the OIT or contact your account manager for digital web and print files to use for your promotions.

**TIME TO UPGRADE YOUR HVAC SYSTEM?**

Heat and cool your home more efficiently and get up to \$900 cash back.

**AmerenMissouriSavings.com/HVAC**

Offer applies only to qualifying purchases. Visit AmerenMissouriSavings.com/HVAC for full program details.



**POWER TO SAVE**



**GET UP TO \$900 CASH BACK**

**WHEN YOU UPGRADE YOUR HOME'S HVAC EQUIPMENT**

Save energy, lower your energy costs and make your home more comfortable.

**AmerenMissouriSavings.com/HVAC**

Offer applies only to qualifying purchases. Visit AmerenMissouriSavings.com/HVAC for full program details.



**POWER TO SAVE**

**GET UP TO \$900 CASH BACK**

**ON A NEW AIR-SOURCE HEAT PUMP**

**AmerenMissouriSavings.com/HVAC**

Offer applies only to qualifying purchases. Visit AmerenMissouriSavings.com/HVAC for full program details.



**POWER TO SAVE**

**GET UP TO \$900\* CASH BACK**

on an HVAC system with even larger rebates\* available for higher efficiency equipment.

**AmerenMissouriSavings.com/HVAC**

\*Offer applies only to qualifying purchases. Visit AmerenMissouriSavings.com/HVAC for full program details.

\*Actual rebate will be calculated according to program terms, and amounts will vary.

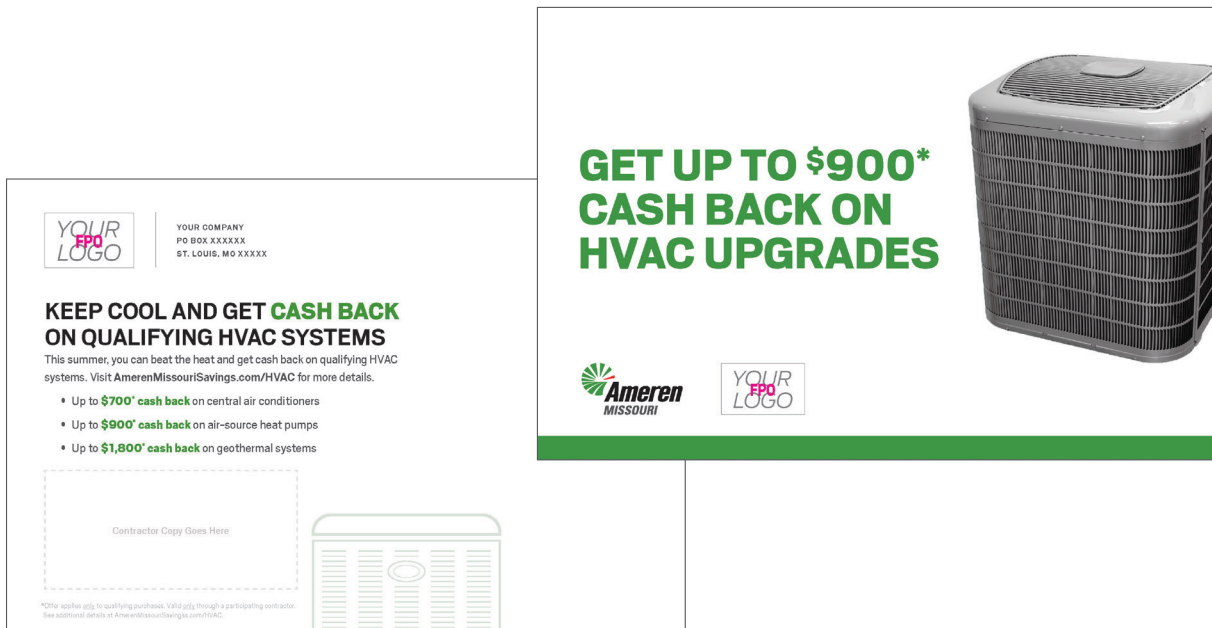


**POWER TO SAVE**



## Direct Mail Template

You may also use a direct mail postcard template to promote the program. The postcard is consistent with program campaign materials and can easily be customized with your logo, contact information and brief message. Since the template includes pre-approved copy and layout, it is ready for quick program approval. A high-res version of the postcard is available on the marketing portion of the OIT.



