

U.S. Department of Energy Bioenergy Technologies Office AlgaePrize



Identity, Messaging, and Social Media Guidelines for Student Teams

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How To Use This Document

To help ensure consistent identity, messaging, and social media approaches, this document contains guidance, resources, and recommended language for teams and stakeholders to use in communications associated with the U.S. Department of Energy (DOE) Office of Energy Efficiency and Renewable Energy (EERE) Bioenergy Technologies Office (BETO) AlgaePrize. Teams and stakeholders are welcome to copy/paste language from this document to be used in their own outreach or to use this as a guide when creating their individualized language.

Who We Are

About the AlgaePrize

Sponsored by the [U.S. Department of Energy \(DOE\) Bioenergy Technologies Office](#) and part of DOE's [American-Made](#) program, [AlgaePrize](#) is supported by the [Algae Foundation](#) and the [National Renewable Energy Laboratory](#). The competition challenges high school, community college, college, university, and/or graduate school students to be the next generation of bioeconomy professionals in developing novel solutions supporting large-scale algae commercialization for the production of affordable biofuels and bioproducts.

In addition to researching and developing new ideas and technologies within the commercial algae value chain, the AlgaePrize will: foster workforce development and training; promote job creation in rural and urban areas; and showcase the resource potential of algal biomass in the United States to be capable of producing billions of gallons per year of economical, renewable diesel and jet fuels.

Summary Descriptions of the AlgaePrize

These summaries can be used in media announcements and other publicity for the duration of the AlgaePrize.

50-Word Description

[AlgaePrize](#), sponsored by the U.S. Department of Energy (DOE) Bioenergy Technologies Office and part of DOE's American-Made program, challenges students to expand novel solutions to algae production, processing, and new product development to help lower the costs of producing algal biofuels and bioproducts, on the way to gigaton-scale algae commercialization.

150-Word Description

[AlgaePrize](#), sponsored by the U.S. Department of Energy (DOE) Bioenergy Technologies Office and supported by the Algae Foundation and the National Renewable Energy Laboratory, challenges students to be the next generation of bioeconomy professionals in developing novel solutions supporting gigaton-scale algae commercialization. Products made from algae are a natural solution to the energy, food, and economic challenges facing our world today. Algae have the power to put fuels in our vehicles, recycle carbon dioxide, provide nutritious food for people and animals alike, and create jobs.

The AlgaePrize, part of DOE's American-Made program, promotes research and development of new ideas and technologies within the commercial algae value chain. The competition fosters workforce development and training, promotes job creation in rural and urban areas, and showcases the resource potential of algal biomass in the United States to be capable of producing billions of gallons per year of economical, renewable diesel and jet fuels.

400-Word Description

[AlgaePrize](#) is sponsored by the U.S. Department of Energy (DOE) Bioenergy Technologies Office and supported by the Algae Foundation and the National Renewable Energy Laboratory. Part of DOE's American-Made program, the competition challenges students to become the next generation of bioeconomy

professionals by expanding novel solutions to production, processing, and new product development on the way to gigaton-scale algae commercialization.

Products made from algae are a natural solution to the energy, food, and economic challenges facing our world today. Algae have the power to put fuels in our vehicles, recycle carbon dioxide, provide nutritious food, and create jobs.

The AlgaePrize spans approximately two years. Student teams competing in the AlgaePrize range from high school through graduate programs. Competitors will ultimately support the nation's biofuel research, algal commercial enhancement, and promote industry-driven education, training, and workforce development. The AlgaePrize will assist in establishing the competitors as serious candidates for the next generation of bioeconomy positions and entrepreneurial opportunities.

Student competitors will:

- Gain experience with innovative algal commercialization technologies
- Develop real-world solutions that shape the global future of algae by producing affordable biofuels, biofoods, biofeeds, and industrial compounds (e.g., biopolymers)
- Help build the algal bioeconomy of the future and create jobs in clean energy through their innovative research
- Develop collaborative and leadership skills by working on multidisciplinary student teams
- Engage and network with industry professionals, national lab researchers, and academics to forge relationships and connections that aid students' transition to the algal-based bioeconomy.
- Compete to earn prize money and national recognition.

