

NUCLEAR MATTERS® 

ADVOCACY TOOLKIT

FOR OUR UNION MEMBERS

UPDATED: FEBRUARY 2021

Toolkit Overview

Our **core mission** is to inform and mobilize advocates to support nuclear energy around the country, and we can only achieve this goal with the help of our most dedicated advocates and union members—**that's you!**

In this toolkit, you will find resources that will help you **amplify your voice** with tips and tools to enhance your advocacy efforts, including:

- [How to Use Social Media Effectively](#)
- [Infographics and State Graphics](#)
- [Contacting Your Legislators](#)
- [Appendix: Talking Points](#)

How to Use Social Media Effectively

Social Media: Getting Started

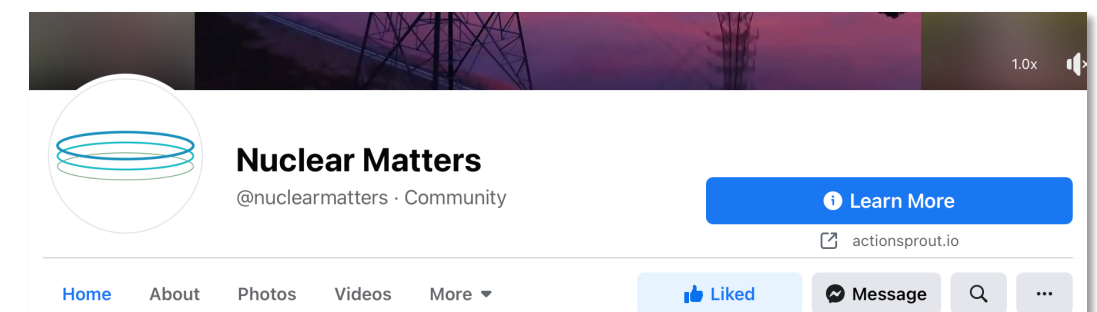
Not sure where to start? [Facebook](#) and [Twitter](#) both offer helpful guidelines to help get you set up.

What's the next step? Getting involved in the online conversation around nuclear energy can help you remain an engaged and informed labor advocate.

Follow Nuclear Matters to stay up-to-date on the latest news!

 [@nuclearmatters](#)

 [@Nuclear_Matters](#)



Social Media: Dos and Don'ts

WHAT TO DO

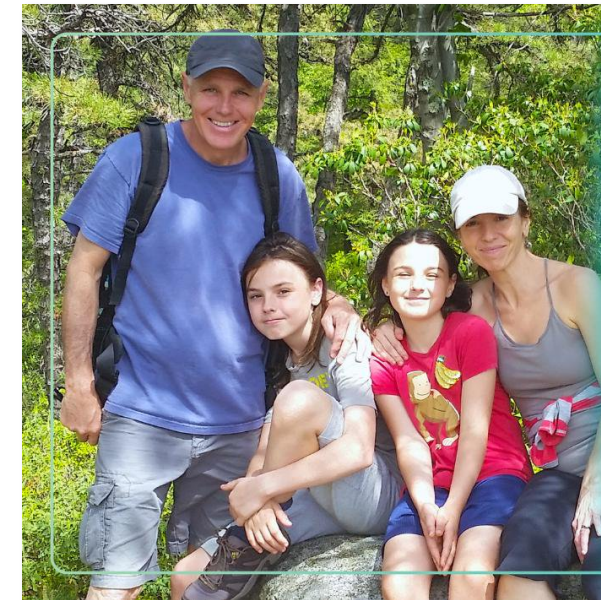
- **Customize and tailor.** Share your own experience as union member and a growing clean energy community, as if you were talking about these issues with a friend.
- **Be creative.** Share photos or videos that can help your cause!
- **Provide resources to your friends and followers.** They trust you to point them to the facts, found on [our website](#).
- **Engage with others.** If people comment on or reply to your posts, respond to them with helpful links or more info to create a connection.

WHAT NOT TO DO

- **Make it *too* personal.** In other words, stay respectful.
- **Be inappropriate.** Be sure you're sharing appropriate images, using kind language, and being courteous and respectful to other online users.
- **Share the exact same thing on both channels.** Feel free to switch it up!

