

# Social Media Guide: Electric Vehicles

## MESSAGING: GENERAL ELECTRIC VEHICLE (EV) EDUCATION

General information is great to share on social media. Even if it seems basic, this knowledge can go a long way to gaining support for electric vehicles in your community!

### Sample posts

- Are you interested in learning more about the electric vehicle options out there? EVs come in many shapes & sizes; sedans, hatchbacks, minivans, trucks, and SUVs, to name a few! <https://bit.ly/2K2FEo3> #DriveElectricMN
- From summer road trips to winter commuting, electric vehicles and plug-in hybrids come with the battery range and road safety you deserve. Need some inspiration? Read about this family's trip up north. <https://bit.ly/2LPIqyX> #DriveElectricMN
- Check out the network of electric vehicle (EV) chargers in Minnesota! Thanks to @plugshare, you can start planning your #EV route now. <https://www.plugshare.com/> #DriveElectricMN
- Did you know that fully-electric vehicles (EVs) with the lowest range on the market can easily go more than 100 miles on a full charge? Plug-in hybrid EVs have the same range as any vehicle AND the option to drive fully electric. <https://bit.ly/3IVo7dR> #DriveElectricMN
- #Electricvehicles provide many benefits beyond cleaner air; they will save you money and time over the life of the vehicle. <https://bit.ly/3GLfvVi> #DriveElectricMN
- Electric vehicle charging infrastructure is already in place in #MN to support your driving needs—with more added all the time! Check out @MnPCA's EV Dashboard, where you can look at EV chargers per county, including the type! <https://bit.ly/3q1poax> #DriveElectricMN
- Concerned about winter driving in an electric vehicle? Don't worry, EVs can often perform better in icy conditions compared to gasoline vehicles due to the more consistent acceleration and lower center of gravity. <https://bit.ly/2hHaDHc> #DriveElectricMN
- Cleaner air, healthier communities, +\$\$ savings from lower fuel costs and fewer maintenance needs—check out all the benefits of driving an electric vehicle! <https://bit.ly/2K2X0Bj> #DriveElectricMN

## MESSAGING: GENERAL EVENT PROMOTION

Are you hosting an EV event like a showcase or an information session? Here are some sample social media posts, so your audience has all the information they need. Make sure you are clear on what, when, where, and costs (especially if it is a free event!). The following posts are meant to be tailored to your unique event.

- Did you know that @BloombergNEF estimates that by 2040, 70 percent of all new passenger vehicle sales will be electric? Jump on the bandwagon and learn more about electric vehicles at **[Insert event information]**. [#DriveElectricMN](#)
- Electric vehicles come in many shapes and sizes—sedans, hatchbacks, minivans, trucks, and SUVs to name a few! Explore the variety and find your perfect fit at the **[insert event information]**. [#DriveElectricMN](#)
- Electric vehicles are better for the environment and better for your wallet. Test drive one this month at the Ride and Drive! **[insert event information]**. [#DriveElectricMN](#)
- What is a Ride and Drive event? It's an opportunity for you to test drive different makes and models of electric vehicles for free. Our event will also include guest speakers, charging information, and more! **[insert event details]**. [#DriveElectricMN](#)
- Curious about electric vehicles but not sure where to start? Join **[insert organization name]** for a chance to test drive the **[make and model]**. This event is FREE and will be hosted at **[location]** from **[time]**. **[event URL]** [#DriveElectricMN](#)
- Don't forget to join us for our upcoming Ride and Drive event on **[day and time]**! This is your chance to get behind the wheel of the electric **[make and model]**. Register now: **[event url]**. [#DriveElectricMN](#)

## TIPS

- Share educational resources from [Drive Electric MN's Electric Vehicle Resource Database](#) to help answer questions beforehand and create interest in your event.
- Respond to social media comments and inquiries as soon as possible.
- If you created a Facebook event, make sure to update it with additional details as they are finalized. Periodically share and post in the event page.
- Use these hashtags:
  - [#DriveElectric](#)
  - [#DriveElectricMN](#)
  - [#EVs](#)
  - [#ElectricVehicles](#)
  - [#ChargeForward](#)
  - [#RideAndDrive](#)

- Tag partner organizations and Drive Electric Minnesota (Facebook @DriveElectricMN; Twitter @DriveElectricMN) in your social media posts. This helps your post get more views and lets your followers know about your collaborative efforts!
- When taking photos at the event, make sure to get permission to use the image on social media from the people prominently featured in the shot.