The three areas of interest for the AlgaePrize include both microalgae and macroalgae. Student teams should focus their project on one of the following areas of interest:

- Production
- Downstream Processing
- Novel Products, Analytical Tools, or Ecosystem Services.

Student teams will prepare creative solutions for real-world issues in the algae value chain, and selected finalist teams will complete a research project and attend the AlgaePrize competition event where teams:

- Present their research to a panel of judges
- Compare their projects to those of other teams
- Tour the National Renewable Energy Laboratory facilities
- Engage with a variety of organizations about careers related to algae technology, cultivation and market development.

In addition to researching and developing new ideas and technologies, the AlgaePrize will showcase the resource potential of algal biomass in the United States to produce billions of gallons of economical, renewable diesel and jet fuels.

The final five champion teams will be offered an opportunity to share details about their projects and experience in the competition as part of a national algae conference, such as the Algae Biomass Summit.

Identity Guidelines

Event Naming Conventions

Proper Naming

- U.S. Department of Energy AlgaePrize

Use the full name on first text reference. After use of the full name listed above, these variations are acceptable:

- AlgaePrize
- AlgaePrize competition
- AlgaePrize [insert year range, e.g., 2023–2025].

These are allowed for subsequent references. Use them only when the full event name appears on the same page above, or in a more prominent location than, the subsequent reference.

Not Allowed

- U.S. DOE AlgaePrize
- U.S. Department of Energy’s AlgaePrize
- Department of Energy AlgaePrize
- Energy Department AlgaePrize
- BETO AlgaePrize
- Algae Prize
- algaeprize
- Prize or prize.

U.S. Department of Energy Naming Conventions

When referencing DOE, the following abbreviations are approved for use in text:

- U.S. Department of Energy (must have U.S.)
- Energy Department

Note: These approved abbreviations are not allowed when referencing the event name, the U.S. Department of Energy Bioenergy Technologies Office AlgaePrize.

American-Made Program Naming Conventions

As part of the American-Made program, AlgaePrize teams and stakeholders are encouraged to use the following naming conventions to identify that this work is performed within the American-Made program. Correct use of program names conveys credibility, quality, and accuracy.

- Use full name for use in first text reference on each new page of a document.
- American-Made program—Note that program is lowercased.
- American-Made (AM)—Permitted for subsequent references when “American-Made program” appears previously or in a more prominent location (American-Made is always hyphenated).
- American-Made Challenges (AMC)—This refers specifically to the suite of prizes.

Additional Resource

The [EERE Style Guide](#) provides information about specific nomenclature used or approved for the AlgaePrize to support DOE efforts, ensure consistency, and reduce confusion.

Questions?

Review these guidelines carefully. If you have further questions about the AlgaePrize brand, contact the organizers at AlgaePrize@theAlgaeFoundation.org.

Messaging Guidelines

Key Messaging About the AlgaePrize

- The AlgaePrize challenges student teams to develop novel solutions to algae production, processing, and new product development, that will help lower the costs of producing algal biofuels and bioproducts.
- The AlgaePrize competition’s goal is to incentivize the development, design, invention, or enhancement of a specific technology, cultivation, processing or new product development within the commercial algae value chain.
- Student teams will shape the global future of converting algae to biofuels (e.g., sustainable marine and aviation fuels), vitamin- and protein-rich foods and feeds, ecological services, and industrial compounds (e.g., biopolymers).
- The competition provides the opportunity for students to engage and network with industry professionals, national lab researchers, and academics to forge relationships and connections that aid students’ transition to algal-based bioeconomy employment or entrepreneurial endeavors upon graduation.
- The AlgaePrize allows teams to compete for more than \$200,000 and national recognition.
- Products made from algae are the natural solution to the energy, food, feed, and economic challenges facing our world today. Algae have the power to simultaneously put fuels in our vehicles, recycle carbon dioxide, provide nutrition for animals and humans, and create jobs for millions of Americans.
- In addition to generating new ideas for the development, design, and invention of technologies within the commercial algae value chain, the AlgaePrize will foster workforce development and training,

promote job creation in rural and urban areas, and showcase the resource potential of algal biomass in the United States to be capable of producing billions of gallons per year of low-cost, renewable diesel and jet fuels.

