

POWERING
the BLUE ECONOMY™

**Marine Energy
Collegiate
Competition**

U.S. DEPARTMENT OF ENERGY

2021 Outreach and Engagement Toolkit





Introduction

Congratulations! You’ve been selected to participate in the 2021 Marine Energy Collegiate Competition (MECC).

As a reminder, the 2021 MECC requires teams to demonstrate their community outreach and engagement efforts during team presentations. Further details on the Community Outreach and Engagement portion of the competition can be found in the [2021 MECC Rules and Requirements Manual](#).

The purpose of this toolkit is to make it easy for you to share your story through social media and other digital outlets (e.g., blog posts). Telling your story can help build support for your innovation, create industry connections, and even supplement the funding you’re receiving. In this kit, you will find:

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If you have questions or need help telling your story, please reach out to the MECC team at Water.Competition@nrel.gov.



Personal Outreach

How to Interact with Us

Like or follow the MECC on platforms where your organization is active. We also encourage you to like, share, or comment when our content appears on your feed. This is the easiest way for us to see who actively engages with us.

When We Can Promote You

Make a social media account for your team and email Water.Competition@nrel.gov with the account name so that we can follow and help promote your story. As a government-sponsored competition, the MECC can only promote .gov, .org, and .edu websites on social media, to avoid implicit endorsement of private companies. However, when we are mentioned directly in a post (e.g. @ENERGY, @NREL, or @NREL_MechTherm), we will see it and like, comment, and/or share, when possible.

Identity Guidelines

Proper Naming Conventions

U.S. Department of Energy Marine Energy Collegiate Competition: Powering the Blue Economy™

Use the full name on first text reference. After use of the full name, using Marine Energy Collegiate Competition is acceptable for subsequent references.

U.S. Department of Energy Naming Conventions

When referencing the U.S. Department of Energy (DOE), the following abbreviations are approved for use in text:

- Energy Department
- U.S. Energy Department

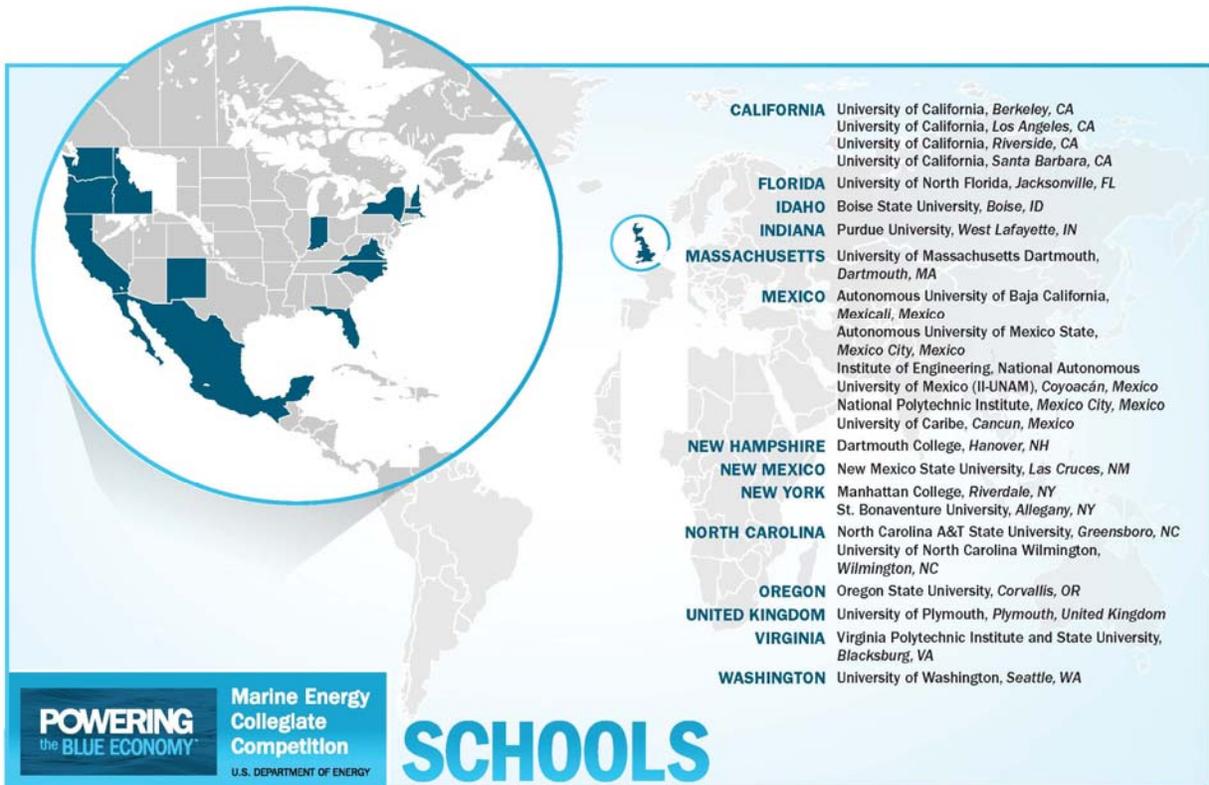
Note: These approved abbreviations are not allowed when referencing the event name, the U.S. Department of Energy Marine Energy Collegiate Competition: Powering the Blue Economy™.

