

# FOA Awardees Communications Toolkit

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U.S. DEPARTMENT OF  
**ENERGY**

Fossil Energy and  
Carbon Management



NATIONAL  
ENERGY  
TECHNOLOGY  
LABORATORY

MAY 2022

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U.S. Department of Energy  
Office of Fossil Energy and Carbon Management  
National Energy Technology Laboratory

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## Introduction

Congratulations! Your project has been selected by the U.S. Department of Energy's (DOE) Office of Fossil Energy and Carbon Management (FECM) and the National Energy Technology Laboratory (NETL) to receive federal funding.

We have created this toolkit to make it easy for you to share your story through social media and other digital outlets. Telling your story can help in a variety of ways, such as building support for your innovation and creating industry connections.

In this toolkit, you will find:

- **About Us**
- **How to Interact with Us**
- **Sample Social Media Posts**
- **Sample Press Release**
- **Additional Tips for Promotion**

Thank you for your support, and we look forward to working with you!



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## About Us

FECM and NETL are dedicated to minimizing the environmental impacts of fossil fuels while working toward net-zero emissions. FECM and NETL's programs use research, development, demonstration, and deployment approaches to advance technologies to reduce carbon emissions and other environmental impacts of fossil fuel production and use.

These offices are committed to improving the conditions of communities impacted by legacy fossil fuel use and to supporting a healthy economic transition that accelerates the growth of good-paying jobs.

FECM and NETL have approximately 1,000 scientists, engineers, technicians, and administrative staff. Its headquarters offices are in downtown Washington, D.C. and Germantown, MD. The National Energy Technology Laboratory, the only government-owned and government-operated research laboratory, has research laboratories in Morgantown, WV; Pittsburgh, PA; Albany, OR; as well as strategic offices in Houston, TX and Anchorage, AK.

To learn more, visit the [FECM website](#) and [sign up](#) for official FECM news announcements.

## How to Interact with Us

Like or follow FECM, NETL and DOE on social media platforms where you are active. We have the following social media accounts:

### FECM

- [LinkedIn](#) - @Fossil Energy and Carbon Management
- [Facebook](#) - @FECMgov
- [Twitter](#) - @FECMgov

*Tip:* We track mentions of **#FECM**, so please use our hashtag in your posts, when possible.

### NETL

- [LinkedIn](#) - @National-Energy-Technology-Laboratory
- [Facebook](#) - @NationalEnergyTechnologyLaboratory
- [Twitter](#) - @NETL\_DOE

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## DOE

- [LinkedIn](#) - @U.S. Department of Energy
- [Facebook](#) - @ENERGYgov
- [Twitter](#) - @ENERGY

We also encourage you to like, share, or comment when our content appears in your feed. This is the easiest way for us to see who actively engages with us and promotes the FOA selections.

## Sample Social Media Posts

We have put together the following sample social media posts. You can use these posts as they are, or as inspiration to write your own and promote your organization's selection.

Just be sure to replace the **highlighted text** with your team's details and include the appropriate link. And, if you are copying and pasting the suggested post in this toolkit, be sure the tagging and hashtags transfer!

*Tip:* social media and other forms of digital content with images perform best across online platforms. Use the scheduling feature to share your posts when most of your followers are online, and feel free to share your location to generate local interest.

### LinkedIn

- Did you hear? One of our projects was selected by the Office of @Fossil Energy and Carbon Management and @National-Energy-Technology-Laboratory to receive **[\$Insert Dollar Amount]** in funding to help us **[Insert Goal/Purpose of Project]**. Learn more about how **[Insert Organization's Name]** plans to support the United States in achieving a carbon-free power sector by 2035: **[Insert Press Release link]** #FECM #NETL @U.S. Department of Energy
- Great news to share! **[Insert Organization's Name]** is developing **[Insert Goal/Purpose of Project]**. In fact, one of our projects was selected by the Office of @Fossil Energy and Carbon Management and @National-Energy-Technology-Laboratory to receive funding to help us further our efforts toward addressing climate change. Catch up on the announcement here: **[Insert Press Release Link]** #FECM #NETL @U.S. Department of Energy

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## Facebook

- Just announced: One of our projects was selected by the Office of @Fossil Energy and Carbon Management and @NationalEnergyTechnologyLaboratory to receive [\$Insert Dollar Amount] in funding to help us [Insert Goal/Purpose of Project]. Learn more about how our team here at [Insert Organization's Name] is helping to address the climate crisis: [Insert Press Release Link] #FECM #NETL @U.S. Department of Energy
- #NEWS! [Insert Organization's Name] is developing [Insert Goal/Purpose of Project]. One of our projects was recently selected by the Office of @Fossil Energy and Carbon Management and @NationalEnergyTechnologyLaboratory to receive funding to help us advance our efforts toward addressing climate change. Learn more: [Insert Press Release Link] #FECM #NETL @U.S. Department of Energy

## Twitter

- #ICYMI! The @FECMgov and @NETL\_DOE selected our project to receive [\$Insert Dollar Amount] in funding to help us develop [Insert Goal/Purpose of Project]. Read all about it: [Insert Press Release Link] #FECM #NETL @ENERGY
- [Insert Organization's Name] is developing [Insert Goal/Purpose of Project] to help pave the way toward a #cleanenergy future. Our project was recently selected by @FECMgov and @NETL\_DOE to help our efforts to address climate change. [Insert Press Release Link] #FECM #NETL

*Tip:* If a tweet starts with a handle (@), **add a period (.)** at the beginning of the sentence or Twitter will recognize the tweet as a reply and it will not be shared on the general feed.

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## Sample Press Release

A press release is a great way to inform your customers, stakeholders, and media outlets about news relevant to your organization. Included below is a basic outline of a press release to help get you started. Feel free to customize it with your organization's branding, key words, and description of each project selection.

### U.S. DEPARTMENT OF ENERGY SELECTS [INSERT COMPANY NAME]'S PROJECT TO [INSERT GOAL/PURPOSE OF PROJECT]

[CITY, STATE] – On [Insert Date], [Insert Organization's Name]'s project was selected by the U.S. Department of Energy's (DOE) Office of Fossil Energy and Carbon Management and the National Energy Technology Laboratory (NETL) to receive [\$Insert Dollar Amount] in federal funding to develop transformative and innovative technologies that will help reduce carbon emissions and other environmental impacts of fossil fuel production and use.

[Insert 1-3 sentences describing the significance of your project and how it relates to your overall mission as an organization].

The [Insert Organization's Name]'s project that was selected is a part of DOE's funding opportunity announcement (FOA): [Insert FOA ID Number and Hyperlink it]. The focus of [Insert Organization's Name]'s project is to [Insert a brief description of the project and its overarching objective]. This funding is focused on [Insert brief description about the purpose of the funding].

To learn more, visit [Insert Organization's Name]'s website, DOE's Office of Fossil Energy and Carbon Management's [website](#), and the National Energy and Technology Laboratory's [website](#).

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## Additional Tips for Promotion

In addition to the initial announcement, you can continue the conversation with your audience by creating new social media content, blog posts, and press releases related to your project milestones. The collateral should include standard messaging, compelling images, and links to your digital platforms.

Along with the #FECM and #NETL hashtag, feel free to work these hashtags into your posts, especially on Twitter:

- #CarbonCapture
- #CCS
- #CarbonRemoval
- #CO<sub>2</sub>
- #CleanEnergy
- #CarbonFree
- #DOE
- #energy



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