



Media Toolkit

2023 CEM Senior Officials' Meeting

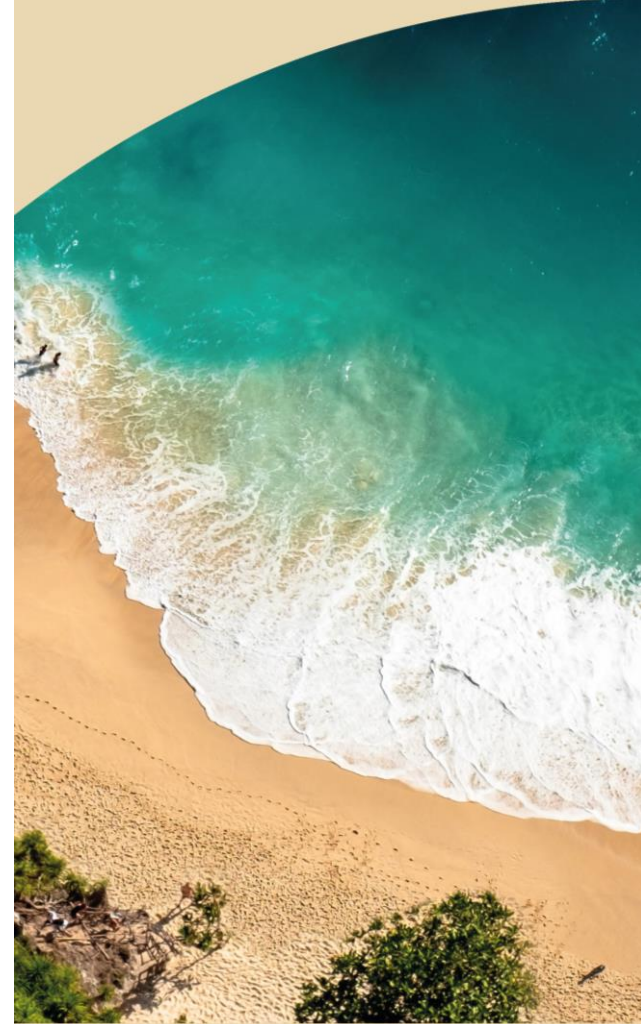
20-22 March, 2023
Rio de Janeiro, Brazil

How Can You Help?

The discussions and activities at the CEM Senior Officials' Meeting are for members of our community of countries, workstreams and partners to work together on important issues facing the CEM community and the clean energy landscape more widely. However, many of the side events, collaborative workstreams and commitments by members can and should be celebrated widely.

The CEM has two active social media platforms ([Twitter](#) and [LinkedIn](#)) and delegates should feel free to share photos, messages and announcements widely online, tagging the CEM for greater reach. This toolkit will provide relevant workstream logos and social media handles to help you post about the Rio meetings.

Note: We kindly request that external communications and social media posts focus on the people you have met, highlighting Brazil as the host and Rio as the venue, and publicly available information like the public/official launch of policies, events and commitments. Photos of closed-door meetings, official documentation and plenary sessions are to be avoided.



