



ENERGY AWARENESS MONTH 2020

Digital Media Toolkit



OVERVIEW

Energy resilience is critical to our readiness and mission capability. In October, we recognize Energy Awareness Month to highlight the importance of energy-informed decisions at all levels, and the operational benefits our energy initiatives have for installations, aircraft, and most importantly, Airmen and Space Professionals. The observance theme for 2020 is: **“Energy Able, Mission Capable.”**

As the battlefield grows increasingly complex, supplying power to our forces safely and reliably remains fundamental to our global mission. Our adversaries continue to find new ways to attack our logistics and energy systems. We must be prepared to defend our networks, respond when an event occurs, and sustain the fight.



facebook.com/AirForceEnergy



twitter.com/AFEnergy



[linkedin.com/company/
air-force-operational-energy](https://linkedin.com/company/air-force-operational-energy)



safie.hq.af.mil/EAM

#EnergyAbleMissionCapable



SOCIAL MEDIA

Example Posts



Energy resilience is critical to Air Force readiness and mission capability. Are you making energy-informed decisions? #EnergyAble #NoFuelNoFight
[link to safie.hq.af.mil/EAM]



#Energy is critical to @usairforce readiness and mission capability. Are you making energy-informed decisions? Follow @AFEnergy to find out. #EnergyAble



Airmen depend on fuel to complete our global mission. Follow *[@Air Force Energy Program]* to learn how we're optimizing the Force. #EnergyAble #NoFuelNoFight
[link to safie.hq.af.mil/OpEnergy] [insert graphic]

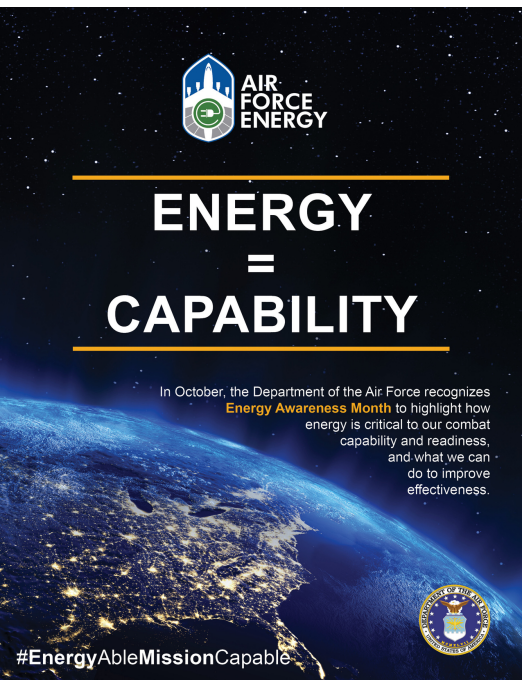


Airmen depend on #fuel to complete our global mission. Follow @AFEnergy to learn how we're optimizing the Force and improving #combatcapability. #EnergyAble #NoFuelNoFight *[link to safie.hq.af.mil/OpEnergy] [insert graphic]*



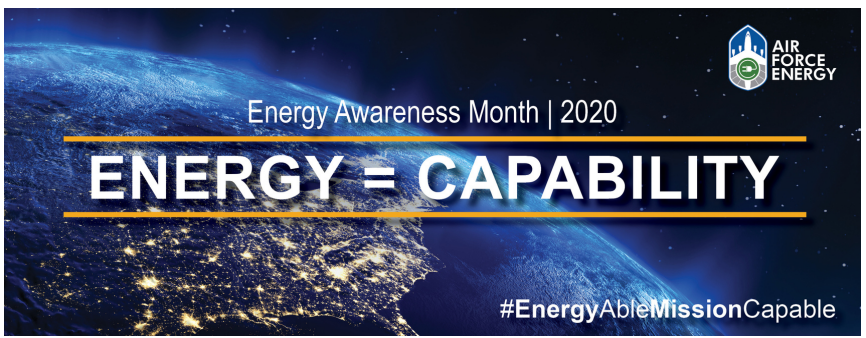
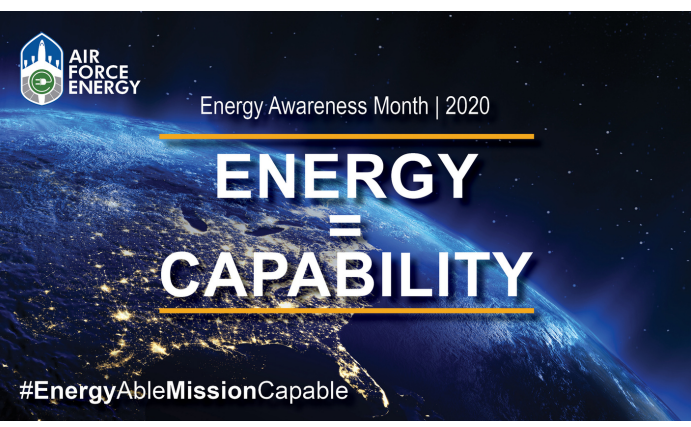
GRAPHICS

Poster

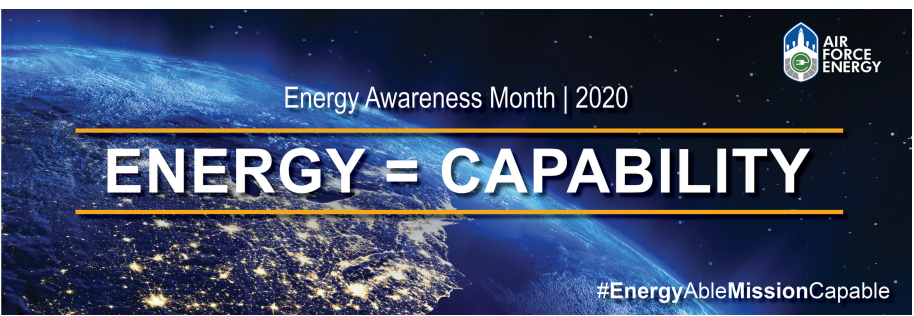


Download all graphics at
www.safie.hq.af.mil/EAM

680x400 Website Graphic



820x312
Facebook
Cover Graphic



1500x500
Twitter Cover
Graphic