

2022 TOP 10 STATES FOR LEED

A Celebration of Leadership: Promotional Toolkit

ABOUT THE TOP 10 STATES

For more than a quarter century, the USGBC community has been hard at work shaping a healthier, more sustainable and resilient world for all through LEED. USGBC's annual ranking of the Top 10 States for LEED is an opportunity to celebrate progress and recognize people and projects working toward that collective goal. The rankings represent commercial and institutional projects certified in 2022 and are determined based on gross square feet of LEED-certified space per capita using 2020 U.S. Census data.

We would welcome your participation in helping us amplify the important contributions you've made to your state's success. To that end, we've included sample social media posts below. Of course, use or edit as you'd like to fit your voice and that of your company.

To learn more about the top ten ranking of states leading the way on green building, please visit the Top 10 States [page](#).

GET INVOLVED!

- **Hashtag:** If you're active on social media, be sure to use #Top10LEED so we can engage with you and encourage your contacts to do the same.
- **Graphics:** USGBC has created graphics for each top 10 states that you can use in your marketing and communications efforts. Download them from the Top 10 States for LEED folder in our [Media Library](#).
- **Top 10 LEED Badge:** Did your project receive LEED certification in one of the Top 10 States? Share on social media with a [Top 10 LEED State badge](#).
- **Celebrate:** Share our content, but also add your own insights on what 2021 reinforced for you about the importance of LEED and green building. Don't forget to include #Top10LEED.

NEWSLETTER TEMPLATE

The U.S. Green Building Council (USGBC) has announced the 2022 Top 10 States for LEED. With a continued commitment to action in the fight against climate change, 2022 saw a growing movement in green building and sustainability. This year's top states had 1,225 certified projects, representing over 353 million gross square feet of space. Buildings that are LEED-certified create healthier spaces for people, use fewer resources, reduce carbon emissions and improve efficiency while providing operational cost savings.

[STATE] is a leader in green building and ranked [RANK] on the list. In 2022, [#] projects were certified, representing [#] square feet of LEED-certified space per person. [COMPANY] is proud of its LEED work, which includes [NOTE LEED WORK/STATS].

[Learn more about the 2022 Top States](#) for LEED and join in celebrating on social using #Top10LEED.

SAMPLE SOCIAL MEDIA

Twitter

[STATE] ranked [NUMBER] on @USGBC's annual ranking #Top10LEED states for 2022. These green buildings, and those to come, represent a win for [STATE], its people, and its businesses. Learn more: [LINK]

We're pleased to see [STATE] make @USGBC's list of #Top10LEED states leading the way with LEED-certified green building. We're especially proud of [COMPANY/ORGANIZATION]'s many projects that helped contribute to that achievement. Learn more: [LINK]

.@USGBC recently has announced its annual ranking #Top10LEED states ranking leading the way on green building. These states accounted for 1,225 certified projects and nearly 353 million gross square feet under LEED in 2022. [LINK]

Support for green building is growing. These 10 states are evidence of this growth, according to @USGBC's latest annual list of states notching the most LEED-certified square footage. For us, cutting costs, energy, and waste with LEED is a win, win, win. [LINK]

LinkedIn

The U.S. Green Building Council recently announced its #Top10LEED states ranking of states leading the way on LEED-certified green building. The great state of [STATE] made it, and we're proud to be a part of the [NUMBER] projects that have been LEED-certified in 2022. Learn more about STATE's work and the full top ten list: [LINK]

We're excited to see [STATE] recognized by the U.S. Green Building Council as one of #Top10LEED states and proud to be a part of the [NUMBER] contributing projects. In total, the top ten states certified 1,225 projects and nearly 353 million gross square feet under LEED. Learn more about [STATE]'s efforts on getting buildings LEED-certified and more: [LINK]

The U.S. Green Building Council recently shared #Top10LEED states! These states represent 1,225 certified projects and nearly 353 million gross square feet under LEED in 2022. Learn more about the ranking and LEED-certification across the country: [LINK]