How To Use This Toolkit

The importance of social media to businesses continues to grow. Studies show that an increasing number of consumers and companies are turning to social media for recommendations when purchasing goods and services. Maintaining current, populated, and active social media accounts increases a company's validity in the eyes of a consumer. Just as HVACR continues to innovate, develop, and adapt to new technologies, we must also innovate and adapt to new methods to interact with consumers, legislators, and our communities by using social media.

This toolkit is for you, whether your company is just getting started with social media or has existing accounts to update and revamp. In the following pages, you'll find best practices, information on the types of audiences most prominently found on each platform, and how to target your content to these groups. We also encourage you to supplement your content with AHRI materials and have provided a summary of AHRI social media posts and instructions on how to share this content on each platform.

By using the tips and suggestions offered in this toolkit, you will be better prepared to grow your company's presence and influence on the major social media platforms. We look forward to connecting with you online!
Quick Tips

- **Encourage your employees** to follow your company's social media accounts and share your content with their friends and followers.
- **Be realistic** about how often you can post to your accounts (three times per week? once per day?) and do your best to stick to that minimum schedule.
- **Use photos and graphics**: according to eMarketer research, posts with images perform over 20 times better than posts without images.
- **Tag accounts** of any specific people or groups you mention by finding their username and adding an `@` symbol before it to ensure that they see your post (e.g., "Interesting update from @AHRIEngage on #energyefficient systems")
- **Use hashtags** in the text of your posts to drive up engagement - #HVAC, #HVACR, #airconditioning, #heating, #manufacturing, and #maintenance are all popular industry hashtags.
- **Remind your employees** to abide all company policies and procedures, and as always, use common sense and think before you post on social media.
BEST PRACTICES

YOUR TARGET AUDIENCES
- Current clients
- Potential clients

TOP CONTENT CATEGORIES

$ Tips for saving both money and energy with efficient HVAC systems

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 энерги Energy efficiency news in HVACR industry

.Priority Your activities within your community: charitable, educational, environmental, etc.

OUR FACEBOOK CONTENT

Our account: @AHRIConnect

- Helpful tips for home HVAC systems
- Seasonal reminders for inspections and cleanings
- Latest national and regional legislative news on HVAC regulation

HOW TO SHARE

Find the "Share" button on the Facebook post:

Add your commentary before sharing to your page, and post!
**BEST PRACTICES**

**YOUR TARGET AUDIENCES**
- Current clients
- Potential clients
- Government representatives

**TOP CONTENT CATEGORIES**
- Commentary on federal and local HVACR regulatory news
- Tips for saving both money and energy with efficient HVACR systems
- Reminders for inspections and cleanings
- Energy efficiency news in HVACR industry
- Your activities within your community: charitable, educational, environmental, etc.

**OUR CONTENT: @AHRICconnect**
- Helpful tips for home HVACR systems
- Seasonal reminders for inspections and cleanings
- Latest national and regional legislative news on HVACR regulation
  (See Facebook content page for examples)

**OUR CONTENT: @AHRIEngage**
- Updates on AHRI legislative efforts on Capitol Hill and with state governments
- News and updates on AHRI member events
- Interactions with media and government officials on regulatory affairs

**HOW TO SHARE**

Find the "Retweet" symbol on the Tweet you want to share:

Add your commentary before sharing to your page, and tweet!
BEST PRACTICES

YOUR TARGET AUDIENCES
- Students: internships, apprenticeships, and/or careers

TOP CONTENT CATEGORIES
- Profiles/day-in-the-life style updates on what it's like to work for your company (emphasize variety, skill, and fulfillment)
- Hiring updates for full-time, part-time, apprenticeships, or internships
- Your activities within your community: charitable, educational, environmental, etc.
- Your dedication to innovation (new products, safer processes, etc.)

OUR INSTAGRAM CONTENT

Our account: @ahriconnect
- Informative videos and infographics that share information on the HVACR industry
- Rees Scholarship updates and photos from the Chairman's Challenge campaign
- Engaging updates that show the diversity, value, and skill of both HVACR workers and what they do

HOW TO SHARE

There are many applications and programs that are designed exclusively to allow you to share content (both photos and videos) from other Instagram accounts to your own.

These options allow you to credit the original posting account, include or exclude their original caption, and add your own commentary.
BEST PRACTICES

YOUR TARGET AUDIENCES
- Current clients
- Potential clients
- Potential employees

TOP CONTENT CATEGORIES
- Updates on new job opportunities within your company
- Insights into the work you do and what your employees love most about working for your company
- Energy efficiency news in HVACR industry
- Your activities within your community: charitable, educational, environmental

OUR LINKEDIN CONTENT
- Workforce development and recruiting content tailored to HVACR industry
- News and updates on AHRI member events
- Updates on AHRI legislative efforts on Capitol Hill and with state governments

COMING SOON!

HOW TO SHARE
Find the "Share" symbol on the LinkedIn post:

Add your commentary before sharing to your page, and post!