Your Story = Great Advocacy

- **Authentic personal stories** can bring your advocacy to life and can help explain to potential supporters how nuclear energy benefits your everyday life.
- **Prompts:**
 - Nuclear energy is _____.
 - Nuclear matters because _____.
 - What does nuclear energy mean to me and/or my family?
 - How has working in nuclear energy benefitted my personal or professional life?
 - How do nuclear plants maintain quality, union jobs like mine?
 - How does nuclear energy support my community?

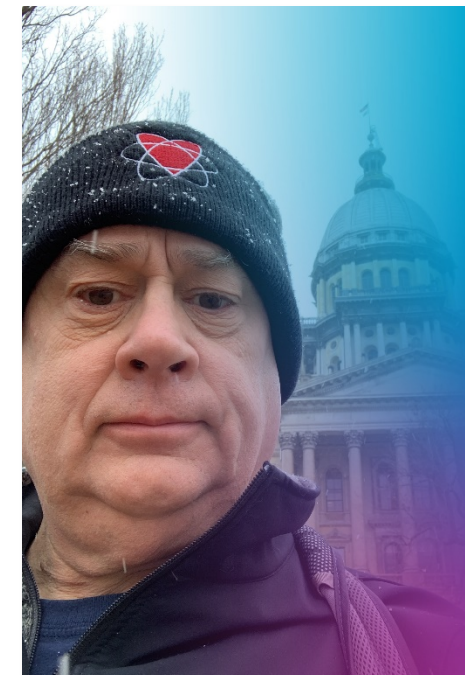


“

I was an opponent of nuclear power for most of my life. It turns out I opposed it because **I was misinformed**. When my children were very young, I became concerned about the environmental legacy my generation would leave them [...] Nuclear power means an opportunity to leave a cleaner, safer, more stable world for my children.”

Walt Heenan, New York
Nuclear Matters advocate

NUCLEAR MATTERS 



“

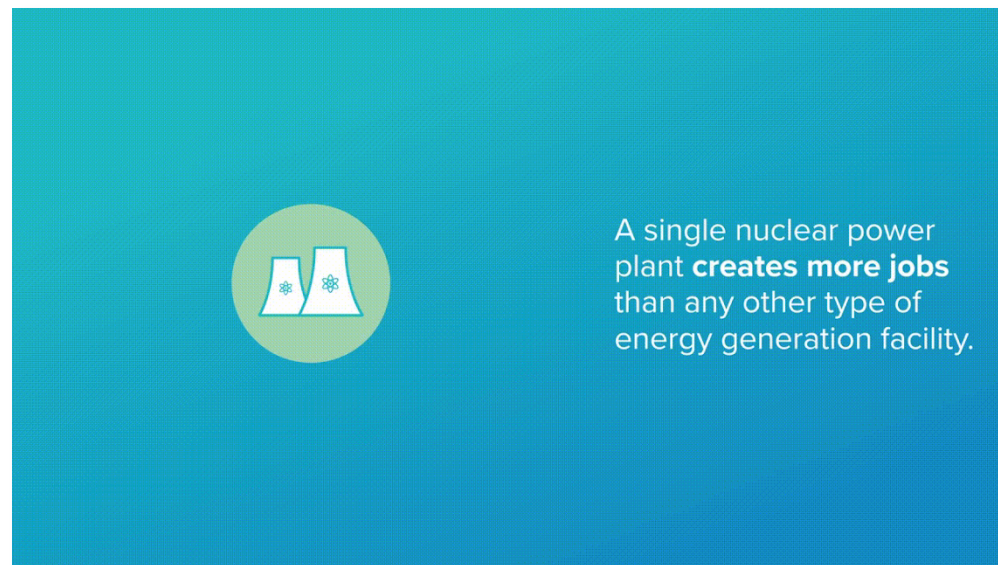
I'm thankful for the **dedicated and talented people** that ensure that over 50% of our state's electricity continues to be available, **especially during these uncertain times** when we depend on our (electrically-powered) technology so much! ”

