

## Social Media Pack - ETC Global Hydrogen and Power Reports

### OVERVIEW

Thank you for helping us promote our ETC global hydrogen and power reports. This pack is designed to help your teams share ETC's key findings and disseminate the messaging of both reports across your social media channels.

### Link to reports web page (links will be live on Tuesday 27 April 00:01 BST)

Power: <https://www.energy-transitions.org/publications/making-clean-electrification-possible/>

Hydrogen: <https://www.energy-transitions.org/publications/making-hydrogen-economy-possible/>

### Link to all social media assets

All social media assets (social cards and infographics) are uploaded to Google Drive. We are updating this folder regularly, so please check back for more assets.

Social cards & Infographics available soon

### ETC social media handles

Twitter: @ETC\_Energy

LinkedIn: Energy Transitions Commission – <https://www.linkedin.com/company/energy-transitions-commission/>

Facebook: @EnergyTransitionsCommission

### Launch hashtags

The hashtags for the series of reports are [#MissionPossibleSeries](#) and [#NetZero2050](#). Please use these hashtags as often as you can in your social media activities around the report launches.

If you are referencing the specific report titles, please use

[#CleanElectrification](#)

[#CleanHydrogen](#)

### Pre-Launch - Twitter

#### Posts by commissioners and their organisations

We are proud to have contributed to @ETC\_Energy #MissionPossibleSeries – two reports on #CleanElectrification and #CleanHydrogen are coming out on April 27 📅 Stay tuned for more from the ETC and the road to #NetZero2050

Pre-launch-social-card TBC

Less than 1 week to go: stay tuned for @ETC\_Energy newest reports from their #MissionPossibleSeries coming out on April 27 📅 Excellent analysis & recommendations on the journey to #NetZero2050

Pre-launch-social-card TBC

📅 TOMORROW 📅 @ETC\_Energy two reports on #CleanElectrification & #CleanHydrogen from their #MissionPossibleSeries coming out April 27! #NetZero2050

Pre-launch-social-card TBC

### Posts by partners and their organisations

We are excited for the new @ETC\_Energy reports coming out on April 27 📅 Stay tuned for analysis on the role of #CleanElectrification and #CleanHydrogen in tomorrow's energy system #NetZero2050 #MissionPossibleSeries

Pre-launch-social-card TBC

📅 TOMORROW 📅 @ETC\_Energy duo of reports #CleanElectrification #CleanHydrogen from their #MissionPossibleSeries coming out April 27! #NetZero2050

Pre-launch-social-card TBC

### On the day of the launch - Embargoed until April 27, 00:01 BST

#### Twitter

📅 OUT TODAY 📅 new @ETC\_Energy reports on #CleanElectrification and #CleanHydrogen laying out the steps to a #NetZero2050 economy!

📅 JUST RELEASED 📅 new @ETC\_Energy reports explain how to transition our economy to #NetZero2050 through #CleanElectrification, alongside a complementary role for #CleanHydrogen. Both reports are part of #MissionPossibleSeries

#### LinkedIn/Facebook

New @Energy Transitions Commission reports from their #MissionPossibleSeries demonstrate that it is technically and economically feasible to have a zero-carbon energy system by mid-century and the actions required in the next decade to get there. #NetZero2050 will be built on massive #CleanElectrification and harnessing #CleanHydrogen within industry sectors where electricity is not suitable or economically viable