## Radio Advertising

For opportunities on radio, here are script templates that can be tweaked and adapted for contractor use. As noted above, complete radio scripts should be submitted for approval prior to producing spots.

### Generic Radio Script Ideas

#### Minimum Script Requirements

- Specific mention of Ameren Missouri equipment rebates as shown in examples below
- Must include disclaimer as written – Some restrictions may apply. See templates 1, 2 and 4 for examples of the minimum disclaimer as required.
- Must include contact information (either Ameren Missouri URL or just contractor info) where customers can learn more.

#### Radio Script Template #1: General (:15)

Ready to upgrade your home's heating and cooling system? Get cash-back rebates of up to \$900 from Ameren Missouri when you install a qualifying high-efficiency HVAC system. Some restrictions may apply. Contact [Insert Company Name] at [number or website] to learn more.

#### Radio Script Template #2: General – Including Geothermal (:15)

Ready to upgrade your home's heating and cooling system? Get cash-back rebates of up to \$900 from Ameren Missouri when you install a qualifying high-efficiency HVAC or up to \$1,800 for geothermal system. Some restrictions may apply. Contact [Insert Company Name] at [number or website] to learn more.

### Radio Script Template #3: Air-Source Heat Pump (:15)

Get cash-back rebates of up to \$900 from Ameren Missouri when you install an air-source heat pump with [\[Insert Company Name\]](#) – an Ameren Missouri Heating and Cooling Program participating contractor. Some restrictions may apply. Visit [AmerenMissouri.com/HVAC](http://AmerenMissouri.com/HVAC) for full program details.

### Radio Script Template #4: Central Air Conditioner (:10)

Cashback rebates of up to \$700 for upgrading your AC system are something to smile about! Some restrictions may apply. Learn more by contacting [\[Insert Company Name\]](#) at [\[Insert Company Contact Info\]](#).

### Ameren Missouri Tagline Inserted in Your Company Radio Ad

#### Tagline #1 (:5)

Ask us about Ameren Missouri Rebates! Some restrictions may apply.

#### Tagline #2 (:5)

We offer Ameren Missouri rebates. Some restrictions may apply.

#### Tagline #3 (:5)

We offer Ameren Missouri rebates up to \$900. Some restrictions may apply.

### Weather and Traffic Live Read Radio Script Ideas

#### Weather and Traffic Script Template #1

Brought to you by [\[Insert Company Name\]](#). There's never been a better time to upgrade to a ground source heat pump. Rebates up to \$1,800 are available. Let's get to work. Contact us at [\[Insert Company Contact Info\]](#). Some restrictions may apply.

#### Weather and Traffic Script Template #2

Brought to you by [\[Insert Company Name\]](#). Get your home ready for summer with a new ground central air conditioning system. Rebates up to \$700 are available. How can we help you get the job done? Learn more at [\[Insert Company Contact Info\]](#). Some restrictions may apply.

#### Weather and Traffic Script Template #3

Brought to you by [\[Insert Company Name\]](#). Ameren Missouri is offering cash-back rebates up to \$900 on heating and cooling equipment. Let's get to work. Contact us at [\[Insert Company Contact Info\]](#) to learn more. Some restrictions may apply. Visit [AmerenMissouriSavings.com/HVAC](http://AmerenMissouriSavings.com/HVAC) for full program details.

## Website and E-Newsletter Content

Here is sample content that you can modify and include on your website or in e-newsletters. We recommend personalizing it to promote your business.

### Sample Website Content

Note: contractors should only promote the most up-to-date rebate chart, which is available on the OIT as well as the Ameren Missouri website.