 **Alan M.**
Illinois


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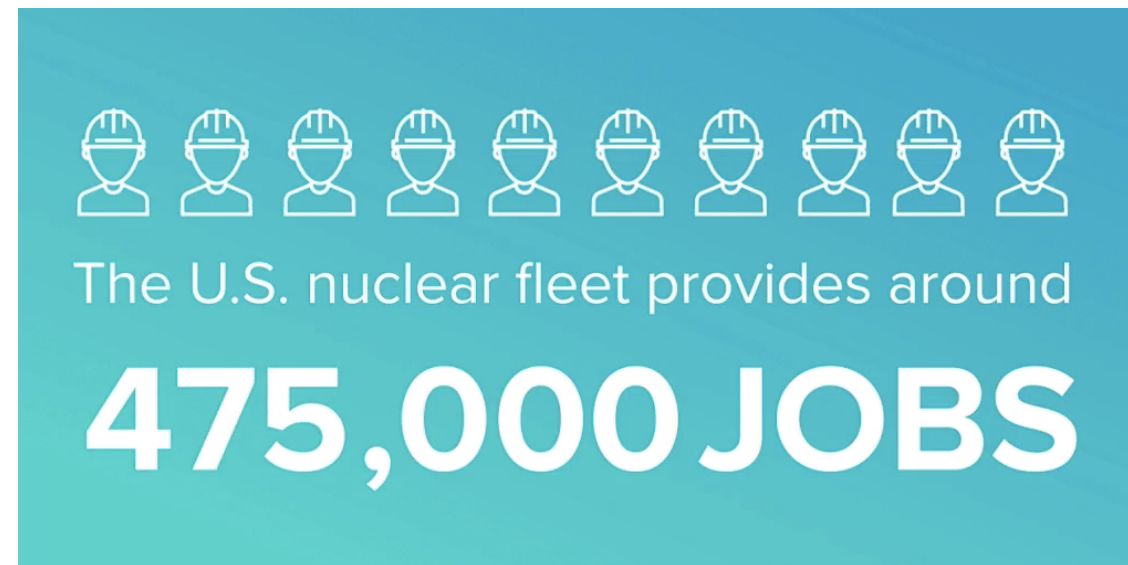
Social Media: Sample Content

At a loss for words? **Check out our sample posts** and **download the infographics** below and share on social media!



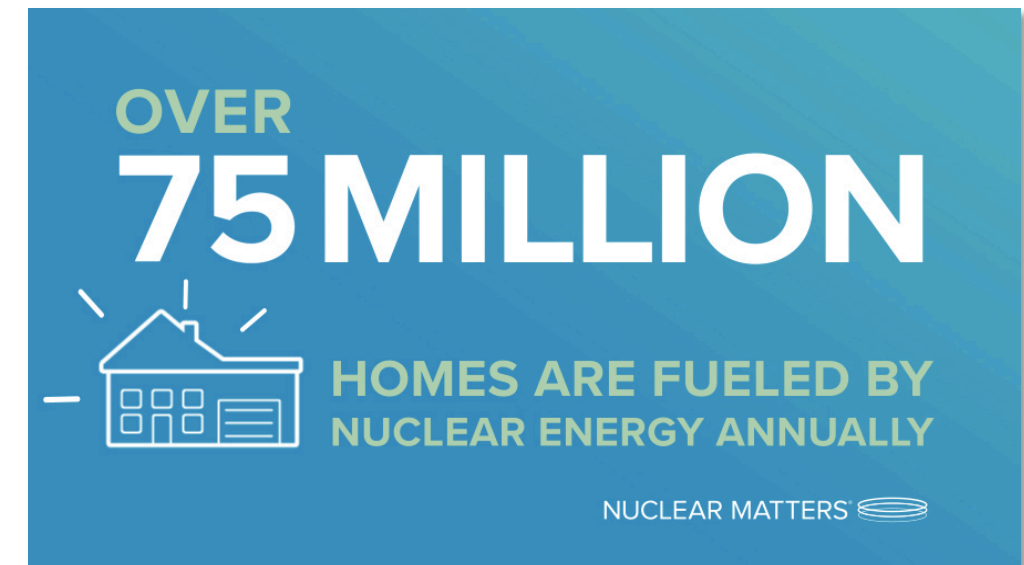
[Click here to download](#)

Sample text:
Nuclear carbon-free energy does more than power America's homes—it powers our economy and creates more jobs than any other type of energy generation facility.



