### **Social Media Toolkit for Communities Promoting Air Source Heat Pumps**

**How to Use and Best Practices:**

The social media kit is designed to help contractors easily connect with customers and promote the benefits of air source heat pumps (ASHPs). Use the ready-to-post content, images, and hashtags to share engaging messages that highlight the comfort, savings, and efficiency ASHPs offer. Customize the captions to reflect your company’s voice or emphasize local advantages, then schedule posts consistently to stay visible to your audience. This kit saves you time while helping you build trust and spark interest in ASHPs among potential customers.

**Post 1: 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. Learn how a heat pump can keep your family comfortable through all seasons: [LINK]

**Post 2: 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. Learn how you can get started: [LINK]

**Post 3: Proactive HVAC replacement**  
Is your HVAC system on its last legs? Don’t just bring in any replacement – take this opportunity to upgrade to an air source heat pump! ✅  
  
An all-in-one solution, air source heat pumps heat and cool your home with greater energy efficiency than traditional systems. Learn more: [LINK]

**Post 4: Rebates and incentives to mitigate cost**  
Making your home more energy efficient doesn’t have to be out of reach. 💸 With rebates, financing, and government incentives currently available to offset installation costs, now is the time to upgrade your home’s HVAC system to an air source heat pump.   
  
An all-in-one heating and cooling solution, heat pumps work similarly to air conditioners — but in addition to pushing heat out in the summer, they can also pull heat in during the winter. Learn how this highly efficient technology can bring you big energy savings: [LINK]

**Post 5: Consistent comfort**Is your home too hot in the summer and too cool in the winter? 🌡️🧊 It may be time to make the 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 consistent comfort while using less energy. Learn how rebates and low-cost financing can help you make the switch: [LINK]