

Share Your Solar Story Toolkit



Congratulations on going solar! Now that you've gone solar, it's time to share your story.

First-hand stories from homeowners like you can make a huge difference in showing others who are considering going solar that the process is doable and worthwhile!

This toolkit will provide you with everything you need to share your solar story in several different ways. Once you share your story with us, we'll share it with the Solar United Neighbors network on our website, Facebook page and newsletter. We also encourage you to share your story with friends, family & neighbors!



Step 1: Writing a Testimonial

Reflect on your own experience going solar and write up your answers the following questions. Please be as thorough as possible in your answers!

1. Your full name (and the names of other members of your household)
2. Town and State where you live
3. Name of the Solar Co-op you went solar with (if applicable)
4. What are the specifications of your system (number of kilowatts, number of panels)?
5. What interested you about going solar initially? Why do you support solar energy?
6. Why did you choose to go solar with Solar United Neighbors?
7. What benefits did you experience going solar with a co-op (if applicable)?
8. Has anything surprised you about going solar?
9. Do you have any data on your solar system's performance? What electricity savings have you seen since going solar?
10. What advice would you give to someone who is considering going solar?
11. Is there anything else you would like to add?

Send your responses to getinvolved@solarunitedneighbors.org

www.solarunitedneighbors.org

Share Your Solar Story Toolkit

Step 2: Photographing Your Family with Your Solar Panels

Photos are a great way for homeowners considering going solar to visualize what it would be like to have solar panels on their own home.



- Have a neighbor or friend take a few photos of your family with your solar panels in the background. Photos that include people are much more impactful than photos of just the panels!
- If possible, use a digital camera set to it's highest resolution setting instead of a smartphone picture
 - If you or someone you know has a professional camera, it's best for photos to be 300 DPI and have a pixel ratio of at least 1302 pixels x 636 pixels

Get creative! Make a sign that says “We Went Solar” for your family to hold up in a few of the photos (you can also print out our sign on the last page of this toolkit)

Include everyone! Pets, kids, and as many family members as possible make for the best photos!

Take a variety of shots! Your kids pointing to your panels, you and your inverter, your family with your state flag or Solar United Neighbors yard sign, *the sky is the limit!*



Send your photos to getinvolved@solarunitedneighbors.org

www.solarunitedneighbors.org

Share Your Solar Story Toolkit



Step 3: Filming a Video Testimonial on your Smart Phone

What's even more captivating than a photograph? A video!

- Ask your spouse, child, or neighbor to help by being your videographer, that way you can focus on sharing your story in front of the camera
- **Setting up the shot**
 - Choose a good background – if your videographer can get you and your solar panels in the shot that is ideal, but sitting on your steps, porch, or in your yard can make for a great setting too. *You can also film your video in a well lit area inside of your house.*
 - Consider noise – if you choose to film your video outside, make sure to keep noise level in mind – such as traffic and construction. Try to reduce noise other than your voice as much as possible and you may need to do a few takes if you have any interruptions.
 - Up close and personal – keep the distance between you and your videographer pretty close to make sure you can be well heard during your video.
- **Content**
 - Be sure to start off your video with **your name, where you are from, and that you went solar.** You can stop it right there or you can share more about your experience.
 - Some ideas about what else to say:
 - How many kilowatts your system is or kilowatt hours your system produces each month
 - Why you decided to go solar
 - What your experience with the co-op was like
 - Why you would encourage other people to go solar
 - What you wish you new before that you now know about solar



- **Video 2.0**
 - If you're feeling video savvy; take your video to the next level: **give us a tour!** Show us your house, your solar system, your inverter and your family. Let your kids tell the story, or include your pets in the movie! Drone videos of your solar system are *great too.* *Make it fun!*

Send your videos to getinvolved@solarunitedneighbors.org

www.solarunitedneighbors.org

**WE WENT
SOLAR!**