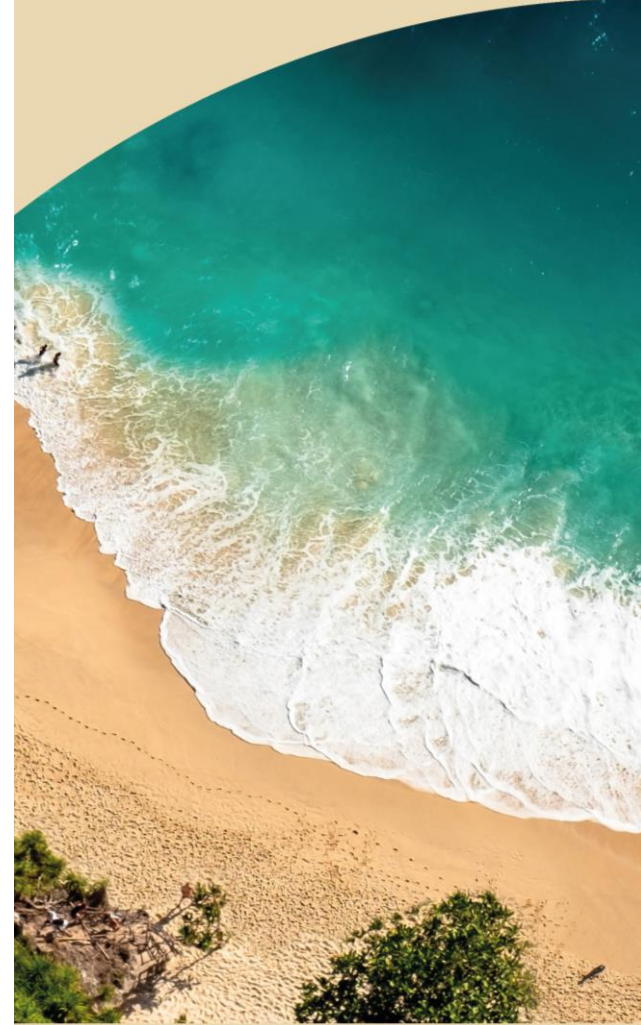
Event Hashtags

The use of hashtags – words or phrases beginning with a ‘#’ – can greatly expand the exposure of your social media posts. Hashtags allow your posts to be included in social media content searches where other individuals and accounts are discussing related topics. We encourage you to use hashtags when posting.

#CEM
#CEMinBrazil
#CleanEnergy
#CEMMIBRAZIL
#CleanEnergyAction

General Tips for Social Media

- Send this packet to your networks and communications teams! Tell people about #CEMinBrazil and why it's important to you
- Always try and include an image in your tweet if possible – images are known to increase engagement
- Always include the hashtag #CEM so we can see your tweets and posts
- Good times of the day to tweet are 9-10am and 4:30 – 5:30 pm
- Mention large accounts that you know and are likely to engage to encourage retweets and reposts. If you're posting a photo in the moment, you can tag them by adding them to the picture.



Twitter: Accounts to tag/ retweet

- **CEM** @CEMSecretariat
- **Host Government** @Minas_Energia
- **Host Empresa de Pesquisa Energética (EPE)** @EPE_Brasil
- **21st Century Power Partnership** @CEMSecretariat @NREL @USDOE
- **Biofuture Platform Initiative** @CEMSecretariat @Biofuture_ @IEA
- **CCUS Initiative** @CEMSecretariat @CCUSCEM @IEAGHG
- **Clean Energy Investment & Finance Initiative** @CEMSecretariat @IEA
- **Clean Energy Solutions Center** @CEMSecretariat @NREL @USDOE
- **Drive to Zero** @CEMSecretariat @CALSTART @TeamDriveToZero
- **Empowering People Initiative** @CEMSecretariat @EU_Social @EU_Commission @NRCAN @USDOE
- **Energy Management Leadership Awards** @CEMSecretariat @EMWG50001
- **Equality in Energy Transitions Initiative** @CEMSecretariat @Equality_Energy @NRCAN @CEMSecretariat @IEA
- **Electric Vehicles Initiative** @CEMSecretariat @IEA
- **Hydrogen Initiative** @CEMSecretariat @IEA
- **Industrial Deep Decarbonisation Initiative** @CEMSecretariat @UNIDO
- **International Smart Grid Action Network** @CEMSecretariat @AITtomorrow2day @IEA-ISGAN
- **Long-Term Energy Scenarios Initiative** @CEMSecretariat @IRENA
- **NICE** @CEMSecretariat @NREL @nuclear.energy.gov
- **Regional and Global Energy Interconnection** @CEMSecretariat @geidco_official
- **SEAD** @CEMSecretariat @IEA @superefficient
- **Transforming Solar** @CEMSecretariat @IRENA @ISolarAlliance



Twitter: Sample Posts

Example 1

At the #CEMinBrazil meeting with other members of the #CEM community to identify and advance practical actions for #cleanenergy #deployment. Together we can secure a net-zero future for citizens around the world!

Example 2

Travelling to #Rio for #CEMinBrazil meetings with the @CEMSecretariat member governments. Our goals? Strengthening the community, advancing CEM Workstreams, and raising ambition ahead of #CEM14 and #G20 in Goa, India! Learn more about CEM here: <https://rb.gy/ttilg1>

Example 3

Excited to hear from @IEA @IRENA @BloombergNEF and others on leveraging #CEM and its international community this year at #CEMinBrazil Meeting. #CEM members are committed to working together to advance clean energy transitions. That's why I'm travelling to #CEMinBrazil Meeting to help deliver a clean energy future in countries around the world.