Photographic Style

A careful approach to selecting appropriate photos will create a unique, dynamic image for the AlgaePrize. Execute photos based on the following criteria:

- Showcase both microalgae and macroalgae in a variety of settings (e.g., the natural environment, the laboratory, under the microscope, etc.).
- Capture genuine moments of people in actual event or campus settings.
- Focus on moments of connection among students, judges, the public, and others.
- Use real student competitors and teams.
- Ensure that photos are visually or intellectually dynamic.
- Ensure students are wearing appropriate safety protective equipment when working in a lab setting.

Note: Photos should avoid implied endorsements. Except for photos of AlgaePrize events and event elements that include AlgaePrize sponsors' logos, do not use photos that include clearly visible logos or branding of companies or their products.

Photo Library

Include proper credit of all AlgaePrize photos as follows: "Credit: [photographer name]/[photographer organization]"

Social Media Guidelines

With more than a million combined followers associated with the DOE and EERE social media accounts, consider connecting with these profiles and leveraging the AlgaePrize posts. Please use the #AlgaePrize hashtag when posting to the following social media platforms:

DOE Facebook	EERE Facebook
DOE X (formerly Twitter)	EERE X (formerly Twitter)
DOE LinkedIn	EERE LinkedIn
DOE Instagram	American-Made X (formerly Twitter)
DOE YouTube	

BETO, in partnership with the Algae Foundation and the National Renewable Energy Laboratory (NREL), will post updates and information on social media throughout the competition.

NREL Facebook	Algae Foundation Facebook
NREL X (formerly Twitter)	Algae Foundation X (formerly Twitter)
NREL YouTube	Algae Foundation Instagram
NREL LinkedIn	Algae Foundation LinkedIn
NREL Instagram	

How To Interact With Us

Like or follow the DOE and EERE platforms where your organization is active. We also encourage you to like, share, or comment when our #AlgaePrize content appears in your feed. This is the easiest way for us to see who actively engages with our profile.

Other appropriate social media hashtags include:

- #algae
- #microalgae
- #macroalgae
- #bioenergy
- #biofuels
- #bioproducts
- #biofoods
- #BioenergyCuriosity
- #AlgaeCuriosity

1. When you're ready to promote the AlgaePrize, consider posting the following:

The U.S. Department of Energy Bioenergy Technologies Office #AlgaePrize competition has begun! This national competition challenges student teams to expand novel solutions to #algae production, processing, and new product development—all with the goal to lower the costs of producing algal #biofuels and #bioproducts. <https://www.energy.gov/eere/bioenergy/algaeprize-competition>

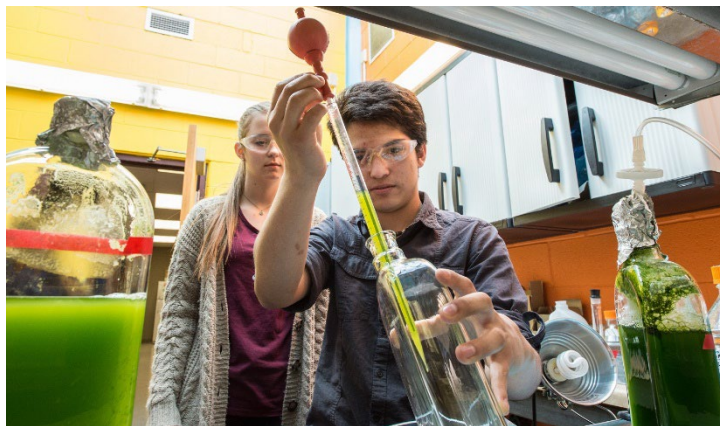


Getting ready for the #AlgaePrize and reimagining the global future of #algae by developing real-world solutions to produce sustainable #biofuels, #biofoods, and #bioproducts.

