



NHD Social Media and Messaging Resource Guide

[National Hydropower Day \(NHD 2021\)](#) is almost here, and we encourage you to make your voice heard. On Monday, August 24th, join us on social media, and let everyone know that for over 135 years hydropower has provided the U.S. with clean, renewable energy.

In this resource guide, you will find sample social media message and talking points to help you make your voice heard.

Social Media Toolkit

If your organization is active on social media, we encourage you to post a message supporting NHD 2021 using the following hashtag: #HydroDay.

To make the process as turnkey as possible, NHA has developed a [social media toolkit](#) which includes sample social media posts (image below).



In the toolkit, you will also find the individual **digital graphics** to download. Keep in mind that you don't have to use our social sharable graphics. You could post something as simple as "Happy National Hydropower Day! #HydroDay". Last year, several organizations within our industry got very creative, [which you can see here](#).

You can access our Social Media Toolkit at: <https://thesocialpresskit.com/hydroday>

Make sure you follow NHA's social media channels to stay up-to-date on NHD 2021:

- Twitter Page: <https://twitter.com/NatlHydroAssoc>
- NHA Twitter Handle: @NatlHydroAssoc
- Facebook Page: <https://www.facebook.com/natlhydroassoc>

Sample Tweets

- It's National Hydropower Day! For over a century, #hydropower has powered America with clean, renewable energy. #HydroDay
- We're proud to be generators of renewable #hydropower! With X plants with a capacity of X MW, we're powering X homes and businesses with clean energy. #HydroDay
- Happy National #Hydropower Day! Together, let's celebrate America's first renewable resource. #HydroDay #CleanEnergy
- As manufacturers in the #hydropower industry, we're proud to celebrate National Hydropower Day! #HydroDay
- It's National Hydropower Day! Did you know hydropower provided nearly 7 percent of total U.S. electricity generation? #HydroDay #CleanEnergy
- As a #hydropower generator, we are proud to power our communities' homes, schools and businesses with clean, renewable energy." #HydroDay
- No other renewable protects and preserves our natural ecosystems, while providing recreational opportunities for families, like #hydropower. #HydroDay
- It's National Hydropower Day! Did you know hydropower made up 38 percent of total renewable electricity generation? #HydroDay

Topline Messaging:

- For over a century, hydropower has powered American with clean, renewable energy. And National Hydropower Day is a day where we can all celebrate America's first renewable.
- Hydropower is more than just carbon-free electricity. No other renewable protects and preserves our natural ecosystems, while providing recreational opportunities for families, like hydropower.
- And because of the unmatched benefits hydropower provides to the grid, it pairs perfectly with other renewables... like wind and solar. In fact, hydropower is the renewable that integrates the other renewables on to the grid.
- Hydropower is also critical to the vitality of the nation's clean energy infrastructure and resiliency of the electrical grid. It ensures the stability of the grid by being flexible enough to

quickly provide dispatchable generation, all while keeping the power system in balance and reducing transmission congestion.

- As the backbone of the nation's electricity system, hydropower has and will continue to play a critical role in helping states reach their clean energy targets.
- We also can't take the value of pumped storage hydropower (America's Water Battery) for granted. Representing 91 percent of the nation's energy storage, pumped storage facilities are like sponges; they absorb excess energy from the grid and store it for later.
- Hydropower is also a major job creator. The U.S. hydropower industry employs approximately 66,000 workers.
- The history of hydropower is deeply woven within the fabric of communities throughout this nation.
- It powered the textile mills in Lowell, Massachusetts during the Industrial Revolution, and produced the electricity needed to make aluminum for use by the U.S. military in World War II. And today, in addition to homes and businesses, it provides tech companies and data centers with clean, affordable and reliable energy.
- Throughout the U.S., hydropower operators are working with communities to protect wildlife, enhance environmental protections, and ensure the health and vitality of our rivers and lakes, and the aquatic life that resides within them.
- In addition to the hundreds of millions of dollars spent each year to protect aquatic ecosystems, through methods such as fish passage systems, hydropower operators are restoring wildlife and wetland habits, and creating recreational opportunities like nature hiking trails.