# Daylight Hour

**Communications Guide**

## About
Daylight Hour is a global social media campaign promoting sustainability and energy efficiency in the built environment. On June 21st, 2023, we ask participants to turn off their electric lighting in daylit spaces from 12 - 1pm local time and involve themselves in the social media event.

## Social Media
Daylight Hour is a collaborative event, and we are constantly encouraged by those who engage. For inspiration from previous years, see our #daylighthour gallery page.

## Email Outreach Sample
**[your organization]** is participating in Daylight Hour 2023. Hosted by the Building Energy Exchange, this is an annual social media campaign raising awareness about energy efficiency in the built environment. On June 21st, participants all over the world will turn off their lights for one hour (12 - 1pm local time) and share their experiences via social media.

Join [Organization] and the #DaylightHour campaign to save 5 Empire State Buildings worth of energy! By turning off our lights, [Organization] can save [Calculator #] of energy. #DaylightHour is a simple and enjoyable way to showcase our collective potential to promote sustainability. Let's make a positive impact on our planet together!

## Challenge
In just one hour, the Daylight Hour Campaign aims to save 5 Empire State buildings worth of energy! Use our calculator to see how much energy your organization can save.

## Participation is fun and easy:
1st. Register here.
2nd. Calculate the energy you will save by participating here and help save 5 Empire State buildings worth of energy.
3rd. On June 21st, 2023, turn off your office lights from 12 - 1pm local time.
4th. Promote your involvement on social media and join thousands of participants. Make sure to use the hashtag #DaylightHour.
5th. Tune-in to @daylight_hour from 12:30pm – 1pm EST on Instagram or Twitter to find out the number of Empire State Buildings worth of energy we have saved! During the event, we will be highlighting the best and brightest Daylight Hour participants.

By participating in Daylight Hour 2023, you join an inspiring community of organizations excited by a decarbonized future!

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

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

**Presskit**

**Logo:** [Download here](#)



**Twitter**

1. Don't forget #DaylightHour by @BE-Ex on June 21st, from 12 - 1pm [local time]. This summer solstice, [Organization] will turn off our lights and let daylight in. Post on social media using #DaylightHour. https://daylighthour.org/join/

2. #DaylightHour is a global campaign by @BE-Ex that celebrates our collective power to improve our work and natural environments. On June 21st, [Organization] will be turning off our office lighting from 12 - 1pm [local time]. https://daylighthour.org/join/

3. Lights off! [Organization] is participating in @Daylight_Hour by @BE-Ex. This year we're joining the global campaign to save 5 Empire State Buildings worth of energy in one hour! On June 21st, turn off non-essential lighting and share your involvement with #DaylightHour. https://daylighthour.org/join/

**LinkedIn / Facebook:**

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

   On June 21st, participants all over the world will turn off their lights from 12 - 1pm [local time] and share their experiences via social media. It's a fun and simple action that recognizes our collective power to improve sustainability and wellbeing in our built environment.

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

2. #DaylightHour 2023 is happening. On June 21st, 12 - 1pm [local time], [Organization] will turn off our non-essential lighting in the workspace!

   Join [Organization] to save 5 Empire State Buildings worth of energy in one hour! By turning off our lighting we'll be saving [Calculator #] of energy. Organized by **@Building Energy Exchange**,

#DaylightHour is a fun and easy way to demonstrate our collective ability to reduce our climate impact while improving our built environment.

Participation is simple. Learn how at https://daylighthour.org/join/