

Digital marketing toolkit information



EnergyAustralia
LIGHT THE WAY

General instructions

If you choose to use the digital assets, here are some handy tips and guidelines we need you to follow.

- These assets expire annually on 31 December.
- New digital assets will be emailed to you every year that you remain on a Business Carbon Neutral plan.
- If we ask you to stop using the digital assets at any time, you must do so as soon as possible.
- You may only use these assets for the premises signed up to a Business Carbon Neutral plan. You must not use for any other premises, including your home.
- If you have multiple premises, assets may only be used if all of those premises are signed up to a Business Carbon Neutral plan.



Social image overlay

- A bespoke asset to help promote your participation through your business' social media accounts.
- Supplied PNG file features a transparent centre for you to position your business logo or an image underneath to create a partner post.
- Here's a suggestion of what you could post along with the image once it's completed:

We've made sustainability our business by choosing a Business Carbon Neutral electricity plan at our premises.



Social squares

- A ready-to-post digital asset that can be posted on social media.
- Here's a suggestion of what you could post along the social squares:

We've made sustainability our business by choosing a Business Carbon Neutral electricity plan at our premises.



Email badge/signature

- Let your customers know you have chosen a Business Carbon Neutral electricity plan at your premises by incorporating the email badge/signature into your email signature.
- Add badge/signature using your email program's signature editing process.
- Ensure that the badge/signature sits near the address of the premise that is on a Business Carbon Neutral plan.