### **Social Media for Contractors: Promoting Air Source Heat Pumps**

**How to Use:** The social media toolkit is designed to make promoting heat pumps simple and effective for your business. It includes ready-to-use sample copy that you can easily customize to reflect your brand and business voice, along with professionally designed graphics to pair with your posts. Just choose the copy and visuals that align with your goals, personalize the text if needed, and share on your social media channels to engage your audience and showcase the value of ASHPs.

**Tips and Tricks for Effective Social Media Communication:**

* **Customize the Copy:** Tailor the sample posts to match your brand voice and resonate with your audience.
* **Use the Graphics:** Pair your posts with the provided professional visuals to grab attention and reinforce your message.
* **Highlight Key Benefits:** Focus on the advantages of air source heat pumps to educate and engage your audience.
* **Include a Call to Action:** Encourage followers to contact you, visit your website, or learn more about your services.

**Post 1 (Focus: Effectiveness in cold climates)**

Minnesota winters are tough — don’t let an inefficient HVAC system make them even harder! 🌨️

Upgrading to a cold climate air source heat pump can boost your home’s energy efficiency even through the extreme cold. Reach out today to learn how a heat pump can keep your family comfortable through all seasons.

**Post 2: (Focus: ASHPs as total AC replacement)**

Did you know? 💡 Air source heat pumps can fully replace your air conditioner AND provide efficient and effective heating for your home.

It's a simple, sustainable solution for year-round comfort, and rebates and financing options are available to help you make it a reality. Get in touch to learn how we can help you get started!

**Post 3 (Focus: Proactive HVAC replacement)**

Is your current HVAC system on its last legs? ~~🌬~~️ Don’t just bring in any replacement – take this opportunity to upgrade to an air source heat pump! ✅️

Air source heat pumps are an all-in-one solution that heats and cools your home with greater energy efficiency than traditional systems. Want to learn more? Let’s talk!

**Post 4: (Focus: Rebates and incentives)**

Making your home more energy efficient doesn’t have to be out of reach. 💸 With rebates and government incentives currently available, now is the time to upgrade your HVAC system to an air source heat pump. An all-in-one heating and cooling solution, a heat pump works similarly to an AC unit — but in addition to pushing heat out in the summer, it can also pull heat in during the winter. Reach out today to learn how we can help you achieve big energy savings at a cost you can afford.

**Post 5: (Focus: Consistent comfort)**

Is your home too hot in the summer and too cool in the winter? 🌡️🧊 It may be time to upgrade to an energy efficient air source heat pump!

Air source heat pumps pull in heat from outside your home in the winter and push it out in the summer, bringing you increased comfort while using less energy. Reach out today to learn how we can help you make the switch.