



SOCIAL MEDIA SUPPORTERS

Pre-launch (until December 4th 2018)

- Like and follow our social media pages and posts on
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)
- Share/ Retweet the Facebook & Twitter pages and the posts on your account
- Invite your friends to like the page on Facebook

Launch (December 5th 2018) and Post-Launch

1. Share the content we provide (see below for text examples)

[Instagram:](#)

1. Post the images in this [folder](#) as a carousel post on your page
2. In your caption, include
 - a. @thesolarvillageorg
 - b. #SolarVillageCommunity and #BrighterTomorrow
 - c. inform people that the link is in your bio
 - d. See below for caption examples
3. Change the URL in the bio to <thesolarvillage.org>. You can change back to your usual URL after 2 days
4. Like posts from @thesolarvillageorg

[Facebook:](#)

1. Post the images in this [folder](#) as a slideshow post on your page
2. In your caption, include
 - a. @thesolarvillageorg
 - b. #SolarVillageCommunity and #BrighterTomorrow
 - c. See below for caption examples
3. Share our Facebook [Page](#)
4. Add the [Solar Village Facebook profile frames](#) to show your friends that you use Solar Village as your search engine.
5. Share our posts from @thesolarvillageorg

Twitter:

1. Write a simple tweet to show your support. Include in your tweet
 - a. The Solar Village picture [here](#)
 - b. the URL <thesolarvillage.org>
 - c. @solarvillageorg
 - d. #SolarVillageCommunity and #BrighterTomorrow
 - e. See below for Twitter post examples
2. Follow the [page](#)
3. Retweet our posts with a comment to show your support.

2. Post your own photos and videos

1. Examples: Photos/ Videos of talks, booths, posters
2. Ensure that there's at least one face in the photo. People connect better to posts which show the faces of people (as opposed to just an empty booth/ poster)
3. Ensure that the photos/ videos are clear enough
4. Use the hashtags #SolarVillageCommunity and #BrighterTomorrow, as well as @solarvillageorg (Twitter) or @thesolarvillageorg (Facebook and Instagram)

Sample Messages

Facebook and Instagram:

Today is the day - the @Solar Village search engine is now live! 🌞 You can now provide solar energy to rural villages in India just by searching the web. Try it out at thesolarvillage.org. Make Solar Village your default search engine and share with others. Let's search for a #BrighterTomorrow! 🌞💡👏

The Solar Village Search Engine has launched! Now you can help provide solar energy to rural India just by searching the web at thesolarvillage.org! Make the Solar Village your default search engine to join the #SolarVillageCommunity and support @thesolarvillageorg in their search for a #BrighterTomorrow!

Join the #SolarVillageCommunity in solarizing 100 villages in Tamil Nadu by 2030! All you have to do is search the web at thesolarvillage.org and the income generated through search ads will directly benefit @thesolarvillageorg's initiative. Make the Solar Village your default search engine to support their search for a #BrighterTomorrow!

Just by searching the web at thesolarvillage.org, you can help install solar panels in villages across India. Help @thesolarvillageorg create a #BrighterTomorrow of reduced health concerns and carbon emissions, and enhanced conditions for education and economic opportunity! Follow them at @thesolarvillage to join the #SolarVillageCommunity.

Twitter:

The Solar Village Search Engine is now live! Join the #SolarVillageCommunity in their efforts to solarize 100 villages in Tamil Nadu by 2030, just by searching the web at thesolarvillage.org. You can follow their search for a #BrighterTomorrow at @solarvillageorg!

@solarvillageorg is working to solarize 100 villages in India by 2030, and by simply searching the web at thesolarvillage.org, you can join the #SolarVillageCommunity to help! Create a #BrighterTomorrow by making Solar Village your default search engine today!

Become a part of the #SolarVillageCommunity in their mission to solarize 100 villages in rural India by 2030 by searching the web at thesolarvillage.org. Consider making it your default search engine and follow @solarvillageorg to support their search for a #BrighterTomorrow!