#### Ameren Missouri Rebates for Residential Electric Customers

Rebates are available for Ameren Missouri customers who have a tune up or heating and cooling system upgrade made to their home. The program helps you stay comfortable without wasting energy – plus you'll get cash back from working with us. It's a simple three-step process:

1. As a participating contractor of the Ameren Missouri Heating and Cooling program, we offer the following rebates. Choose your project for your home:
  - Install a ground source heat pump and get up to a \$1,800\* rebate.
    - A ground source heat pump is an energy-efficient, long-lasting alternative to conventional HVAC systems. It uses the constant temperature of the earth to heat and cool your home.
  - Install an air-source heat pump. Get up to \$900\* back.
    - An air-source heat pump is an incredibly efficient way to heat your home and cool it in summer. Choose one with a SEER (energy efficiency) rating of 15 or higher to qualify for cash-back.
  - Replace your central air conditioner. Get up to \$700\* back.
    - Choosing a new air conditioner with a SEER (energy efficiency) rating of 15 or higher will help you conserve energy even in the hottest weather. You qualify for a bigger rebate if your current system is still working.
2. Work with us – your participating contractor
3. We submit all the rebate paperwork to Ameren Missouri on your behalf. You'll receive a rebate check in the mail in 6 – 8 weeks (Yes, it's that easy!)

\*Some restrictions may apply. Visit [AmerenMissouriSavings.com/HVAC](http://AmerenMissouriSavings.com/HVAC) for full program details.



## Social Media

We encourage you to share your partnership with Ameren Missouri's Heating and Cooling program through your social media channels. If you choose to post, please use our official handles when referencing us so we can help you spread the word.

- **Twitter:** @AmerenMissouri – [twitter.com/AmerenMissouri](https://twitter.com/AmerenMissouri)
- **Facebook:** Ameren Missouri – [facebook.com/AmerenMissouri](https://facebook.com/AmerenMissouri)

## Twitter

Twitter is an excellent platform to push out concise updates to your followers. Because of its integration of hashtags (a group of words or phrases with no spaces, preceded by a # sign), users can also follow topic areas that interest them. Twitter allows for images and links, as well as various methods to engage with followers. Twitter does not have groups or pages, and users may follow anyone they choose, whether or not they know them personally. See below for the anatomy of a Tweet.

### General Tips for Twitter:


- Include a picture with this post if available
- Tweets cannot exceed 280 characters – keep them brief
- Insert link to web story if space permits (consider using bit.ly to make the link shorter)

The diagram illustrates the anatomy of a Twitter tweet using a sample tweet from Hootsuite as a base. Callout boxes highlight specific components:

- HASHTAG:** #EarthHour. Callout: *Include a popular hashtag that your audience cares about.*
- TAGS:** @WWF. Callout: *Tag relevant users or brands.*
- TIMING:** 1:15 PM - 24 Mar 2018. Callout: *Run tests to determine the best time for your brand to tweet.*
- COPY:** Callout: *Most people scroll through their feeds quickly. Use as few words as possible to convey your message.*
- TONE:** Callout: *Show your followers you're not a robot by keeping things light and conversational.*
- IMAGE:** Callout: *Simple, compelling images stand out in a news feed.*

The sample tweet text is: "Join millions of people around the world for #EarthHour tonight at 8:30pm local time! Show your ❤️ for 🌍, unplug, and turn off your lights for 1 hour 🙌 @WWF". The image is a GIF titled "EARTH HOUR 2018" showing a night sky with fireworks.

