

SOLAR COMMUNICATIONS CHECKLIST

Educate your customers and position your utility as the trusted energy advisor on solar with the following action items:

1. **Ensure your website has easy-to-understand information about solar**, providing resources to help customers make informed decisions. Update your local utility website with the Going Solar information provided by WPPI.

2. **Issue the following communications to customers, when appropriate:**

For general solar education communications, the following materials are available:

Social media content covering the following topics:

- Is Solar the Right Choice?
- Getting Started with Solar
- Selecting a Solar Contractor
- Savings Calculators
- Want Solar?

Front-page website article

Want Solar? bill insert

Customizable news release

Newspaper ad

When third-party/door-to-door solar panel vendors are marketing in your community, consider the following alert communications:

Social media post

Website article & image

3. **Consider promoting the Choose Renewable Program.** Actively market and promote renewable energy programs and opportunities. Strengthen customer relationships by making them aware of your programs so that they know they have options beyond rooftop solar.

4. **Communicate with customers about your solar-related investments** – such as the recent Point Beach Solar Energy Center. Customers want to hear more about large-scale renewable investments and will like your utility better because of them.

