

# 'It's OK to ask for help'

Social media posts to encourage Australians to get help with their energy bills



Many Australians are not asking for help or knowing how to get help when it comes to managing their energy bills.

To encourage consumers to seek help before they get too far down the path of energy debt and hardship, a simple social media campaign with a call to action is suggested.

By using appropriate imagery that consumers can relate to they are more likely to look at the advertising/ social media post. This approach follows the findings of the ACIL Allen Supporting Households Framework report which recommends tailoring content to consumers.

The posts going out from a trusted source, such as the Financial Counselling Australia Facebook page, also follows the Supporting Households Framework recommendation.

The flow on effect of this digital media could be word-of-mouth from trusted peers, which could also encourage people to take action and seek help.

## The themes of the messaging are:

- 💡 "It's OK to ask for help from your energy company" (primary)
- 💡 Call the National Debt Helpline **1800 007 007** (secondary)
- 💡 Call your Ombudsman if you aren't happy with your energy company (secondary)

The below table suggests text and imagery for five static posts (still images), which cover a range of age groups and composition of households that consumers can relate to. The suggested text is included with a link out for further information (where appropriate).

By using Facebook with a small amount of budget behind each post (\$20-\$40 per post), the age group can be targeted to match the image and the location can also be stipulated. This tailoring of the posts/advertising will help get the appropriate messaging to the right audience.

Visuals	Message
<p data-bbox="203 743 755 821"><b>Middle-aged consumer looking at energy bill</b></p> 	<p data-bbox="824 743 1409 816">It's OK to ask for help with your energy bill.</p> <p data-bbox="824 867 1377 940">Call your energy company and ask to go on a payment plan.</p> <p data-bbox="824 991 1409 1064">Better to ask for help early before it becomes a problem and more stressful.</p> <p data-bbox="824 1115 1409 1224">If you're struggling with multiple bills, call the National Debt Helpline on <b>1800 007 007</b>.</p> <p data-bbox="824 1274 1421 1348">They help thousands of Australians each year to put a plan in place.</p> <p data-bbox="824 1398 1263 1472">Learn more before you call at <a href="http://ndh.org.au">ndh.org.au</a></p>

### Elderly couple looking at energy bill



It's OK to ask for help with your energy bill.

Better to ask for help early before it becomes a problem and more stressful.

First step is to call your energy company and talk to them about their hardship program.

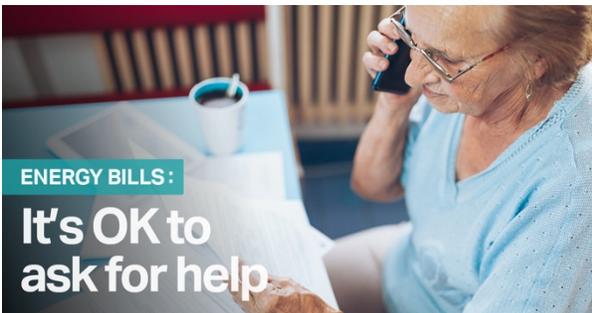
If you're not happy with their response, call the Energy Ombudsman in your state or territory.

([energymadeeasy.gov.au/get-energy-smart/dealing-problems/complaints](http://energymadeeasy.gov.au/get-energy-smart/dealing-problems/complaints))

(use a bit.ly for complaints/Ombudsman)

There are many ways to get the help you need.

### Elderly woman looking at bills



It's OK to ask for help with your energy bill.

Call your energy company and ask to go on a payment plan.

Better to ask for help early before it becomes a problem and more stressful.

If you're struggling with multiple bills, call the National Debt Helpline on **1800 007 007**.

They help thousands of Australians each year to put a plan in place.

Learn more before you call at [ndh.org.au](http://ndh.org.au)

### Shared household (4 people) looking at energy bill



It's OK to ask for help with your energy bill.

Call your energy company and ask for your bill every month rather than every three months.

Keep it simple for everyone!

They can also put you on a payment plan to get back on top of the debt.

### Young couple looking at energy bill



It's OK to ask for help with your energy bill.

Every year tens of thousands of Australians have problems paying their energy bills.

Call your energy company and ask for help before it starts stressing you out.

If you're struggling with multiple bills, call the National Debt Helpline on **1800 007 007**.

Learn more before you call at [ndh.org.au](http://ndh.org.au)