



## **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*

