SolarAPP+ Launch Social Media Toolkit

In 2020, the National Renewable Energy Laboratory (NREL) released a pilot version of a no-cost, no-touch software for cities and counties to streamline and automate rooftop solar permits. The program, called SolarAPP+, is being released on July 15th for broad use among municipalities across the county. Use the below social media toolkit to promote the release of this tool.

Messaging should center on the benefits of reducing permitting time, how homeowners will be able to use the benefits of their solar system faster, and how SolarAPP+ can help accelerate solar adoption across the country. As positive news stories about SolarAPP+ come out, we'll be developing sample posts and updating this toolkit to engage with and promote that content.

Hashtags:

- #SolarAPP
- #RebuildBetter
- #Solar
- #AmericanJobs
- #solarjobs

Topline Messages:

- SolarAPP+ is a free, online platform that completely automates the permitting process for residential solar, saving time and money for customers and municipalities.
- SolarAPP+ is a critical tool to streamline safe and efficient solar permitting. The software will expedite solar installations, save taxpayer money, and help ramp up clean energy deployment.
- SolarAPP+ will reduce soft costs and help states, cities and towns respond to local energy needs and growing demand for solar.
- Automated solar permit review will increase building department efficiency, and deliver a better customer experience while ensuring safety and compliance with the relevant codes.

SOCIAL MEDIA

Twitter

- NEW: #SolarAPP+ is completely automating the permitting process for residential #solar, saving time and money for customers and municipalities. Learn more: solarapp.nrel.gov
- Brand new software is enabling local governments to streamline and automate rooftop #solar permitting. Learn more about #SolarAPP+ at solarapp.nrel.gov

- Soft costs add thousands of $ to a residential #solar system, but #SolarAPP+ is changing that by automating the permit process and helping cities and towns meet growing demand for solar. Learn more: solarapp.nrel.gov
- Millions of American homes will be installing #solar over the next few years, and #SolarAPP+ will make going solar easier, safer, and more affordable than ever. https://www.youtube.com/watch?v=s-zKmtgVPDs
- By automating residential #solar permitting, #SolarAPP+ will help 2.4 million homes go solar and create 30k new jobs across the U.S. Learn more about the power of this new software: solarapp.nrel.gov
- Many cities and towns are already using #SolarAPP+ to speed up rooftop #solar installations, including [XX JUSRISDICTION] and [XX JUSRISDICTION]. Learn how your local governments can start using the benefits of this software: solarapp.nrel.gov
- "SolarAPP+ provides a further incentive to using solar power by making permitting easy." - Tucson, AZ official Scott Clark. Read more from @NREL about how #SolarAPP+ is already working for U.S. cities and towns: http://bit.ly/3k6sPcZ
- #SolarAPP+ has been a success in early-adopting cities, boosting revenue, local resilience, and accelerating #solar job growth. Let SolarAPP+ work for your local economy: solarapp.nrel.gov
- Thanks to work from @NREL, #solar industry leaders and building officials, #SolarAPP+ has officially launched and is ready to streamline solar permitting and create jobs in cities and towns across the country. solarapp.nrel.gov
- #SolarAPP+ is reducing soft costs and helping states, cities and towns respond to local energy needs and growing demand for solar. Learn more: solarapp.nrel.gov
- With the launch of #SolarAPP+, we can expand access to rooftop #solar by reducing soft costs through safe, streamlined permitting. #RebuildBetter #AmericanJobs https://www.youtube.com/watch?v=s-zKmtgVPDs
- To fully decarbonize the grid, we need to quickly ramp up clean energy deployment. #SolarAPP+ is helping us to do that by automating the rooftop #solar permitting process. #RebuildBetter solarapp.nrel.gov

Facebook/LinkedIn

- SolarAPP+ is a brand new software that's enabling local governments to completely streamline rooftop solar permitting. Soft costs add thousands of dollars to a solar system, but this software is changing that by automating the permit process and helping cities and towns meet growing demand for solar. Learn more: solarapp.nrel.gov #SolarAPP #SolarPermitting #solar #cleanenergy #RebuildBetter #climate #sustainability
- Millions of American homeowners will install solar over the next few years, and a new software called SolarAPP+ will make that process easier, safer, and more affordable than ever. The tool has already been a success in early-adopting cities, boosting revenue, strengthening local resilience, and accelerating solar job growth. Let SolarAPP+ work for your local economy: solarapp.nrel.gov #SolarAPP #SolarPermitting #solar #cleanenergy #RebuildBetter #climate #sustainability
- Thanks to work from the National Renewable Energy Laboratory, solar industry leaders and building officials, SolarAPP+ has officially launched. This tool will automate the long, expensive solar permitting process, and will help 2.4 million homes go solar and create 30,000 new jobs

across the U.S. Learn more about the power of this new software: solarapp.nrel.gov #SolarAPP #SolarPermitting #solar #cleanenergy #RebuildBetter #climate #sustainability
- SolarAPP+ is a critical tool to streamline safe and efficient solar permit processing. To fully decarbonize the grid, we need to quickly ramp up clean energy deployment, and this software will expedite solar installations, save taxpayer money, and help us address climate change. Learn more and start putting SolarAPP+ to work in your community: solarapp.nrel.gov #SolarAPP #SolarPermitting #solar #cleanenergy #RebuildBetter #climate #sustainability

