

Clean Currents 2022 Sponsor Toolkit

Dear Clean Currents 2022 Sponsor,

Congratulations! We are excited to have your company sponsor this new industry-led tradeshow and conference that will bring all waterpower technologies together—conventional hydropower, pumped storage, small hydro, and marine energy.

Clean Currents 2022 will provide attendees unparalleled opportunities to network and learn from industry leaders, as well as offer a variety of sessions for attendees to learn new skills to help them in their day-to-day jobs.

We hope our enthusiasm about your presence at Clean Currents 2022 is contagious and you'll be inspired to share your attendance with your peers. To help promote your appearance at Clean Currents, we are offering this Clean Currents 2022 Sponsor Social Media Toolkit containing suggested content for social media, including Twitter, Facebook and LinkedIn. This toolkit is designed to help you make the most of your time at Clean Currents 2022 and share your presence here with your employees and peers.

See you at Clean Currents 2022 on October 18-20, 2022 in Sacramento, CA!

Twitter Sample Tweets

Please use #CleanCurrents2022 in your communications. If you tag @natlhydroassoc, we can respond and retweet your communications to our followers as well.

Tweet Example 1: [INSERT COMPANY NAME] is proud to be a sponsor of #CleanCurrents2022! Join us with @natlhydroassoc in Sacramento, CA October 18-20.

Tweet Example 2: #CleanCurrents2022 is almost here! [INSERT COMPANY NAME] is proud to be a sponsor. See you soon @natlhydroassoc! Learn more at cleancurrents.org.

Tweet Example 3: [INSERT COMPANY NAME] is excited to be part of #CleanCurrents2022, the industry's inaugural event to showcase the power of water with @natlhydroassoc. Learn more: cleancurrents.org.

Facebook Sample Posts

Please tag the National Hydropower Association - NHA (by inserting the '@' symbol and typing 'natlhydroassoc.' A dropdown box with the proper tag will show up, select 'National Hydropower Association') in your post. Use the MAIN conference hashtag: #CleanCurrents2022, whenever possible. Also, once a link has loaded into the preview pane, you can delete the link in the text for a clean look.

If your organization or business has a Facebook page, you may wish to post in the third person:

Example Facebook Post 1: [INSERT COMPANY NAME] is proud to be a sponsor at #CleanCurrents2022, hosted by the @natlhydroassoc – in Sacramento, CA October 18-20. Learn more and register now! [Cleancurrents.org](https://cleancurrents.org)

Example Facebook Post 2: We're honored and excited to be a sponsor for @natlhydroassoc's inaugural waterpower event #CleanCurrents2022! Join us on October 18-20. We hope to see you there. Learn more: cleancurrents.org.

LinkedIn Sample Post

Example LinkedIn Post 1: [INSERT COMPANY NAME] is honored to be sponsoring #CleanCurrents2022! Join us with @National Hydropower Association in Sacramento, CA at the industry's inaugural event to showcase the power of water. Learn more: cleancurrents.org.

Please also leverage Clean Currents 2022 information from your company Facebook page, onto your personal Facebook page, by choosing to 'Share' the post. You may also share content from National Hydropower's Facebook page – please follow best practice posting when 'Sharing' from Facebook ...

When the 'Share' box prompts you to 'Say something about this post...', say something about the post, don't simply share without adding your own personal blurb.

Example of Facebook 'Shared' Post 1: Excited to be sponsoring on behalf of [INSERT COMPANY] at #CleanCurrents2022 hosted by @natlhydroassoc.
