

Leave It Better Than We Found

Thu March 11, 2019 at 1:15pm

Presented by Women's International Forum, DearTomorrow, and Our Kids' Climate

Social Media Guidance

Note: Whenever possible, please be sure to tag our amazing hosts @AustriaUN (twitter) and @womensinternationalforum (Instagram/Facebook) and @WIF_UN (Twitter)

Event Handles and Hashtags

- Event organizers/hosts:
 - Instagram: @womensinternationalforum @ourkidsclimate @deartomorrow
 - Facebook pages: @womensinternationalforum @ourkidsclimate @deartomorrow
 - Twitter handles: @WIF_UN @AustriaUN @ourkidsclimate @deartmrw
- Tag Partners:
 - Instagram handles: @foraldravralet @climatedads
 - Facebook pages: @foraldravralet @climatemama
 - Twitter handles: @foraldravralet @climatemama
- Speakers/Guests
 - Instagram: @vanessahuac @rolfsdotterjansson @daynareggero
 - Twitter: @ginaEPA @vanessahuac @repdonnabullock @nuludong @jillkubit @daynareggero
- Hashtags #ClimatePromise #OurKidsClimate #DearTomorrow #ActOnClimate #leaveitbetter #Parentforfuture

DAY BEFORE THE EVENT: April 10

Twitter: So excited for the launch of #ourkidsclimate global parent campaign @UN with @ginaEPA @vanessahuac @repdonnabullock @nuludong @jillkubit @deartmrw #climatepromise

Instagram/Facebook: Use Instagram story, Instagram post or Facebook post about yourself attending (in person or by livestream) in order to get audiences excited about the speakers and partner organizations.

DAY OF THE EVENT: April 11

Twitter samples:

Sample 1: 18 climate-parent orgs call for bold #climateaction @ourkidsclimate @UN WIF @deartmrw @foraldravralet @climatemama @mothersoutfront

Sample 2: We are at the @un to launch @ourkidsclimate global campaign to protect kids everywhere from #climatebreakdown @deartmrw

Sample 3: Today at the @un @ourkidsclimate launches to protect the children we love from #climatechange @deartmrw

Activity: Whether you are participating remotely or in person, we'd love everyone to participate in the #climatepromise activity. The activity is to think of one new climate action you will take (personal, social or political).

1. On a piece of paper, write down one way you will act on climate change.
2. Share your commitment on social media and tag 3 friends to challenge them to make their own climate promise.
3. Remember to use these hashtags to connect with the climate community:
#ClimatePromise #LeaveItBetter #ActOnClimate. Tag @deartomorrow
@our_kids_climate

Instagram Post:

Sample 1 [For people attending the event]: I'm at the UN today to help launch the global climate-parents campaign Our Kids' Climate. In my own life, I commit to making bold changes in my house, in my community, and politically. Today, I promise to [insert climate promise here]. @ @ @ (tag three people) please join me today in making a bold #climatepromise to the future. #climatepromise #deartomorrow @deartomorrow @our_kids_climate

Sample 2 [For people not attending the event]: Today for the launch of the new global climate parents campaign Our Kids' Climate, I am stepping up to make my own #climatepromise. I promise to [insert climate promise here]. @ @ @ (tag three people) please join me today in the call for bold climate action to ensure a safe and secure future for our kids (loved ones) (communities) (future generations). #deartomorrow @deartomorrow @our_kids_climate

Additional tags: #climatechange #actonclimate #climateaction #fridayforfuture #parentforfuture #leaveitbetter #activism #climatehope #parenting #lettertothefuture #motherhood #parenting #globalwarming #climatechanged

Facebook Post (similar options as above, but Our Kids' Climate handle is different).

Sample 1: Today for the launch of the new global climate parents campaign Our Kids' Climate, I am stepping up to make my own #climatepromise. I promise to [insert climate promise here]. @ @ @ (tag three people) Please join me today in the call for bold climate action to ensure a safe and secure future for our kids (loved ones) (communities) (future generations). @deartomorrow @womensinternationalforum @ourkidsclimate

Sample 2: I'm at the UN today to help launch the global climate-parents campaign Our Kids' Climate. In my own life, I commit to making bold changes in my house, in my community, and politically. Today, I promise to [insert climate promise here]. @ @ @ (tag three people) Please join me today in making a bold #climatepromise to the future. @deartomorrow @womensinternationalforum @ourkidsclimate