[Click here to download](#)

Sample text:
Closing **#nuclear** plants devastates local communities and their economies. Keeping plants open ensures thousands of family-sustaining, union jobs are supported in communities for years to come.



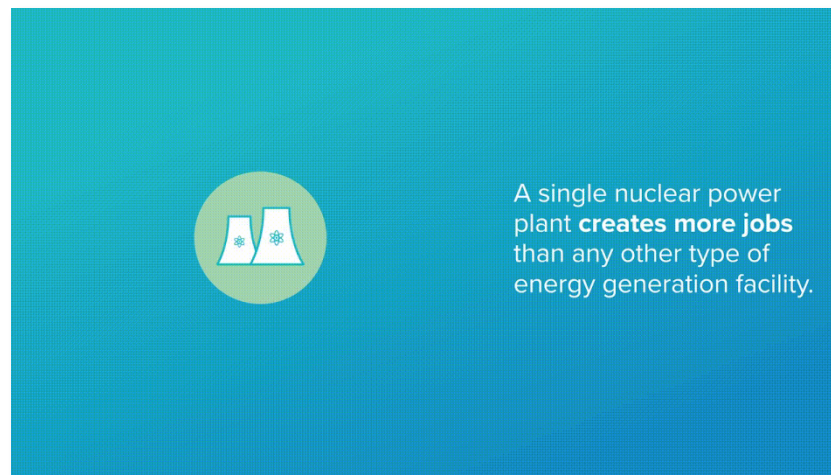
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Sample text:
Nuclear energy isn't just essential for fighting climate change—it keeps the lights on for over 75 million homes. 💡

