

Essential Energy Everyday Digital Toolkit

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Introduction

Welcome to the Essential Energy Everyday (EEE) Member Toolkit. This resource provides materials and best practices that you can use to engage with the Advancing Lead Batteries Communications Initiative, including:

- How to engage with the Initiative on your company's website
- How to link to EEE on social media and repost our content
- How to utilize EEE videos and share graphics on your website and social media channels

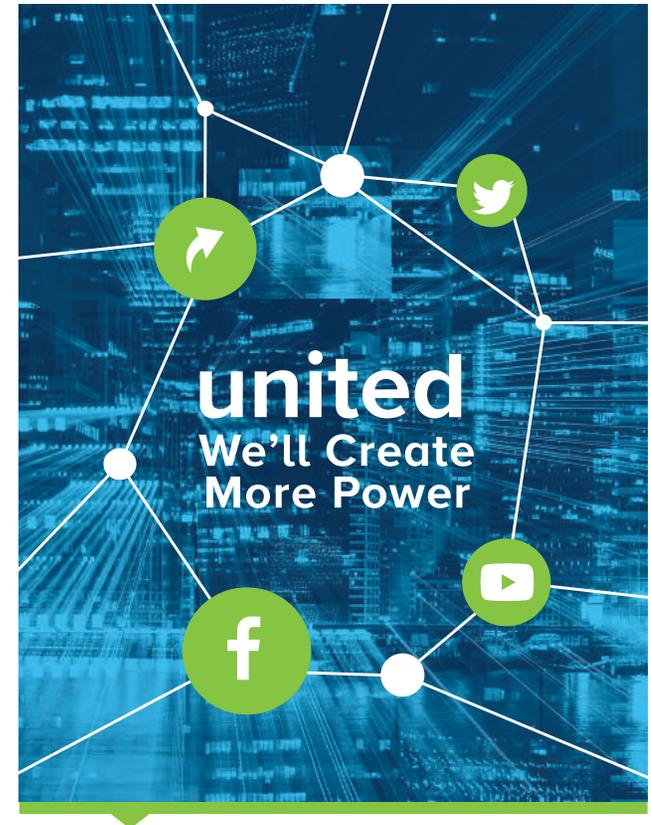
We encourage your company, employees and stakeholders to stay connected with EEE by visiting our website, liking and sharing our content on social media and participating in awareness days. It's through this active participation that we have the power to reach more people and extend our message online.

We also want to hear from you! Have a great story to share about lead batteries? Want us to share your updates on social media? Let us know - you can send us a tweet at [@denergyeveryday](https://twitter.com/denergyeveryday) or email EEE@batteryCouncil.org.

If you have any questions on how to use this toolkit or how to use the EEE brand with your content, please contact me as my team is happy to help you stay connected with this important initiative. You may also check our Brand Guidelines for a detailed overview of the EEE brand and use.

Thank you,
Lisa Dry
Director of Strategic Communications
Ldry@batteryCouncil.org
202.367.1240

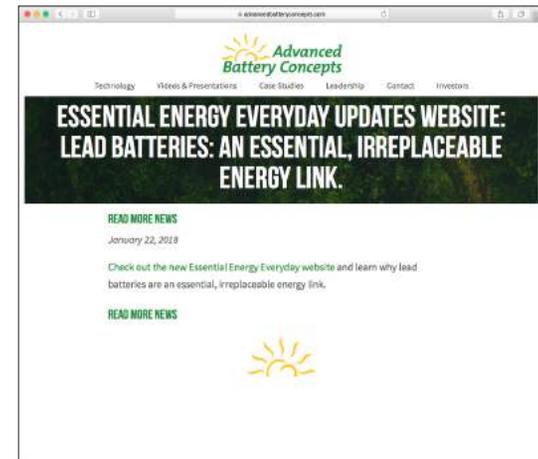
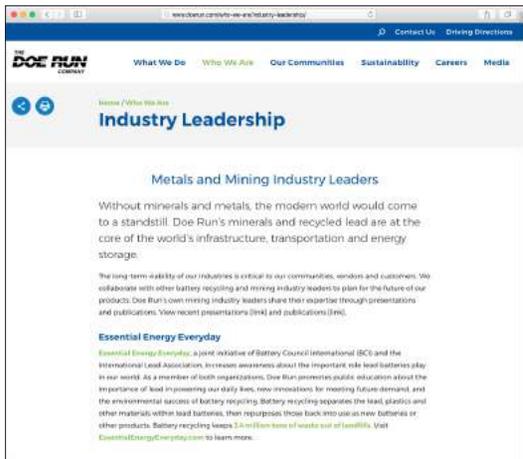
Battery Council International
2025 M St. N.W.
Suite 800
Washington, D.C. 20036



Link to the Essential Energy Everyday Website

Add a link on your company's website to EssentialEnergyEveryday.com to spread the word about the essential role of the lead battery manufacturing and recycling industries. The more member companies that link to EEE, the more we can help educate and inform key audiences about the positive aspects of the industry.