Proper Logo and Image Use

Use the MECC Logo and 2021 MECC Team Map whenever possible in your outreach efforts. You can find the high-res versions of these graphics [here](#).



MECC Logo



2021 MECC Team Map

Important Social Details

Competition hashtag: [#MarineEnergy](#)

Competition handle: [@ENERGY](#) (Twitter)

Compressed link to MECC page: bit.ly/MECC2021

Compressed link to NREL feature story on MECC: bit.ly/2TnwE0x

Additional Tips for Promotion

- Create a social media account for your team using a platform that best suits your school and audience, e.g. Twitter, Facebook, Instagram, LinkedIn, etc.
- News stories or other digital outlets (e.g., blogs) are also an effective tool to promote your team. They should be around 250 words with compelling pictures or branded images and links to social media.
- Take photos and videos of your progress, team members, prototype, etc., and use them in your posts. Posts with visuals perform best across most social media channels. Be sure to use high-res pictures or graphics!
- Share the excitement of brainstorming, building, validating, and revising your marine energy design throughout the competition.
- Promote yourselves! Work with your school's communications team to get featured on a school website or social media account. Share your story with local media. Create a Facebook page for your team and upload photos of your team's progress.
- Plan your posts ahead of time. Consider when most of your followers are online and post accordingly to get the largest audience.
- Ask everyone you know to follow you – and the prize!
- Social media is the place to be creative. Why not throw in a splash of humor or a fun pun? You'll make waves with your social media presence!
- Use related emojis to amplify your posts:
 - Water: 
 - Misc: 
- Work these common hashtags into your posts, particularly on Twitter and Instagram:
 - #MarineEnergy
 - #MarineIndustry
 - #BlueEconomy
 - #MarinePower
 - #WaterPower
 - #NextGen
 - #OceanEnergy
 - #Innovators
 - #STEM
- Tag these popular energy accounts to amplify your posts:
 - U.S. Department of Energy (DOE)
 - Twitter: [@ENERGY](#)



- Facebook: @energygov
- LinkedIn: u-s-department-of-energy
- Instagram: @energy
- DOE Office of Energy Efficiency and Renewable Energy
 - Twitter: @eeregov
 - LinkedIn: eeregov
 - Facebook: @eeregov
- National Renewable Energy Laboratory (NREL)
 - Twitter: @NREL
 - Facebook: @nationalrenewableenergylab
 - LinkedIn: national-renewable-energy-laboratory
 - Instagram: @nationalrenewableenergylab



Team Stories

Each team will submit a summary of their work by January 31. These team stories will be featured on the [MECC website](#) and can be used in outreach efforts.

Team Stories Template

We'll share the template with your team. In the meantime, please see the structure and questions below.

Team Name:

University name(s) and location(s):

Why this competition?

Project description, including application in the blue economy:

Game plan:

Team strengths:

Team hurdles:

Competition objectives:

Social media accounts:

Sample Social Media Posts

We've put together the following sample social media posts. You can use these posts as they are, or as inspiration to write your own and promote your organization's involvement in MECC. Just be sure to replace the highlighted text with your team's details and include the appropriate link.

