

NATIONAL HYDROPOWER DAY 2022

Social Media and Messaging Resource Guide



NATIONAL HYDROPOWER DAY 2022

About



National Hydropower Day is right around the corner. For over 135 years, hydropower has powered this nation with clean, renewable energy. As a way to collectively recognize hydropower's undeniable contributions to bolstering the nation's clean energy infrastructure, we've established August 24th as National Hydropower Day.

**ON AUGUST 24TH, AS AN INDUSTRY, LET'S
ALL BAND TOGETHER TO CELEBRATE
AMERICA'S FIRST RENEWABLE!**

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

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**THEME:
CLEANER
COMMUNITIES**



For NHD 2022, we've created a theme to help celebrate the day: **Cleaner Communities**. We all know that hydropower is the second largest renewable in the U.S. But, many throughout the country don't recognize the value that hydropower brings as a climate solution, and role it plays in strengthening the health of our rivers.

There are many ways for you to talk about how hydropower is making your community cleaner. An easy message to leverage is that hydropower is a carbon-free resource. As such, each one of our facilities helps to avoid greenhouse gas emissions.

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**CONSTRUCTING
YOUR CLEANER
COMMUNITY
MESSAGE**

You can easily create a **"Cleaner Community"** message using EPA's "Greenhouse Gas Equivalencies Calculator" to determine the amount of emissions you avoid each year.

[CLICK HERE TO ACCESS GHG EQUIVALENCIES CALCULATOR](#)

For example, let's say your hydro plant generates 5,600,000 kilowatt-hour. Entering that figure into EPA's GHG calculator would show that it is the equivalent of avoiding 2,423 metric tons CO₂ or 522 cars on the road.

So on NHD 2022, you could tweet:



**THE CLEAN POWER OUR SAXAPAHAW #HYDROPOWER PROJECT
GENERATES EACH YEAR IS THE EQUIVALENT OF AVOIDING 2,423
METRIC TONS CO₂ OR OVER 500 CARS ON THE ROAD. HYDRO IS
MAKING OUR COMMUNITY CLEANER. #HYDRODAY**



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NHD Social Media Toolkit

If your organization is active on social media, we encourage you to post a message supporting NHD 2022 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 .

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**".

[CLICK HERE TO ACCESS TOOLKIT](#)

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**SAMPLE SOCIAL
MEDIA POSTS**



- **It's National Hydropower Day! For over a century, #hydropower has made our communities cleaner with 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 #CleanerCommunities**
- **As a #hydropower manufacturer, we're proud to celebrate National Hydropower Day and do our part to make communities cleaner!
#HydroDay #cleanenergy**
- **No other renewable protects and preserves our natural ecosystems, while providing recreational opportunities for communities, like #hydropower.
#HydroDay**



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**TOPLINE
MESSAGING**

- **For over a century, hydropower has powered America 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 communities, 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.**





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**TOPLINE
MESSAGING**

- **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.**
- **Pumped storage #hydropower is America's Water Battery. Representing 93 percent of the nation's energy storage, these 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.**
- **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.**



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NHA Social Media Channels

Make sure you follow NHA's social media channels to stay up-to-date on NHD 2022:

- **Twitter Page:** <https://twitter.com/NatlHydroAssoc>
- **NHA Twitter Handle:** @NatlHydroAssoc
- **Facebook Page:** <https://www.facebook.com/natlhydroassoc>
- **NHA Facebook Handle:** @NatlHydroAssoc
- **Instagram Page:** <https://www.instagram.com/nationalhydropower/>
- **NHA Instagram Handle:** @nationalhydropower
- **Linkedin Page:** <https://www.linkedin.com/company/national-hydropower-association>