**Suggested Themes for “I Got Into Energy” Campaign**

CEWD and its Member Associations (Edison Electric Institute, American Gas Association, Nuclear Energy Institute, American Public Power Association, National Rural Electric Cooperative Association, and Distribution Contractors Association) have identified key, unifying themes intended to promote a common image across the energy industry.

Employees being recorded are encouraged to address one or more of these themes in their “I Got Into Energy” Campaign employee messages:

* Safe, affordable, reliable energy
* Exciting places to work
* Stable employment, career growth opportunities, and competitive salaries
* Challenging jobs
* Recognition of diversity and inclusion
* Positive economic impact
* Community volunteerism
* Skills that are transferrable across states, regions, and other industries
* Locally available jobs that aren’t subject to outsourcing

**Sample Employee Scripts**

Following are some sample scripts that employees can use to record their message or use as a starting point to design their own message. The message should identify the employee and include the “I Got Into Energy” identifier in the message.

1. Hi, my name is \_\_\_\_\_\_\_\_\_\_\_ and I’m a (Job Title) at (Name of Company) in (Location).

I’m proud to work in an industry our nation depends on. It’s a great feeling knowing I’m helping keep the lights on! That’s why I got into energy!

1. Hi, my name is \_\_\_\_\_\_\_\_\_\_\_ and I’m a (Job Title) at (Name of Company) in (Location).

When we produce power using advanced technology and clean fuel sources, we’re making a positive impact on our environment. That’s one of the reasons I got into energy!

1. Hi, my name is \_\_\_\_\_\_\_\_\_\_\_ and I’m a (Job Title) at (Name of Company) in (Location).

I appreciate the opportunities I’ve had since joining (Name of Company). I earn good pay, I get to learn new skills, and I know what I do is important. Those are some of the reasons I got into energy!

1. Hi, my name is \_\_\_\_\_\_\_\_\_\_\_ and I’m a (Job Title) at (Name of Company) in (Location).

I got into energy because I really like working in an industry that encourages me to volunteer and give back to the community. My company understands the importance of not only working in a community but being part of it.

1. Hi, my name is \_\_\_\_\_\_\_\_\_\_\_ and I’m a (Job Title) at (Name of Company) in (Location). So why did I pick energy for my career? I like the pay, I like the stability, I like the challenges that come with my job. And I really like working for a company that people depend on. That’s why I got into energy, and you can too!

**Sample Messaging and Tags for Sharing Recordings on Social Media**

Following are samples of messages companies can use to accompany the employee recording when posting on their social media platforms.

1. (Company Name) is celebrating Careers in Energy Week 2018! Hear from one of our own on why (s)he got into the energy field. You can too! Find us at (company career page website) to learn more!
2. Have you ever considered a career in the energy industry? Job stability, great pay and benefits, training to grow are just a few of the reasons why folks get into the energy field. You can too! Find us at (company career page website) to see job openings and learn about our company.

Each message should end with the hashtags #IGotIntoEnergy and #GetintoEnergy