<https://www.energy.gov/eere/bioenergy/algaeprize-competition>

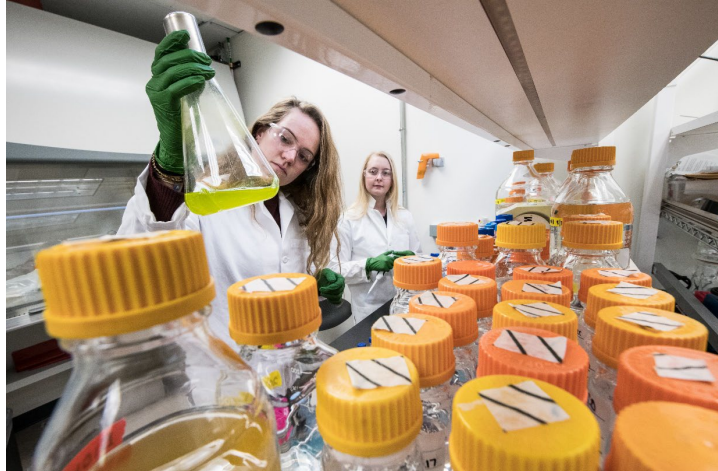


Teamwork at its finest! Gearing up for the #AlgaePrize competition and working to save the planet one algal cell at a time! <https://www.energy.gov/eere/bioenergy/algaeprize-competition>



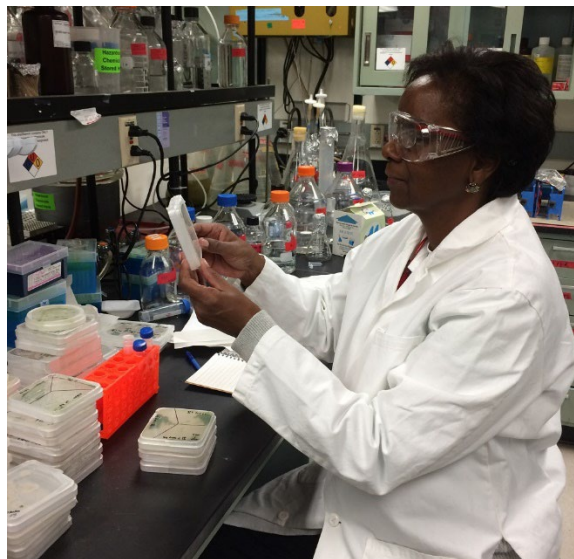
We are an #AlgaePrize finalist! Team [INSERT TEAM NAME AND TAG THE SCHOOL] is advancing into the competition to work on solutions to algae production, processing, and products. Read more.

<https://www.energy.gov/eere/bioenergy/algaeprize-competition>



2. The following post gets the event date and location on people's radar:

MARK YOUR CALENDAR: The #AlgaePrize competition event takes place in Golden, Colorado, [INSERT DATES]. Stay tuned to discover this year's winners plus get information to learn about each project from our student team finalists! <https://www.energy.gov/eere/bioenergy/algaeprize-competition>



3. The following post could be shared once AlgaePrize teams begin their projects:

Products made from #algae are the natural solution to the energy, food, and economic challenges facing our world today. Algae have the power to simultaneously put fuels in our vehicles, recycle carbon dioxide, provide nutrition for animals and humans, and create jobs for millions of Americans. Our #AlgaePrize team has #AlgaeCuriosity, do you? <https://www.energy.gov/eere/bioenergy/algaeprize-competition>



How Can We Promote You

To engage or be promoted by the AlgaePrize social platforms, email AlgaePrize@theAlgaeFoundation.org or AlgaePrize@ee.doe.gov.

Don't forget to use #AlgaePrize and tag the appropriate sponsors and supporting organizations; when we are mentioned directly in a post, we can see it and like, comment, or share when possible.

Questions?

Email us at AlgaePrize@theAlgaeFoundation.org.