

ACT GREEN

SMALL GESTURES WITH BIG IMPACT



**Tips to disseminate the #ActGreen campaign
across social media**

Hashtag you should always use when posting about the campaign:
#ActGreen #SmallGesturesBigImpact #GOMED

General hashtags you could use to drive traffic to your post:
#sustainablelife #sustainableliving #gogreen #zerowaste
#energyefficiency

Always include a link (call to action) to your post in order to attract people to get further information and join the campaign. You can use two links:

- www.enicbcmed.eu/projects/sole; it is included in ALL the communication material
- https://bit.ly/Sole_ActGreen; that lands directly to SOLE's official news containing downloadable materials, guidelines etc.

TAG: Always tag **@soleprojectmed** & **@enicbcmed** across all social media (Facebook, Twitter, Instagram, LinkedIn)

Hashtags, Links & Tags



PAMPER YOURSELF WITH A SWEATER
AND TURN DOWN THE RADIATOR!



The best times to post on social media overall is 10:00 AM on Tuesdays, Wednesdays, and Thursdays.

- The best time to post on **Facebook** is 8:00 AM to 12:00 PM CET on Tuesdays and Thursdays;
- The best time to post on **Instagram** is 11:00 AM CET on Wednesdays / 9:00 PM CET on Thursdays;
- The best time to post on **Twitter** is 8:00 AM CET on Mondays and Thursdays;
- The best time to post on **LinkedIn** is 9:00 AM CET on Tuesdays and Wednesdays.

Source: [Hootsuite](https://hootsuite.com)

Best time to post on social media



WHAT IS SOLE?

Our goal is to enhance
energy efficiency of
public buildings in the
Mediterranean area



10 PARTNERS



in association with



HOW WILL WE DO IT?

Using a multi-disciplinary / multi-functional
approach to requalify the energy performance
of seven public buildings located in Italy, Greece,
Spain, Egypt, Jordan, Lebanon and Tunisia



The SOLE project aims to enhance the capacity of public institutions to plan and implement sustainable energy policies around the Mediterranean countries. The project is financed by European Union under the ENI CBC Mediterranean SEA BASIN Programme.

The #ActGreen campaign has been developed in collaboration with Agenzia Regionale Recupero Risorse (ARRR).

🔗 Learn more [HERE](#)

Acronym: SOLE

Full title: High Energy efficiency for the public stock buildings in Mediterranean

Thematic objective: B.4 Environmental protection, climate change adaptation and mitigation

Priority: B.4.3 Energy efficiency and renewable energy

Countries: Italy, Greece, Egypt, Jordan, Lebanon, Spain, Tunisia



SOLE

High Energy efficiency
for the public stock Buildings
in Mediterranean

“Our goal is to enhance energy efficiency of public buildings in the Mediterranean area”

Website: www.enicbcmcd/projects/sole
Facebook: www.facebook.com/soleprojectmed
Instagram: www.instagram.com/soleprojectmed
Twitter: www.twitter.com/SoleprojectMed
LinkedIn Sole Project Med

#SoleProjectMed
#GOMED

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