



Joint Office of
**Energy and
Transportation**

Communications Toolkit for FOA Selectees/Awardees

Joint Office of Energy and Transportation

Updated January 2025

driveelectric.gov

Congratulations!

Congratulations on your selection for funding from the Joint Office of Energy and Transportation (Joint Office)! The resources in this document are designed to help you easily promote the award in a way that works for you.

If you have any questions about this information, please email the Joint Office's communications and education team. Please also consider keeping the Joint Office updated about your project milestones we can help amplify your story.

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Planning Your Communications



Get started: Communications checklist

1. Start with the two to three messages you want to get

across. A good communications campaign should start with (and always go back to) the key messages you're trying to get across. In other words, what are the main things you want someone to remember after reading your press release or social media post?

2. Write with the human element and outcome in mind.

Your project is about more than the tech—it's about the impact it will make and the people who will use it and be affected by its success. In other words, it's not just about what you are doing, but why and why now.

3. Create a media kit. In addition to developing a press release using the Joint Office template, consider collecting graphical assets such as logos, photos, charts or other visuals that help tell your story.

4. Find your storytellers. If your press kit is your story, the media outlets and stakeholders you share it with are your raconteurs. Consider sharing it with content creators who are passionate about telling stories like yours.



Follow Naming Conventions & Guidance: Joint Office of Energy and Transportation

Project teams are encouraged to use the following naming conventions to identify and distinguish work performed with Joint Office funding assistance. These consistent naming conventions help to create a central identity for the office and its programs, build awareness of the office and its successes, and maximize our collective power in the media and online.

Proper Naming

- **Joint Office of Energy and Transportation:** Full name for use in first text reference in each new document.
- **Joint Office:** Permitted for subsequent references when the full program name appears previously or in a more prominent location.

Improper Naming

- JO
- JOET
- Joint Offices



Follow Naming Conventions & Guidance: Department of Energy and Department of Transportation

U.S. Department of Energy

Proper Naming

- **U.S. Department of Energy:** When spelling it out, “U.S.” should precede “Department of Energy” to distinguish it from other state and international departments.
- On second reference, “the Department” may be used in place of the DOE initialism. Avoid using “the Department” if the content references other federal agencies that could be confused with the U.S. Department of Energy.
- On first reference, and only on first reference, “Energy Department” may be used in communications to the press.

Improper Naming

- “U.S.” should not be included with the acronym “DOE.”
- Avoid using “the DOE.”

U.S. Department of Transportation

Proper Naming

- **U.S. Department of Transportation:** When spelling it out, “U.S.” should precede “Department of Transportation” to distinguish it from other state and international departments.
- **DOT/USDOT:**
- On second reference, “the Department” may be used in place of the DOT initialism. Avoid using “the Department” if the content references other federal agencies that could be confused with the U.S. Department of Transportation.

Improper Naming

- Avoid using “the DOT.”



Use Logos With Permission



Use of the Joint Office, DOE and/or DOT identifiers (logos) requires advanced permission.

If you would like to use the Joint Office logo in any of your materials, please email the Joint Office Communications team and copy your technical monitor.



Creating Your Content



Press Releases: Tips and Guidelines

Joint Office does not need to review press releases but appreciates it when project teams notify their technical monitor of announcements in advance.

- **Start with the template** provided with your toolkit (if applicable).
- If you anticipate significant media attention because of the prominence of the achievement or high-profile partners, **please reach out to the Communications team in advance** so we can support your efforts (i.e. providing a Joint Office quote, in-person presence at an event).
- In press releases, please **acknowledge the Joint Office as the funding organization** with language such as: “With funding from the U.S. Department of Energy OR Federal Highway Administration, this work is supported by the Joint Office of Energy and Transportation.”



Website Content: Tips and Guidelines

When referring to the Joint Office online, please use the following conventions, which help improve brand awareness and search engine optimization.

- **When referring to your work on a webpage or in a digital newsletter or report**, please embed a link to <https://driveelectric.gov/> on the first reference to the Joint Office and on any images or graphics related to the project.
- **When referring to your work on a webpage or in a blog post or article**, please acknowledge the Joint Office as the funder in the text and include a link to your funding program (e.g., Communities Taking Charge Accelerator) webpage.
- **For webpages, blog posts, or articles referring to your project**, please tag your content with “Joint Office of Energy and Transportation,” and the funding opportunity (e.g., Communities Taking Charge Accelerator). Add any other relevant details to your webpage’s metadata and/or webpage summary.



Social Media Tips and Guidelines

The Joint Office uses social media to connect our work to the public. Our most active channel for sharing news, media coverage and other relevant articles is LinkedIn.

- Please **tag the Joint Office** when posting about your project. We will like, comment, and share, if possible.
- **Use targeted hashtags** for your news to extend its reach in relevant conversations. Check out our LinkedIn posts for ideas.
- Our social media channels are:

LinkedIn: [Joint Office of Energy and Transportation](#)

YouTube: [Joint Office of Energy and Transportation](#)



Showing Progress



Help the Joint Office Share News About Your Project's Progress

After your project has been announced, consider promoting key milestones and impacts as your project progresses. If possible, the Joint Office would like to further amplify it. (i.e. reposting on LinkedIn, providing a quote for your press release, etc.).

Notify your technical monitor when your project has an announcement, whether during or at the end of the project, so they can recommend amplification of the news to the Joint Office Communications team.

Examples of activities the Joint Office would promote include:

- Technology demonstrations and testing successes
- Public-facing reports, journal articles, and other publications
- Patent applications
- High-profile project partnerships
- Project milestones and research developments with significant implications for end users, the EV sector, utilities, and/or adjacent industries
- Industry awards and other notable achievements



Reposting Joint Office Content



Reposting Joint Office Website and Social Media Content

We want you to repost us! All content on the Joint Office website and its affiliated webpages is in the public domain. This includes .gov web pages, social media posts, and related images and video.

- **Project teams are encouraged to repost Joint Office** content, either as a quote with additional context or as a straight repost.
- If adding your own context, be sure to **mention the Joint Office of Energy and Transportation** in your content as the original source.



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Thank you

[Contact us](#)

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