## How to post a Tweet via the web:

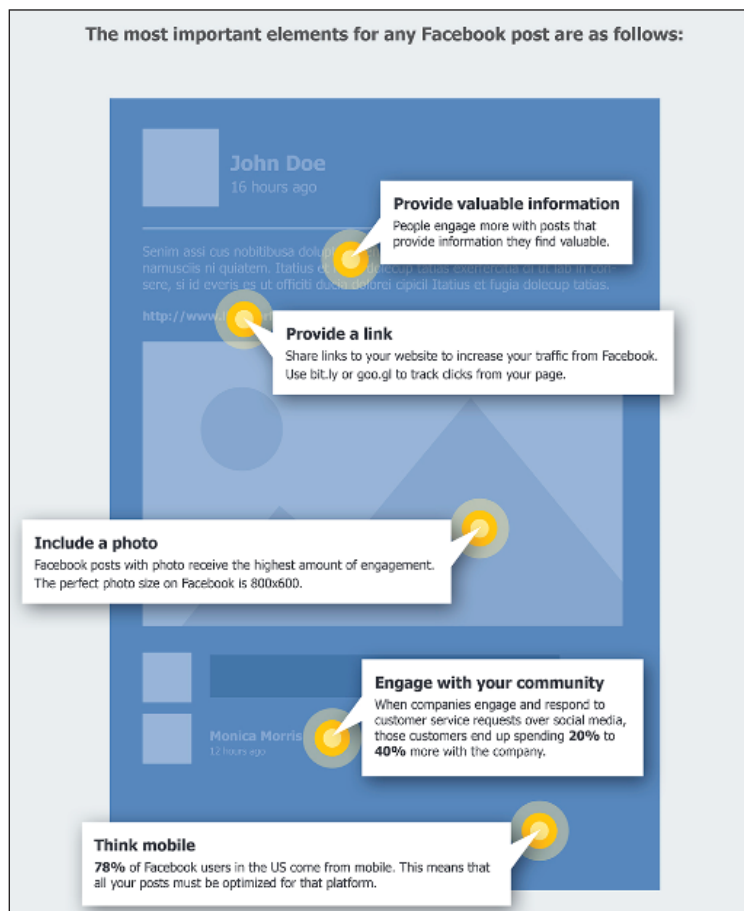
1. Sign in to your Twitter account.
2. Type your Tweet into the box on the left side of your screen, or click the 'compose new Tweet' button in the top navigation bar. It looks like this: 
3. Make sure your update is fewer than 280 characters. They'll count the characters for you! Remaining characters show up as a number below the box.
4. Click the Tweet button to post the Tweet to your profile.
5. You will immediately see your Tweet in the timeline on your homepage.

## Facebook

Facebook does not have restrictions on the length of a post, but that does not mean posts should be excessively long. The main way that people consume content on Facebook is through their Newsfeed, which presents a selection of status updates from the “friends” of users, as well as pages that they follow. Hashtags on Facebook are allowed, but they aren't typically used.

### General Tips for Facebook:

- Include a picture, infographic or video with this post if available
- Link to web story for more details



## Sample Social Media Posts

- Our customers have gotten more than \$X,XXX through Ameren Missouri's Heating and Cooling program! Ask us about available rebates to get started today!
- Did you know that more than XX,XXX Ameren Missouri residential electric customers have taken advantage of the financial incentives available through Ameren Missouri's Heating and Cooling Program? Find out how you can benefit too! Let's get to work. [\[Insert URL\]](#)
- Join us alongside Ameren Missouri to save energy in 2020! Incentives are still available – call us to find out how you can start saving energy and money today! [\[Insert URL\]](#)
- Is updating your home's heating or cooling system part of your 2020 plans? If so, you'll want to join the thousands of Missourians who have taken advantage of the generous financial incentives available through Ameren Missouri's Heating and Cooling Program. Let's get to work. [\[Insert URL\]](#)
- We offer Ameren Missouri rebates. Visit our website for details.
- Ask us about Ameren Missouri rebates. Call (phone #) today for details.