Example 4

[space for photo] I'm proud to be joining in #CEMinBrazil and will be hosting my own event. Find out more: <https://rb.gy/whodb1>

LinkedIn: Accounts to tag/ retweet

<i>Initiative</i>	<i>LinkedIn Handle</i>
CEM	Clean Energy Ministerial
BRAZIL HOST	Ministério de Minas e Energia
Brazil Host EPE	Empresa de Pesquisa Energética
Biofuture Platform Initiative	Biofuture Platform
CCUS Initiative	Clean Energy Ministerial CCUS Initiative
Clean Energy Investment and Finance	International Energy Agency
Clean Energy Solutions Center	Clean Energy Solutions Center
Equality in Energy Transitions	Equality in Energy Transition
Drive to Zero	Global Commercial Vehicle Drive to Zero
Industrial Deep Decarbonisation Initiative	UNIDO's Industrial Energy Accelerator
ISGAN	ISGAN
Long Term Energy Scenarios	International Renewable Energy Agency
RGEI	Clean Energy Ministerial RGEI Initiative



LinkedIn: Sample Posts

WORKSTREAM RELATED

Example 1

The CEM [*Workstream title*] is pleased to announce that it will be hosting a side event at this year's CEM Senior Officials' Meeting, hosted by the Government of Brazil in Rio de Janeiro. Our event will highlight We are delighted to be joined at this meeting by senior representatives from ... Read more about our session [here](#).

Example 2

The CEM [*Workstream title*] is pleased to host a side event at this year's #CEM Senior Officials' Meeting, hosted by the Brazilian government in Rio de Janeiro. Together with senior officials from Country A, Country B and Country C, we will consult / spotlight / brainstorm on our strategic roadmap for the CEM14 Ministerial Meeting in India and how we can support the G20 and COP28 processes this year [...]. Read more about this session [here](#).

Example 3

CEM [*Workstream title*] is proud to join the 200 senior officials from the global CEM community in Rio de Janeiro from 20-22 March to drive global discussion and ambition on hydrogen/biofuels/green skills and education ! Read more about our session [here](#).

GENERAL ATTENDANCE

Example 4

The international community must collaborate to meet the goals of the Paris Climate Agreement and #SGD7. We must deploy more clean technologies, faster than ever before. At the same time, we must work together to ensure no one is left behind. That's why I'm joining the #CEM community at the Senior Officials' Meeting to help advance CEM's mission. Learn more here: <https://rb.gy/ttilg1>

Example 5

The #CEM community continues to show leadership in accelerating the clean energy transition worldwide, helping to bring together #29 governments #100s of partners and #1000s of individuals everyday in its #22 workstreams and every year at its annual #Ministerial. This year we are headed to Goa for the #G20 and #CEM14. To help us bring impact-driven, action-oriented deliverables, we will meet for the Senior Officials' Meeting in #Brazil 20 March! I'm looking forward to connecting with other clean energy crusaders there. Learn more here: <https://rb.gy/ttilg1>



CLEAN ENERGY

MINISTERIAL

Advancing Clean Energy Together



R 151
G 201
B 81
#97c951



R 27
G 96
B 151
#1b6097



R 209
G 228
B 163
#d1e4a3

R 119
G 168
B 78
#77ba4e

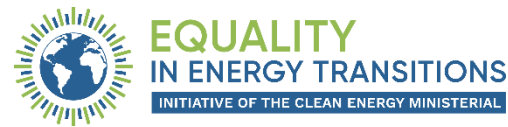
Hi-res logos can be found here

https://drive.google.com/drive/folders/1ytqbLgPN9aX0Y5Zzdm_r48NYBJALrjVN?usp=sharing

Workstream Logos

Initiatives

Campaigns



Hi-res logos can be found here:

(https://drive.google.com/drive/folders/1ytqbLgPN9aX0Y5Zzdm_r48NYBJALrjVN?usp=sharing)



CEM & MI IN RIO

Clean Energy Ministerial 14 Senior Officials Meeting
Mission Innovation 8 Annual Gathering



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[This is the visual theme of the event, please use for your social media messages]