Newsletter

- Today the National Renewable Energy Laboratory, solar industry leaders and building officials are releasing a new tool to streamline rooftop solar permitting. The tool, called SolarAPP+, is a free, online platform that completely automates the permitting process, saving time and money for customers and municipalities. Early-adopting cities have already found success with the software, boosting revenue, local resilience, and accelerating solar job growth. Learn more and let SolarAPP+ work for your local economy: solarapp.nrel.gov
- Millions of American homes will be adding solar in the next few years, and the new SolarAPP+ program from the National Renewable Energy Laboratory, solar industry leaders and building officials will streamline safe and efficient solar permit processing to make the switch to solar cheaper and easier. To fully decarbonize the grid, we need to quickly ramp up clean energy deployment, and this software will expedite solar installations, save taxpayer money, and help us address climate change. Learn more and start putting SolarAPP+ to work in your community: solarapp.nrel.gov

Graphics & Images

Suggested graphics (tbc):

- Map showing pins of all jurisdictions using SolarAPP+
- Chart showing cost savings for a jurisdiction using SolarAPP+
- Graphic showing the # of installations and jobs SolarAPP+ will help generate
- Graphic showing additional revenue SolarAPP+ can create for AHJs
- Graphic showing success of pilot city: "*San Jose saw 6x growth in rooftop PV permit applications after moving from in-person permit processing to SolarAPP+.*"

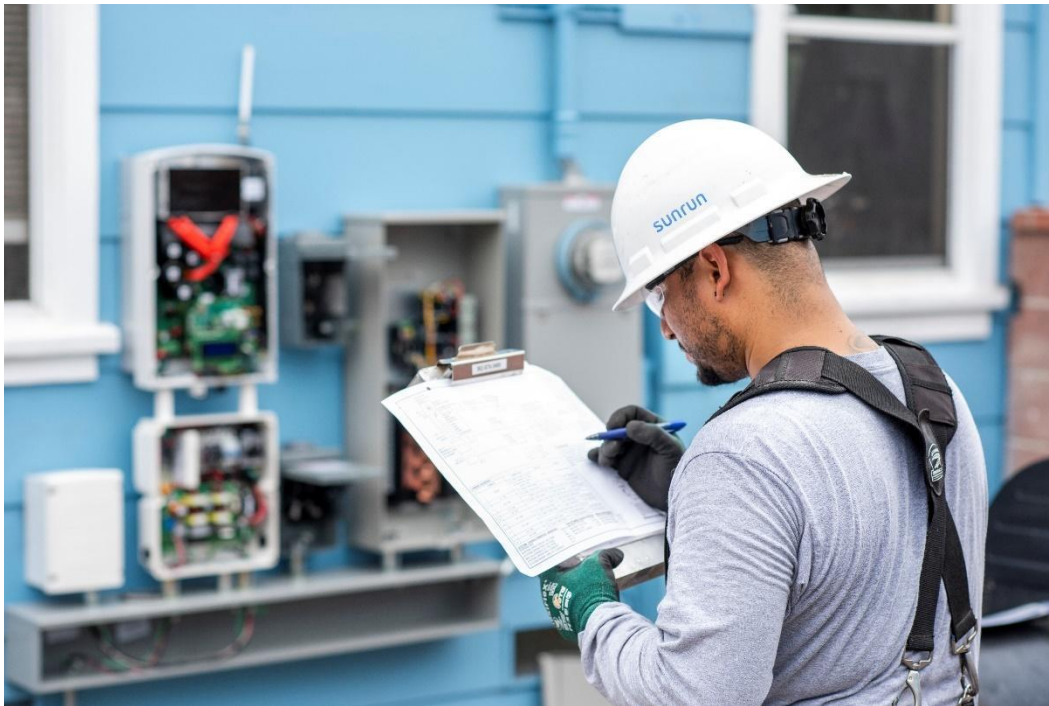**DOWNLOAD SOLARAPP+ GIF**

(Courtesy of NREL)

Courtesy of NREL)

(Credit: Sunrun)

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(Courtesy of Tesla, Inc.)

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