## Other Content Ideas

Here are ideas for generating content to share on your website, advertisements, or social media:

- **Fast facts** – Quick and simple fact about something about your company or HVAC offerings
- **Definitions** – Defining unusual terms or acronyms common in the HVAC world
- **Program information** – Informing social media followers of rebate deadlines, etc.
- **FAQs** – Frequently asked questions and their answers about Ameren Missouri's Heating and Cooling program found online [here](#)
- **Questions** – This is a good way to garner engagement. Can be open ended or done in the form of a poll or a quiz
- **Awareness days** – When there are relevant widespread observances, it can be helpful to jump on the bandwagon and use associated hashtags or share posts from other accounts that are related. Examples: Earth Day or high energy bills during peak seasonal weather
- **News** – Share news articles that mention your company or Ameren Missouri

## Free Images Resources

If you need images for your social media posts, programs like [Canva](#) and [PicMonkey](#) are a free and easy way to create images for social media.

## Appendix

### Facebook Glossary

- **Profile** – A personal page created for individual use.
- **Page** – This is your business profile or “page” where customers can find your posts and business information.
- **Page “Like”** – When a fan “likes” your page, anything you post or update will show up in their newsfeed.
- **Insights** – This is your analytics hub. You can find all post and page analytics here.
- **Reach** – The number of people who saw your post. This includes the number of people you reached through organic and paid reach.
- **Engagement** – The number of likes, comments, and shares you receive.
- **Post Clicks** – The number of people who clicked on anything in your post. This could include someone clicking on an image with a “see more” call to action or a URL you included.
- **Post** – A term used for sharing content on your Facebook Page.
- **News Feed** – Your news feed is the first thing you see when you log in to Facebook. The feed shows new posts from pages and profiles you’ve “liked.”
- **Timeline** – The stream of updates on your own personal profile or page.
- **Profile Picture** – The image that represents you or your business. This is the smaller photo that shows up alongside all of your posts.
- **Cover Photo** – The 820x312 pixel (640x360 on smartphone) image found at the top of your page or profile.
- **“Like”** – An engagement function that lets fans give positive feedback on a post.
- **Comment** – A comment that a fan leaves on a post
- **Share** – The share feature lets you share the content you enjoy with personal Facebook friends.
- **Message** – A private message. Can be enabled or disabled on a Page
- **Events** – Facebook Events can be created by a page or profile, and are used for parties, business events, and planned chats.
- **Fans** – These are the people who “liked” your business page. A business does not have to take any action for someone to become a fan.



## Twitter Glossary

- **Tweet** – The content you share with your followers.
- **Handle** – This is your “username” on Twitter that appears with an “@” symbol in front of it.
- **Hashtags** – Although they were originally created and supported by Twitter, are now utilized on Facebook, Pinterest, Instagram, Vine, Google+, and Tumblr. A hashtag is a group of words or phrases (with no spaces), preceded by a # sign (i.e. #ONECON or #CCPin). It is used to tie various social media posts together and relate them to a topic. Topics can be connected to just about anything, including events, TV shows, sporting events, movements, or trends.
- **Reply** – A direct response to a tweet. Only the people following you and the person you’re replying to can see your reply (unless you place a character before the handle at the beginning of the tweet).
- **Retweet** – A way to repost or share someone else’s tweet.
- **Favorite** – This functions just as a Facebook “like” does. You can also use this as a saving tool and go back to your favorites later.
- **Mention** – The act of including someone’s handle in your tweet. This person will then receive a notification that they’ve been mentioned.
- **Direct Message** – This is the only way to talk to someone on Twitter privately. You can create these by either starting your tweet with “DM” or going to someone’s profile and using the “message” function.
- **Feed** – This is the first thing you see when you log in to Twitter. New posts from your followers are placed in your feed.
- **Followers** – These are the people who have followed your handle and can see your updates in their feed. You do not have to follow them in order for them to follow you.
- **Following** – These are the people you follow so you can see their updates in your feed. They do not have to follow you for you to be able to follow them.
- **Trends** – The most commonly used hashtags at that present time are considered trends. They can also be made to pull from a specific location.
- **Lists** – Groups of your followers that you’ve created and categorized so that you can find them easily.
- **Connect** – A tab where all mentions, replies, retweets, and favorites can be found.
- **Discover** – A tab to search for hashtags, handles, and keywords.
- **Verified Account** – This is used to establish authentic handles of key or public individuals and brands.