



Make A Splash Photo and Video Contest Engagement and Outreach Toolkit

Welcome!

Thank you for helping us amplify the U.S. Department of Energy (DOE) Water Power Technologies Office's (WPTO) Make a Splash Photo and Video Contest. This kit includes top line messaging to help share the contest story through blog posts, newsletters, or other amplification mechanisms that fit your particular organization and/or role in the prize. We've also included social media promotional tips and sample posts in this toolkit.

If you have any questions that are not covered in the following pages, please contact us directly at Water.Photos@nrel.gov.

Make a Splash Photo and Video Contest Announcement Overview

The U.S. Department of Energy's Water Power Technologies Office (WPTO) announced the second round of the Make A Splash Photo and Video Contest, which invites photographers and videographers of all proficiency levels to capture photos and videos of water power that transport viewers and showcase the scope and potential of water power as a source of renewable energy.

The contest aims to recognize and document the latest advancements in water power technologies, research and development activities, and infrastructure. The contest also seeks to capture the beauty of the landscapes, people, and communities rooted in water power. Contest competitors' contributions will help WPTO raise awareness around hydropower and marine energy's potential to contribute to a carbon-free power grid.

A total prize pool of \$31,500 will be distributed over six photography categories and three video categories.

Topline Message and Impact Statement

When describing the Make a Splash Contest, please use the following talking points to guide the creation of your materials:

- The U.S. Department of Energy's (DOE's) [Water Power Technologies Office](#) (WPTO) is launching the Make A Splash Photo and Video Contest to recognize and document the latest advancements in water power technologies, research and development activities, and infrastructure.
- The contest also seeks to capture the beauty of the landscapes, people, and communities rooted in water power.
- The Make A Splash Photo and Video Contest invites photographers and videographers of all proficiency levels to capture photos and videos of water power that transport viewers and showcase the scope and potential of water power as a source of renewable energy.
- The contest will also help WPTO raise awareness around hydropower and marine energy's potential to contribute to a carbon-free power grid.
- This one-phase contest is offering 27 prizes from a combined cash prize pool of \$31,500. Entrants may submit up to 20 photos and up to six clip or timelapse videos in a variety of categories, from marine energy technologies in action to the people and communities rooted in water power. The contest closes in October 2023.

Image and Logo Usage

- The Make A Splash Contest hero images are available for download [here](#). Incorporate the hero image into all prize communications, including all promotional materials (print, electronic, or other). The Make A Splash Contest hero image includes a strong recognition of DOE's ownership of the event, so it is important to include this visual in all prize communications.



Make A Splash Hero Graphic

- Social media video clips are available for download [here](#). These videos showcase example reels, photos, and expert tips for photos and videos of water power.
- The American-Made logo is available for download [here](#) and may be used in promotional materials (print, electronic, or other). The logo should not be stretched, rotated, or broken up in any way. These images cannot be used in any way that implies that outside organizations are managed or directed by the American-Made program. Outside organizations must use the logo or badge with qualifying language that explains their presence on non-American-Made materials. An example of qualifying language includes, "We're a proud competitor in the American-Made Make A Splash Photo and Video Contest."



American-Made Program Logo

- Photos from the 2018 Make A Splash Contest can be found [here](#); other photos for outreach use can be found at a copyright-free image source like the [NREL Image Gallery](#) or the [DOE Flickr site](#).

Social Media

Tips for Promotion

- Use pictures or graphics—posts with images perform best across most social media channels.
- In addition to the #MakeASplashContest hashtag, feel free to work these hashtags into your posts, especially on Twitter and Instagram:
 - #MakeASplashContest (always use)
 - #WaveEnergy
 - #MarineEnergy
 - #WaterPower
 - #RenewableEnergy
 - #CleanEnergy
 - #Innovation
 - #Photography
 - #Videography

Accounts to Tag

U.S. Department of Energy (DOE)

- Twitter: @ENERGY
- LinkedIn, Facebook, Instagram: @energy

DOE Office of Energy Efficiency and Renewable Energy

- Twitter, LinkedIn, Facebook: @eeregov

National Renewable Energy Laboratory (NREL)

- Twitter, LinkedIn: @NREL
- Facebook, Instagram: @nationalrenewableenergylab

American-Made Program

- Twitter: @AMCprizes
- LinkedIn: @americanmadeprogram

Sample Social Media Posts

Use the following social media posts as they are, or as inspiration to write your own and promote your involvement in the competition.

Note: If you are copying and pasting directly from this list, double-check that you're tagging the correct accounts—the one you are looking for may not be the first one in the list.

Twitter

Capture a moment that makes a splash! 🌊 Join @ENERGY's new Make A Splash Photo and Video Contest and enter to win up to \$2K for your images of water power's potential. Learn more about how to get involved in the #MakeASplashContest: <https://bit.ly/MakeASplashWPTO>

The new Make A Splash Photo and Video Contest from @ENERGY is looking for captivating images of water power! 📷💧🎥 Submit images or videos of hydropower or marine energy & you could win up to \$2,000. Learn how to get involved in the #MakeASplashContest: <https://bit.ly/MakeASplashWPTO>

LinkedIn

A new competition from the @energy aims to inform and inspire viewers about water power's potential as a renewable energy—through the power of the image. Photographers and videographers of skill levels are invited to enter the Make A Splash Photo and Video Contest by submitting still images or video clips of water power that will inform and inspire viewers.

Learn more about contest rules, image categories, and how you could win up to \$2,000 for your submission: <https://bit.ly/MakeASplashWPTO>

The @energy's Water Power Technologies Office needs your help demonstrating the power of water!

The new Make A Splash Photo and Video Contest invites photographers and videographers at all proficiency levels to capture photos and videos of water power that inform and inspire viewers about the scope and potential of water power as a renewable energy.

Contest winners will be awarded up to \$2,000 for their photo or video. Want to enter? Learn more: <https://bit.ly/MakeASplashWPTO>

Facebook

Take a closer look at water power, snap a pic or video, & enter to win up to \$2,000!


The @energy's Make A Splash Photo and Video Contest is open to photographers and videographers at all skill levels who can shoot high-impact scenes that document the latest water power advancements. Learn how to contribute your shots to the #MakeASplashContest: <https://bit.ly/MakeASplashWPTO>

Creating impactful images of water power—and the people and communities rooted in that power—is the goal of the @energy's new Make A Splash Photo and Video Contest. Competitors can win up to \$2,000 for still photos and videos of water power that inform and inspire viewers about the scope and potential of water power as a renewable energy.

See how to submit your impactful photos for a chance to win! <https://bit.ly/MakeASplashWPTO>

Instagram

Snap a great water power photo & you could win up to \$2,000!

The Water Power Technologies Office at @energy is launching the Make A Splash Photo and Video Contest and awarding cash for high-impact pics and videos of hydropower, marine energy, & other water power-related subjects. Get all the #MakeASplashContest details (link in bio)  <https://bit.ly/MakeASplashWPTO>

Celebrate the power, beauty—and renewable energy potential—of water by entering @energy's Make A Splash Photo and Video Contest! 🐦🌐

Competitors can submit photos or video clips of hydropower dams, marine energy in action, & other water power-related themes. Learn how to submit your images to the #MakeASplashContest (link in bio): <https://bit.ly/MakeASplashWPTO>