



PennTAP PA Industrial Energy Readiness (PIER) Cohort Recruitment Toolkit

Promotional Content for Partners

Program Name: PennTAP PA Industrial Energy Readiness (PIER) Program, a DOE 50001 Ready Cohort

Program Link: <https://betterbuildingssolutioncenter.energy.gov/iso-50001/50001Ready>

PennTAP Social Media Accounts: [Twitter](#), [Facebook](#), [LinkedIn](#)

DOE Social Media Accounts: [Twitter](#), [Facebook](#), [LinkedIn](#)

Entry Form (for interested companies to fill out): <https://forms.gle/GKXJNoc45yD3ki3L6>

How to use this document:

- This document is intended for partner organizations to help spread the word about PennTAP's PIER (PA Industrial Energy Readiness) program, a free DOE 50001 Ready cohort program for PA manufacturers
- Please use the included content across your social media channels and newsletters

Things you need to know:

- This program is best suited for U.S.-based industrial sites, especially companies that have already gone through the ISO 9001 and 14001 trainings
- The program will accept 5 to 10 sites - i.e., if there is one company with multiple sites, each site will be counted separately
- We cannot begin the program until we have at least 5 sites
- The following content is DOE-approved and should not be altered

Sample Tweets

- Ready to take your #energy management system to the next level? Build on your experience with ISO 9001 & ISO 14001 by joining @penntap's free PA Industrial

Energy Readiness (PIER) cohort. Contact PennTAP today to learn more!
<https://penntap.psu.edu/contact/>

- ATTN PA #manufacturers: increase your productivity, competitiveness and #sustainability by joining @penntap's PA Industrial Energy Readiness (PIER) cohort. A limited number of seats are available, so begin the entry process today!
<https://forms.gle/GKXJNoc45yD3ki3L6>
- Join @penntap's free PA Industrial Energy Readiness (PIER) cohort today. Gain support and training using @ENERGY developed resources to support you and your organization as you pursue your #energy management path. Begin the entry process today!
<https://forms.gle/GKXJNoc45yD3ki3L6>

Sample Facebook & LinkedIn Posts

- Take your #energy management system to the next level – join @PennTAP.psu's free PA Industrial Energy Readiness (PIER) cohort. Over the course of the program, you and other #manufacturers will receive training using the @U.S. Department of Energy (DOE)'s ISO 50001 Ready Navigator resources. A limited number of seats are available, and participation will be approved after a formal review process. Begin your entry into this great program today! <https://forms.gle/GKXJNoc45yD3ki3L6>
- Looking for ways to improve your organization's energy management and performance? Join @PennTAP.psu's FREE PA Industrial Energy Readiness (PIER) cohort. Over the course of six – 12 months, you will receive support from national ISO 50001 experts, monthly one-on-one coaching sessions, and on-demand guidance on the use of the @U.S. Department of Energy (DOE) 50001 Ready tools and resources. A limited number of seats are available, so start the process of securing yours today!
<https://forms.gle/GKXJNoc45yD3ki3L6>

Sample Newsletter Content

Join PennTAP's Free PA Industrial Energy Readiness (PIER) Cohort

Over the course of this no-cost program, you and other manufacturers will receive free training using [Department of Energy \(DOE\)-developed resources](#) to support your organization as you pursue your energy management path.

A limited number of seats are available, and participation will be approved after a formal review process. If you are interested in learning more about how this program could benefit your business, [contact PennTAP today.](#)

If you are ready to begin your entry into the program, fill out the following form:
<https://forms.gle/GKXJNoc45yD3ki3L6>

Webinar/Presentation Slide

If you are hosting an online webinar or presentation with constituents that would be interested in the cohort program, please use [this branded program slide](#) to share with interested companies.

Additional Program Information

The cohort program includes six to twelve months of support from national ISO 50001 experts delivered via monthly cohort group training webinars, monthly virtual one-on-one coaching sessions with each site, on-demand guidance on the use of [50001 Ready tools and resources](#), and opportunities for peer-to-peer learning.

Program Image for Use on Social Media or Email

Right click image to save as picture