Here are a few examples of websites that already link to EEE:



Share Our YouTube Videos

If you would like to embed EEE videos in a blog post or other area of your website, you can use the following HTML codes. Simply copy the embed code and paste it into your blog post or webpage (while in the HTML editor).



Good Neighbors

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/zq0sGAuLI5c" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
```



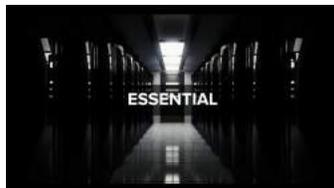
Good Neighbors - Impacting the Local Economy

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<iframe width="560" height="315" src="https://www.youtube.com/embed/aA-3uH0LLHM" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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Good Neighbors - Sustainable

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/-sJ1avTAqp4" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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Good Neighbors - Essential

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/LLxXfHWU6d8" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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Storing Tomorrow's Power Today

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/QZpT8BBLeRc" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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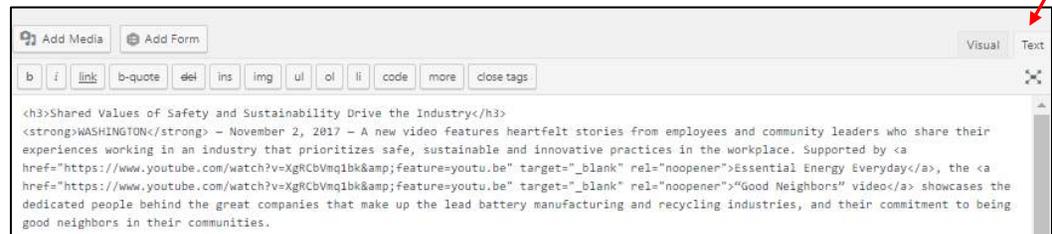
Add YouTube Videos to Your Website

To add an YouTube video into a blog post or other page on your website, use our YouTube HTML codes.
NOTE: These codes are for webpage embeds only and are not suitable for sharing on social media.

As an example, here are the steps to embed HTML into a post on a WordPress website:

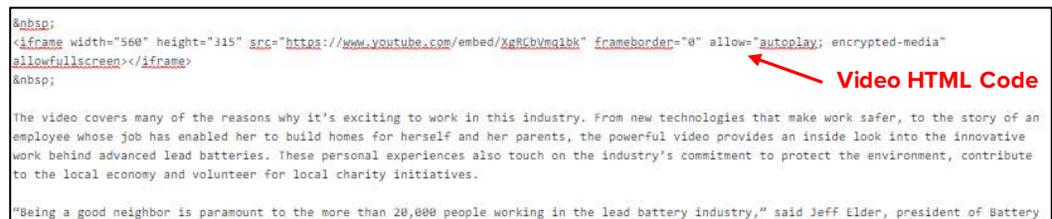
Step 1

Pick the video that you would like to use on your website. Start by editing your content and be sure you are in HTML text format instead of Visual (this allows you to edit the HTML code).



Step 2

Copy the embed code for the desired video from page 5 and paste into the post where you want it to appear. In this example, we have pasted the copy just below the first paragraph.



Step 3

Click "Update" to save changes.



Connect on Social Media

Follow Us

Keep up with EEE by following us on your social networks. Like and follow us on these channels:



@energyeveryday on Twitter



Essential Energy Everyday on Facebook



Essential Energy Everyday on YouTube



Essential Energy Everyday on LinkedIn

Share Our Content

You can post the following sample content to your social media accounts to share the Essential Energy Everyday materials with your friends and followers.

Twitter

- Lead batteries have a 99% recycling rate and are among the most sustainable products in the world. Discover more at: <https://essentialenergyeveryday.com>
- The U.S. lead battery industry employs more than 20,000 people and generates billions of dollars for the economy. Find out how lead batteries help power our economy and more: <https://essentialenergyeveryday.com>