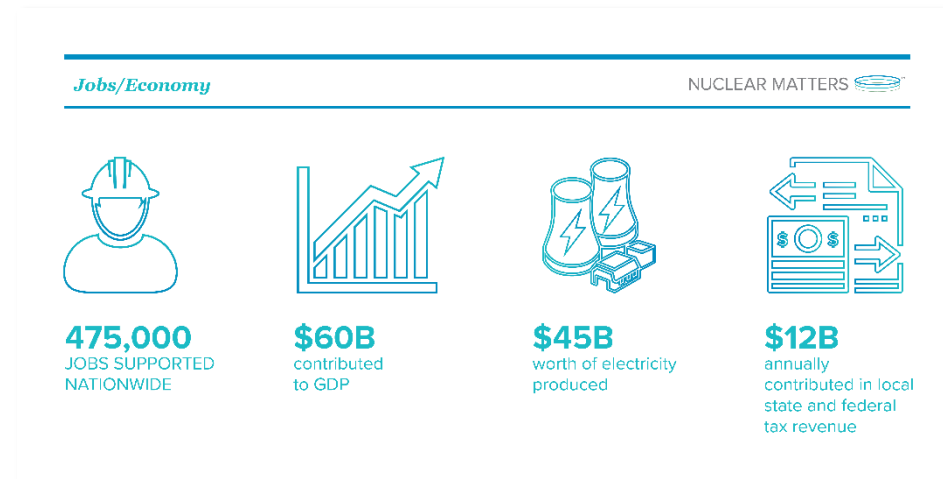
Infographics and State Graphics

Infographics

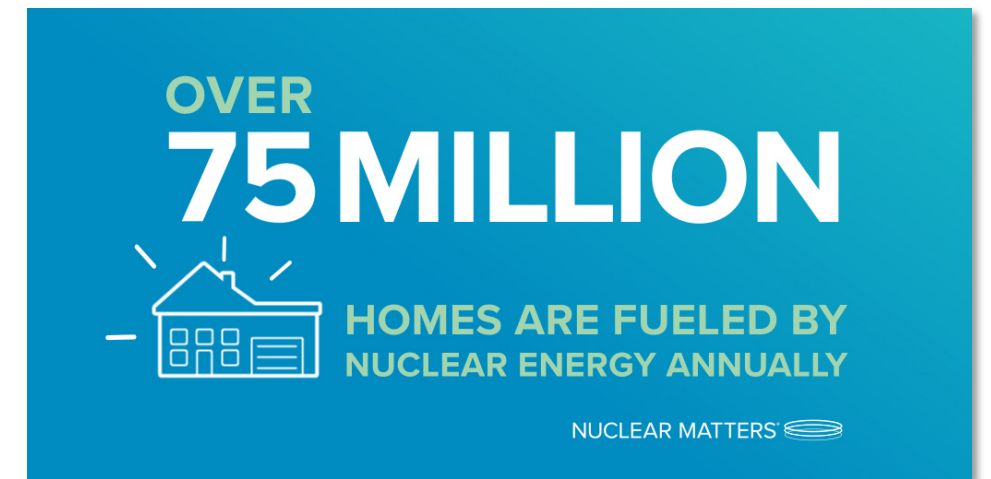
Want to show just how important nuclear energy is? **Share** our [nuclear energy infographics](#) on **social media!**



