

# SOMAH Completed Projects Toolkit Guide for Partners

## Congrats! Share Your Completed Project

Congratulations to you and your organization for completing your project and bringing clean energy to your community. By participating in the Solar on Multifamily Affordable Housing Program, you're helping us work toward achieving the state's goal of installing 300 megawatts of solar by 2030.

To celebrate this accomplishment, we have put together a Completed Projects Toolkit with assets to help you share your success. This document provides guidance on how to utilize these marketing and event planning (i.e., ribbon cutting) resources, along with brand guidelines when sharing about SOMAH.

This toolkit contains the following assets that can easily be circulated in person or digitally:

- A one-pager
  - This handout provides an overview of the program
- A press-release template
  - This document can be shared with reporters and media outlets to highlight key project details and quotes from partners, as well as provide event information if news media are invited to events.
  - If news media are not able to attend the event, this document can be edited to share with the press afterwards.
- Social media shareables
  - Sample posts to celebrate your project completion and/or to promote on your organization's social media (See *Example Content* section for posts and the images template folder for sample images)
  - The sample images can be edited, but please ensure SOMAH logo is not removed
- If promoting an event
  - Event flyer
    - To promote and share details about the upcoming event

# Brand Guidelines

When sharing information about the SOMAH Program, please adhere to the following guidelines:

## Do's and Don'ts:

- DO use the full name, the Solar on Multifamily Affordable Housing (SOMAH) Program, for the first mention and abbreviate thereafter.
- Both SOMAH and the SOMAH Program are acceptable. Do not capitalize the T in *the*.
- DO use the term SOMAH when referring to the program and its benefits.
- DO use the term SOMAH Program Administrator team (SOMAH PA team) when referring to an organization or person working for the SOMAH Program.
- DO use the term SOMAH Program Administrator (SOMAH PA) when referring to the administrators as a group.
- DO NOT use the phrases "direct energy bill savings" and "reduced energy bills." Instead, please use the following phrases: "bill credits," "credits on energy bills" and "direct financial benefit."

If you have any questions, please contact Brittany Chenier ([brittany.chenier@CalSOMAH.org](mailto:brittany.chenier@CalSOMAH.org))

## Example Content

The following blurbs and posts are intended for organizations to share news about their project's completion on social media channels. You may edit to reflect your organization's tone and style, but we ask that when referencing specific program details that you adhere to SOMAH brand guidelines as outlined above.

### Twitter

[XXX] tenants at [PROJECT NAME] just got solar energy! [@ORGANIZATION's HANDLE] & @CalSOMAH are bringing clean, #RenewableEnergy and paid job training to #AffordableHousing statewide.

### LinkedIn

["SHORT, COMPELLING QUOTE" @PROPERTY OWNER.] [XXX] of [@PROPERTY OWNER]'s tenants are now benefiting from clean, #renewable solar energy. In addition, [XX] community members trained to install solar, building job skills and bringing #EconomicOpportunity to [COMMUNITY OR NEIGHBORHOOD]. We thank [@CBO, @CONTRACTOR, @JTO PARTNER, @PROPERTY OWNER, @CalSOMAH] for their collaboration in this success. Learn more at [calSOMAH.org](http://calSOMAH.org).

## Facebook

Powering up our community: [@ORGANIZATION's HANDLE] is proud to announce that [PROJECT NAME] has gone solar, providing [XXX] tenants with clean, #RenewableEnergy! In addition, [XX] community members trained to install solar, building job skills and bringing #EconomicOpportunity to [COMMUNITY OR NEIGHBORHOOD]. We thank [@CBO, @CONTRACTOR, @JTO PARTNER, @PROPERTY OWNER, @CalSOMAH] for their collaboration in this success. Learn more at calSOMAH.org.

## Instagram

[PROJECT NAME] is solar powered now! [XXX] tenants are getting the direct financial benefits of clean, #RenewableEnergy.

We trained [XX] community members in solar installation skills too. Big wins for the #environment and #EconomicOpportunity in [COMMUNITY]!

Thanks to [@CBO, @CONTRACTOR, @JTO PARTNER, @PROPERTY OWNER, @CalSOMAH] for their collaboration. Learn more at calSOMAH.org.

## Hashtags

A powerful way to connect with the intended audience(s) and to expand the reach of posts is through the use of hashtags. Below are suggested hashtags. It should be noted that the number of hashtags to use varies by platform. It is best practice to include at least one primary hashtag. In some instances, such as with Twitter copy, limitations may only allow for one primary hashtag.

### Primary Hashtag

#[Your Organization] #[Partner Organizations] #CalSOMAH

### Secondary Hashtags

#SolarEnergy / #Solar / #SolarEquity /  
#CleanEnergy/#EnvironmentalJustice/#AffordableHousing

If you have not already, we encourage you to:

- Be sure to like, follow, subscribe and tag @CalSOMAH on:
  - [Twitter](#)
  - [Facebook](#)
  - [Instagram](#)
  - [LinkedIn](#)
  - [YouTube](#)