



National Hydropower Day Social Media and Messaging Resource Guide

National Hydropower Day (#HydroDay) is almost here, and we encourage you to make your voice heard.

On Thursday, August 24, 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 messages 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 #HydroDay using the following hashtags: #HydroDay and #HydroIsKey. To make the process as simple as possible, NHA has developed a social media toolkit, which includes #HydroDay graphics and pre-written posts that can be published by simply clicking a button.

#HydroDay is an opportunity not only to celebrate the benefits of hydropower, but to also be creative in sharing your hydropower story. Check out these [imaginative posts](#) made by organizations and hydropower champions from previous #HydroDays.

Celebrating #HydroDay can be as simple as a post on social media that says “Happy #HydroDay!” For more social media post ideas, see the linked Social Media Toolkit below.

Social Media Toolkit: <https://thesocialpresskit.com/hydroday>

Stay Up-to-Date With #HydroDay and the National Hydropower Association (NHA)

Make sure you follow NHA’s social media channels to stay up-to-date on #HydroDay:

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

To keep tabs on what's happening on #HydroDay, you can search for the hashtag “#HydroDay” on social media platforms. Doing this, will help you engage with your fellow hydropower champions!

This Year's Theme is “Hydropower is Key...”

To help shape the industry's hydropower messages this year, NHA has established a theme: Hydropower is Key. This theme is meant to be flexible (just like hydro!) so you can share your narrative and relate it to why the U.S. needs hydropower.

To enhance #HydroDay communications, NHA has developed three messages relating to the “**Hydropower is Key**” theme. Those are:

- Hydropower is key to cleaner communities
- Hydropower is key to local job creation
- Hydropower is key to a dependable clean energy future

You will find these theme messages and graphics within the [Social Media Toolkit](#).

Other Communications Tactics You Can Pursue for #HydroDay

Send a press release to your local reporters, tv and radio outlets. Let them know that hydropower means clean, renewable energy. [Sample release here](#)

Submit a letter to the editor of your local newspaper in support of #HydroDay. In your letter, tout the many contributions of hydro in your community. [Letter to the Editor example here](#)

Organize Media Availability with local media: For a great example, check out Nebraska Public Power District being [featured in their local news](#) for #HydroDay

Use #HydroDay as an Excuse to Contact Your Local and Federal Legislators: Share with them the Importance of hydropower in their district and/or state. Tips and tricks on contacting your legislator can be [found here](#).

Sample Tweets and Topline Messages for #HydroDay

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 roughly 6% 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 provides recreational opportunities for families, like #hydropower. #HydroDay
- It's National Hydropower Day! Did you know hydropower makes up roughly 30% of total renewable electricity generation? #HydroDay

Topline Messaging:

- For over a century, hydropower has powered America with clean, renewable energy. National Hydropower Day is when 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.
- 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% 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 over 66,000 workers.
- The history of hydropower is deeply woven within the fabric of communities throughout the United States.
- In addition to homes and businesses, hydropower provides tech companies, data centers, and cryptocurrency mining operations with clean, affordable and reliable energy.
- Throughout the U.S., hydropower operators are working with communities to protect wildlife, enhance environmental protections, 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 while creating recreational opportunities like nature hiking trails.

Questions on #HydroDay? Contact NHA's Kelly Rogers (kelly@hydro.org) or Jeremy Chase-Israel (jeremy@hydro.org).