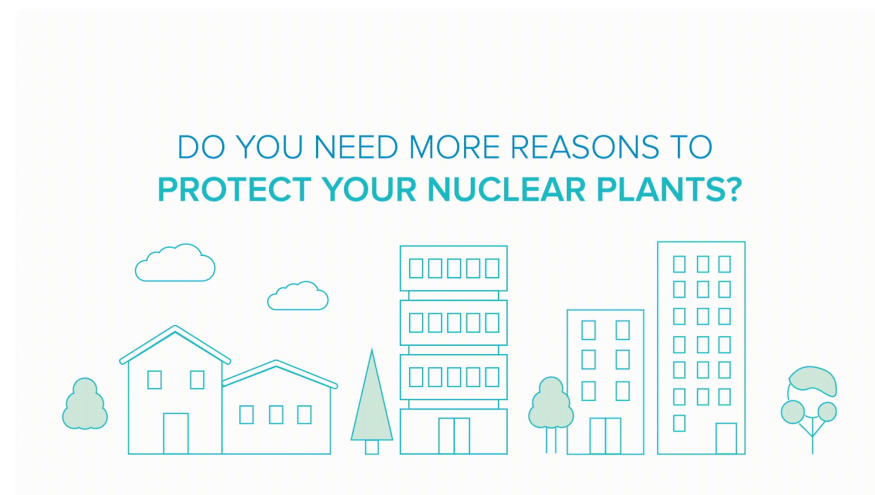
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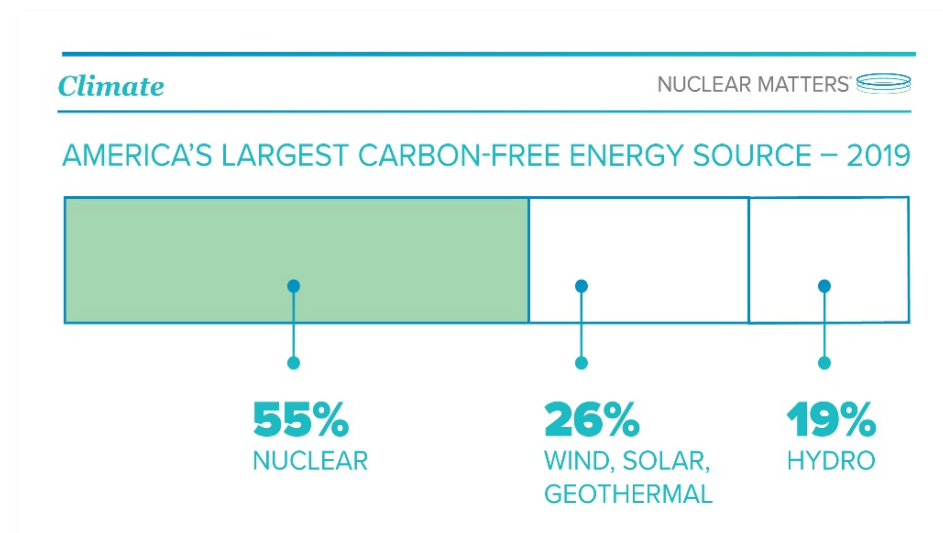
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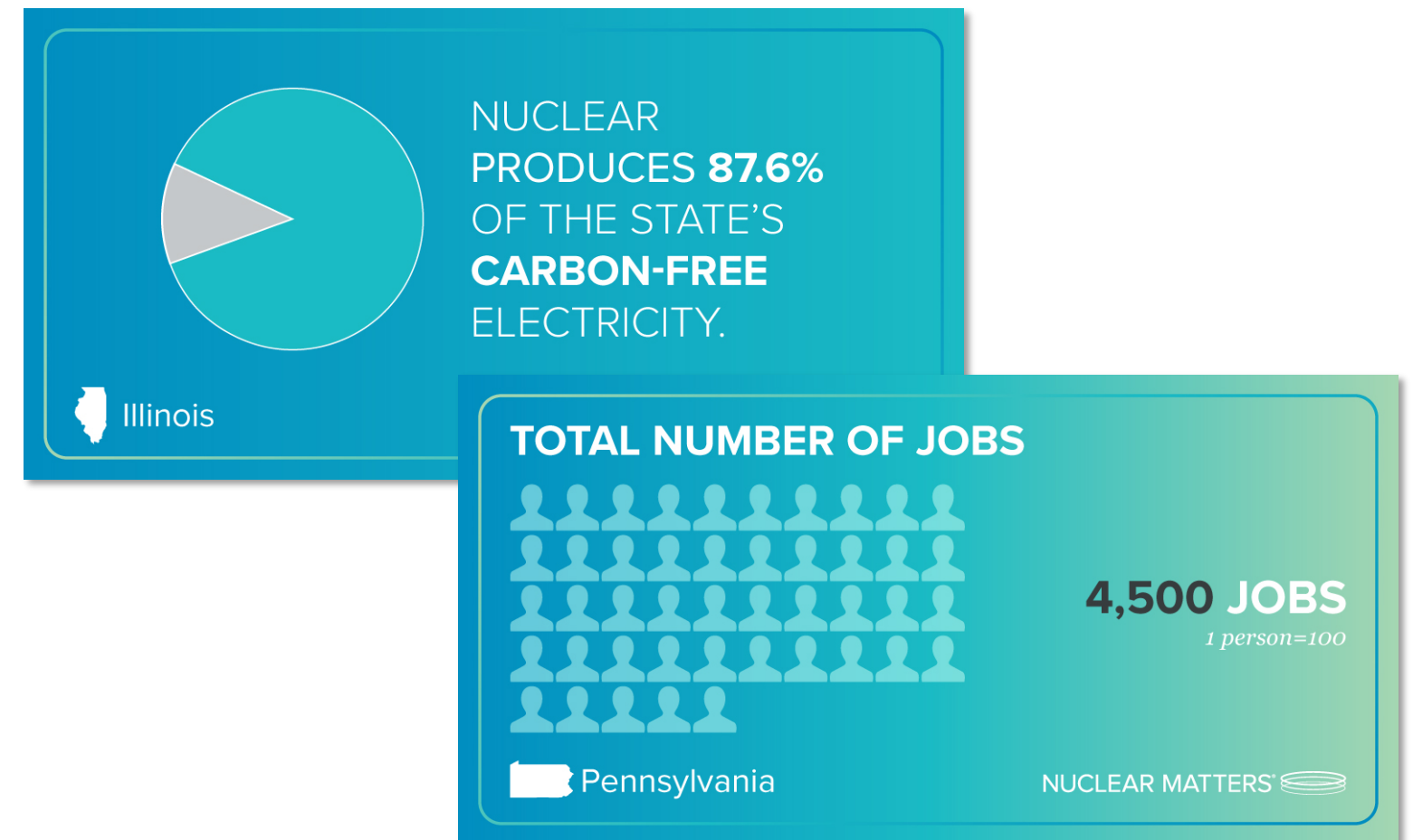
[Click here to download](#)

State Graphics

Want to share information about how nuclear energy benefits your state? We've got you covered. Check out our **sample state graphics**:

- [Arizona](#)
- [Connecticut](#)
- [Georgia](#)
- [Illinois](#)
- [Minnesota](#)
- [New Jersey](#)
- [New York](#)
- [North Carolina](#)
- [Ohio](#)
- [Pennsylvania](#)
- [Washington](#)

Is your state not listed? Don't worry! We have information about how nuclear energy benefits **all states** on [our website](#).



