Digital Buildings high value content (HVC) Organic Social Post copy – ver. 8/14/25

Character count goal: ~250

Whitepaper		**Headline** some animated: 1)first line appears 2)second line replaces it	**Body text** (hashtags to be added later)	**Link / image suggestion**
AI Optimization (Marion)		1)Efficient HVAC, **happier occupants,** 2)up to 5% energy savings with Edge AI	Discover how AI-driven HVAC optimization in room control delivers up to 5% daily energy savings and maintains comfort compliance over 85% of the time. Check out all the findings here. #LifeIsOn	WP: https://www.se.com/ww/en/download/document/998-23957900_GMA/ Image: office w/ few happy people
AI Optimization		1)Experience comfort *and* efficiency. 2) **Edge AI** optimizes both	Dynamic HVAC optimization with AI learns in a week, keeps occupants comfortable, and cuts energy costs—automatically. Explore how Edge AI in room control makes smart buildings even smarter. #LifeIsOn	WP: https://www.se.com/ww/en/download/document/998-23957900_GMA/ Image: city scape/skyline
AI Optimization		HVAC that thinks ahead, **powered by AI at the edge**	From real-time optimization to long-term savings, AI-enabled room control delivers comfort and energy efficiency. Discover the future of smart buildings in this white paper. #LifeIsOn	WP https://www.se.com/ww/en/download/document/998-23957900_GMA/ Image: Hotel guest room w/ 1-2 people
150 Holborn (Brook)		1)Smart data, **smart savings,** 2)achieved with ECMs	From occupancy insights to IAQ monitoring, sensor data and building controls at 150 Holborn helped reduce carbon emissions and energy use, and boost comfort—all with a 2-year payback. Discover these real-world results here. #LifeIsOn	WP: https://www.se.com/ww/en/download/document/998-23759500_GMA/ Image: 150H interior
150 Holborn		1)Reduce carbon, **increase value,** 2)through occupancy setbacks	150 Holborn demonstrates how reducing carbon emissions can go hand-in-hand with enhanced occupant comfort and operational efficiency. Discover more about the ECMs that makes it possible. #LifeIsOn	WP https://www.se.com/ww/en/download/document/998-23759500_GMA/ Image: '*150 Holborn'* or *'Sidara'* exterior
150 Holborn		Better buildings with a data-driven approach	Building owners can make their commercial office buildings more energy- and carbon-efficient and more responsive to occupant needs. How? By	Exec Summary: https://www.se.com/uk/en/download/d

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			integrating smart building technology in concert with ECMs. Discover our approach here. #LifeIsOn	ocument/998-23759500_GMA/ Image: Use cover of Ex Summary
150 Holborn		1)Cut energy and carbon by **22%,** 2)without sacrificing comfort	At 150 Holborn, occupancy setbacks, a type of #ECMs, delivered 22% energy and carbon savings while keeping IAQ healthy. Discover how our EcoStruxure™ platform helped turn sustainability goals into real-world results. #LifeIsOn	Exec Summary: https://www.se.com/uk/en/download/document/998-23759500_GMA/ Image: Use cover of Ex Summary