



Daylight Hour

Communications Guide

Thank you for joining [Building Energy Exchange](#) and [Fitwel®](#) for [Daylight Hour](#), a global social media campaign promoting sustainability and well-being in the office environment. On June 22nd, 2022, we ask participants to turn off their electric lighting in daylight spaces from 12-1 pm local time, reflect on their energy use, and post their involvement on social media. [Register here!](#)

Social Media

Daylight Hour is a collaborative event, and we are constantly inspired by those who engage. For inspiration from previous years, see our [#daylighthour gallery page](#).

Email Outreach Sample

[your organization] is participating in Daylight Hour 2022, an annual social media campaign observing daylight in our office spaces brought to you by the Building Energy Exchange and Fitwel®. On June 22nd, participants all over the world will turn off their lights for one hour (12-1pm local time), reflect on sustainability and well-being in their work environment, and share their experiences via social media.

Daylight is Earth's most abundant source of energy. It grows plants and powers solar panels, while providing an abundance of health benefits. Daylight Hour 2022 recognizes this simple relationship between sustainability and well-being. Utilizing daylight in our workspaces decreases our carbon emissions while improving our health. This year we encourage participants to reflect on their power to improve their work and natural environments with our upcoming [Daylight Hour Guide](#).

Participation is fun and easy:

- 1st. [Register here](#).
- 2nd. Engage with our forthcoming Daylight Hour content.
- 3rd. On June 22nd, 2022, turn off your office lights from 12 pm to 1pm local time.
- 4th. Promote your involvement on social media and join thousands of participants. Make sure to use the hashtag #DaylightHour to be considered for awards.
- 5th. Win! This year, we'll be highlighting the best and brightest Daylight Hour participants.

By participating in Daylight Hour 2022, you join an awesome community of organizations excited by a decarbonized future. Registration provides access to brochures, guides, events, fun and more!

Register here: <https://daylighthour.org/join/>

Contact

For more information, please email August McEachern (am@be-exchange.org)

Press Kit

Twitter

1. Don't forget #DaylightHour by @BE-Ex & @Fitwel this June 22nd, from noon to 1pm [local time]. A day after the summer solstice, [Organization] will turn off our lights and let daylight in. Post on social media using #DaylightHour to be eligible for awards. <https://daylighthour.org/join/>
2. #DaylightHour is a global campaign sponsored by @Fitwel that celebrates our collective power to improve our work and natural environments. On June 22nd, [Organization] will be turning off our office lighting from noon to 1pm [local time]. <https://daylighthour.org/join/>
3. Lights off! [Organization] is participating in @Daylight_Hour by BE-Ex & @Fitwel, a global campaign that saves energy, decreases carbon emissions, and celebrates sustainability by turning off the lights and letting daylight in. <https://daylighthour.org/join/#DaylightHour>

LinkedIn / Facebook:

1. Lights off! [Organization] is participating in #DaylightHour, a global campaign by **@Building Energy Exchange** with support from **@Fitwel Certification System** that saves energy, decreases carbon emissions, improves wellbeing, and celebrates sustainability by turning off the lights and letting daylight in.

On June 22nd, participants all over the world will turn off their lights from noon to 1pm, reflect on sustainability and well-being in their work environment, and share their experiences via social media. It's a fun and simple action that recognizes our collective power to improve the sustainability and well-being of our environments.

Learn more about participating at <https://daylighthour.org/join/>

2. #DaylightHour 2022 is happening this June 22nd, from noon to 1pm [local time].

Daylight is a natural source of energy. It grows plants and powers solar panels, while also providing numerous health benefits. Developed by **@Building Energy Exchange**, with support from **@Fitwel Certification System**, Daylight Hour recognizes the inherent connection between sustainability and well-being. Utilizing daylight in our workspaces decreases our carbon emissions while improving our health.

For #DaylightHour 2022, [organization] will turn off our lights for one hour (12-1pm local time), reflect on sustainability in our work and natural environments, and participate in the global social media campaign with the chance to win awards!

Participation is fun and easy. Learn how at <https://daylighthour.org/join/>

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