Contacting Your Legislators

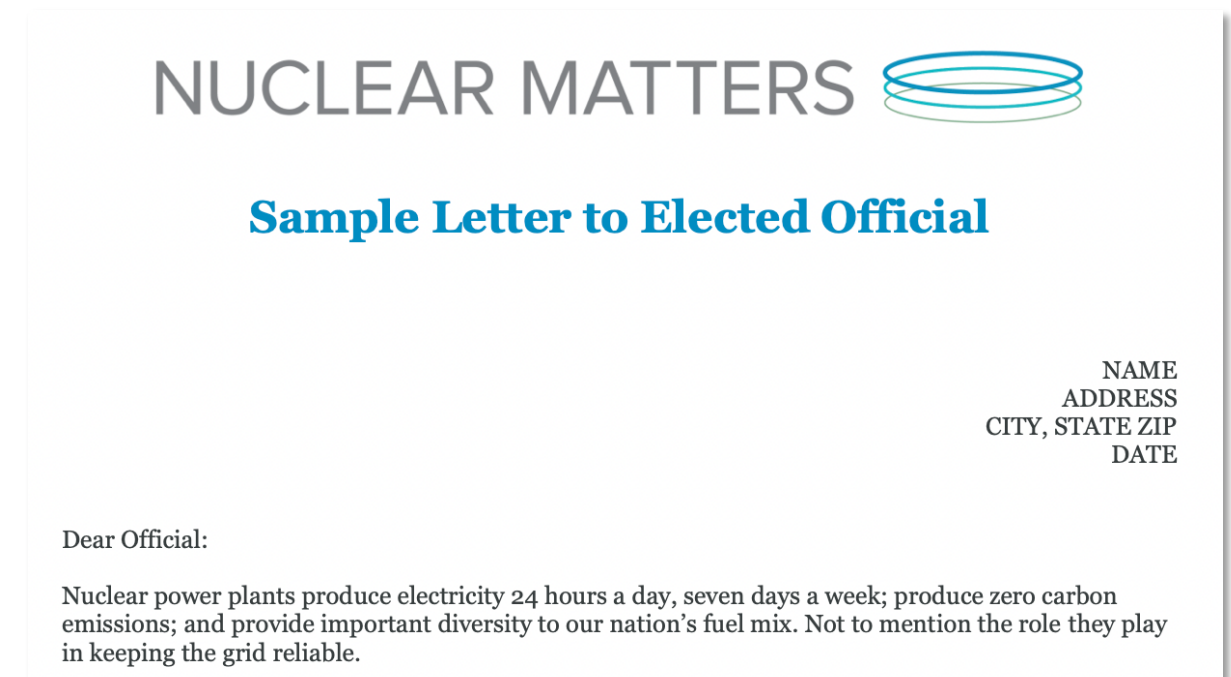
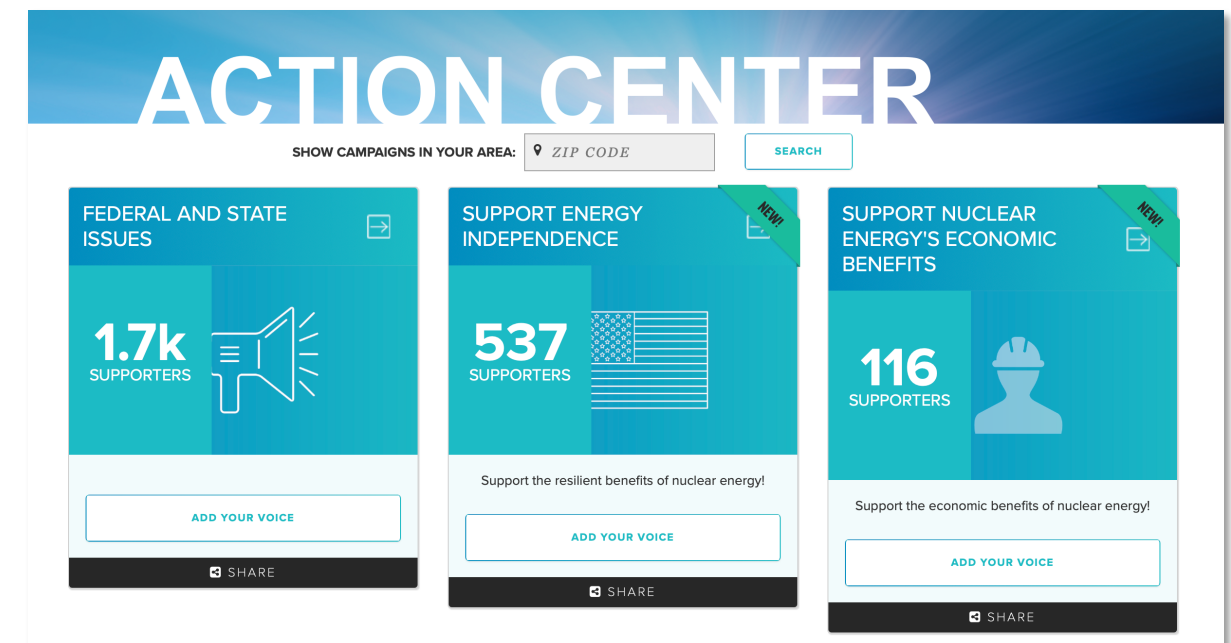
Tips for Contacting Legislators