Pro tip: If copying and pasting the suggested posts in this toolkit, be sure the tagging transferred.

Twitter

(280-character limit)

The @ENERGY #MarineEnergy Collegiate Competition challenges university students to offer solutions that help marine energy to power the #BlueEconomy. As one of this year's participants, @[YourUniversity] [Team Name] plans to blow the competition out of the water! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

Pro tip: If a tweet starts with a handle (@), add a period (.) at the beginning of the sentence or Twitter will recognize the tweet as a reply and it will not be shared on the general feed.

.[YourUniversity] is advancing marine energy to provide power to the #BlueEconomy! [Team Name] is competing in @ENERGY's 2021 #MarineEnergy Collegiate Competition. Help our #STEM program by spreading the word! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

Interested in #MarineEnergy? Support @[YourUniversity]'s Team [Team Name] as we gain hands-on, industry experience by participating in the @ENERGY Marine Energy Collegiate Competition. Retweet this post to help us spread the word! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

.[YourUniversity] is thrilled to announce [Team Name] was selected to participate in the @ENERGY #MarineEnergy Collegiate Competition. Help us in our journey to #innovate the #MarineIndustry—retweet this post to help us build support! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

.[YourUniversity] [Team Name] is ready to compete in the @ENERGY Marine Energy Collegiate Competition! Join us as we #innovate #MarineEnergy that could provide needed power in the #BlueEconomy. Help us build support by retweeting! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

Did you know that @[YourUniversity] [Team Name] is competing in the @ENERGY Marine Energy Collegiate Competition? Support us in advancing #MarineEnergy & help spread the word about powering the #BlueEconomy. Please RT! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

What are you doing after graduation? The @[YourUniversity] [Team Name] is learning from #MarineIndustry by competing in the @NREL @ENERGY #MarineEnergy Collegiate Competition. Help us provide power to the #BlueEconomy! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x



.@[YourUniversity] [Team Name] plans to make a splash in the @NREL @ENERGY Marine Energy Collegiate Competition. Our idea to advance #MarineEnergy is sure to win. Cheer us on as we help innovate the #MarineIndustry! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

Facebook

@ [YourUniversity] [Team Name] is participating in the Marine Energy Collegiate Competition. Our diverse group is poised to present a business plan & detailed technical design that will help advance marine energy to power the #BlueEconomy. Support our journey as we prepare to (virtually) pitch our idea. [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

Guess what? @ [YourUniversity] [Team Name] was 1 of 17 international teams selected to participate in the @nationalrenewableenergylab @energygov Marine Energy Collegiate Competition. Our diverse team of undergrad & grad students from multiple disciplines is sure to set us apart from the competition. Cheer us on as we prepare to pitch our idea for an innovative marine energy solution & address power needs across the blue economy. [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

Hey, @ [YourUniversity]! Did you know we have a team competing in the @energygov Marine Energy Collegiate Competition? We'd love your support as we optimize marine energy technology designs that could reduce costs and address power needs across the blue economy. Share this post & help us get one step closer to a win! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

Instagram

@ [YourUniversity] [Team Name] is ready to make waves at the @nationalrenewableenergylab @energy Marine Energy Collegiate Competition. Want to support our school as we #innovate #marine energy technology? Learn more & share this with your friends! [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x

LinkedIn

The [Your University] Marine Energy Collegiate Competition 2021 team is gearing up for future careers in one of the most up-and-coming industries: marine energy! This competition, supported by the U.S. Department of Energy, helps students gain real-world experience to address power needs across the blue economy. Help us build our network & support us on our journey to pitch our marine #energy technology concept during this year's virtual competition. [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x



In today's competitive market, job seekers with real-world experiences stand out to future employers. It's no surprise that [Your University]'s #STEM students are ahead of the game. Our talented scholars' interdisciplinary team was one of 17 selected to compete in the 2021 U.S. Department of Energy Marine Energy Collegiate Competition. The real-world experience and industry connections we're making in this competition will help us discover entrepreneurial opportunities and collaborate with industry experts. Learn more and help cheer us on as we pitch our idea to advance the #MarineIndustry. [Choose which link you want to share] bit.ly/MECC2021 OR bit.ly/2TnwE0x