- Lead batteries aren't just in our cars and trucks, they help store wind and solar energy, power emergency backups, and help support our military. Discover more at: <https://essentialenergyeveryday.com>

Facebook

- An essential, irreplaceable energy link. Discover how lead batteries are sustainable, essential, innovative and safe. <https://essentialenergyeveryday.com>
- Lead batteries help transport Americans via public transportation 35 million times each weekday and nearly 270 million U.S. vehicles rely on them to keep us moving. Learn more about how essential lead batteries are to our daily lives. <https://essentialenergyeveryday.com>
- Lead batteries are safely manufactured, recycled and use a state-of-the-art "closed-loop" process to keep over 1.7 million tons of lead batteries out of U.S. landfills annually. Learn more about the world's most successful example of a circular economy: <https://essentialenergyeveryday.com>

Post Our Content

Below are examples of EEE content to post to your website and social media channels.

Website

The EEE website features a variety of content that you can link to or share on your website, including:

Resources

[Download our resources](#) for your website: Infographics, share graphics, reports and fact sheets to share with your audiences.

News and Perspectives

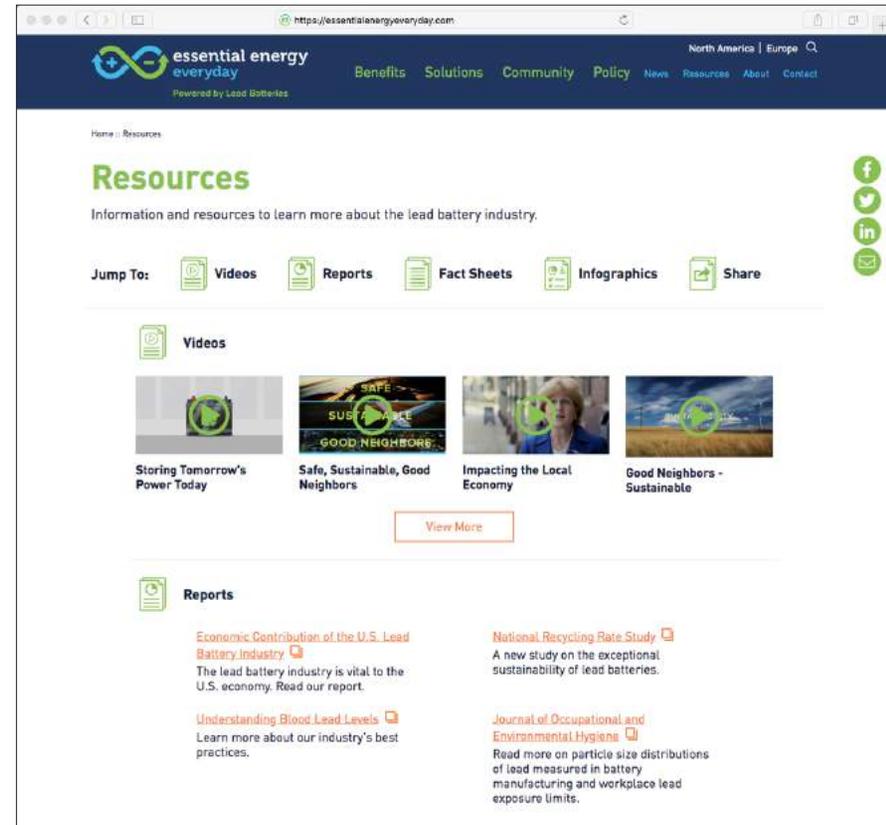
[Link to our latest blog posts and updates](#) or repost them on your blog or website news section. You'll also find our latest news releases and see when EEE is mentioned in the news.

2018 Blog Milestone Moments

Keep up with Essential Energy Everyday by promoting and sharing our blogs. Here are just a few upcoming posts we have planned for 2018.

Stay tuned for even more content by bookmarking us and visiting our website.

- World Environment Day (June 5)
- National Preparedness Month (Sept.)
- National Recycling Week (Nov. 12-18)
- Global Wind Day (June 15)
- National Manufacturing Day (Oct. 5)
- America Recycles Day (Nov. 15)

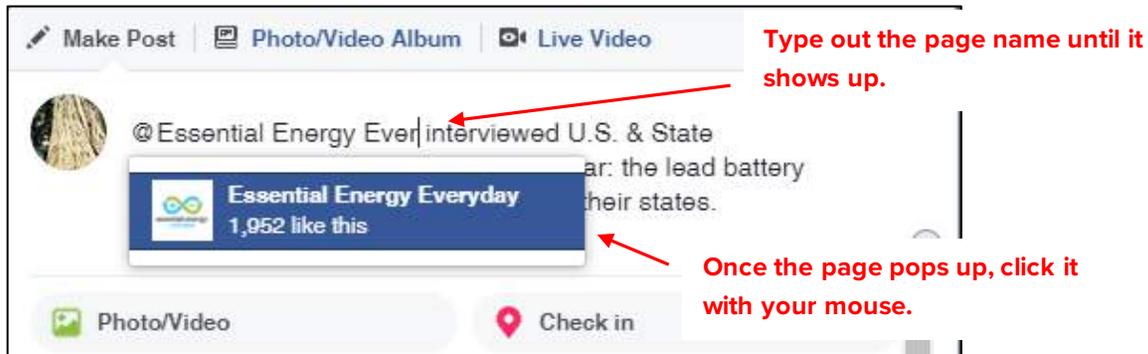


Social Media

Tag Essential Energy Everyday on Social

Follow these steps to tag and link to us on social media:

- Twitter: Use our handle @EnergyEveryday – it's as simple as that!
- Facebook: Type out @Essential Energy Everyday until the page pops up. Click the page to tag. See example below.



Share our Videos

Share our messages on your social media channels. Click on the Videos button to access all our video files via Dropbox. These videos can be uploaded directly to a Facebook post or into a tweet, just like an image or photo.

Videos

Share our Animated GIFs

Click on the Animated GIFs button to share our fun animated GIFs on your channels. These can be uploaded to both Facebook and Twitter, just like an image or photo.

Animated GIFs

Share our EEE Graphics

Use our shareable graphics on your channels. Click the Graphics button to access the JPG files via Dropbox. These can be uploaded to both Facebook and Twitter.

Graphics