Helpful resources:

- To start, you can find the contact information for your representatives on the [House](#) and [Senate](#) websites if you'd like to reach out to them directly.
- Not sure what to say? Our [Action Center](#) allows you to send customizable templated emails and social media messages directly to your legislators. You can also [sign up for our emails](#) to receive timely action alerts!
- If you want to send your own letter, you can use our [sample letter](#) and customize for your own purposes.

Outreach Tips + Tricks:

- **Make it personal.** Legislators care about why nuclear energy and union jobs matter to you.
- **Be positive.** Regardless of how you feel about your legislators, refrain from being too negative.
- **Tell them how they can help.** Talk to your elected officials about legislation that supports nuclear energy and how their support can make a difference.



Appendix: Talking Points

Nuclear Energy “Elevator Pitch”

- **Elevator Pitch:** American nuclear plants provide hundreds of thousands of family-sustaining, clean energy jobs while producing carbon-free electricity 24 hours a day, seven days a week. They constitute an essential baseload source of electricity that can partner with renewable sources to ensure a strong clean energy economy, reliable electricity and low costs for working families.
- **Economy Focus:** The nuclear energy industry supports hundreds of thousands of American jobs, generates billions of dollars in economic activity and provides consumers and businesses with secure, reliable, around-the-clock electricity at a low cost.
- **Climate Focus:** Nuclear energy produces more clean electricity than all other carbon-free sources combined and is the only source that can produce large amounts of electricity 24/7.
- **Security Focus:** Nuclear energy plays a critical role in keeping the United States safe. Energy independence is a core component of our country’s national security, and nuclear energy plays a significant role in an energy independent future. Innovation in the nuclear energy field also helps solidify our country’s position as a global leader and creates new jobs in the clean energy sector.

Nuclear 101 and Talking Points

Helping your friends and family understand the basics of nuclear carbon-free energy can make your message even stronger.

- You don't need to be a physicist to understand how nuclear carbon-free energy works. Share our [Nuclear 101](#) briefing document with friends and family to help them learn the fundamentals of nuclear science and how it's used to produce clean, carbon-free energy so you can talk to your friends, family and legislators with the facts to back you up.

As union members and advocates for nuclear carbon-free energy, your knowledge and expertise is essential to sharing the many benefits of the energy source and the industry with the public and policymakers.

- Use our [Nuclear Energy Talking Points](#) in conversations about nuclear energy and clean energy jobs with your friends, family, neighbors, and others in your community to help make these topics understandable and relatable.