

EARTH DAY 2024

SOCIAL MEDIA TOOLKIT



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This year, Earth Day's theme, Planet vs. Plastics, calls on all stakeholders - individuals, businesses, and governments - to unite in combating plastic pollution and protecting our health.

This movement demands a **60% REDUCTION** in plastic production by **2040** & the elimination of single-use plastics by **2030**, paving the way for a plastic-free future.

We're taking on the Plastics Pandemic from every angle – political, cultural, and personal.

We believe everyone deserves a healthy & thriving planet, free from plastic pollution. Our commitment stems from a deep understanding that plastic pollution not only impacts our oceans, our land, our wildlife, but also **DIRECTLY** affects **our own health**.

Plastic is personal.



DID YOU KNOW?

U.S. health costs have increased to more than
\$250 BILLION due to chemicals in plastics!



YOU'RE ABSORBING IT



EATING IT



AND BREATHING IT!

Plastic is toxic, and now it's personal.



OUR 2024 CAMPAIGN

PLANET VS. PLASTICS

CLICK TO WATCH!



ACTION CENTER



3 simple acts, **endless impact.**

This year, we're inspiring a wave of protest against plastics.

ACTION NO. 1

Sign
The Global
Plastics Treaty

Click Here



ACTION NO. 2

Reject
Fast
Fashion

Click Here



ACTION NO. 3

Join
The Great
Global Cleanup

Click Here



KEEP IT GOING!



Help others become
part of the **SOLUTION** too!

SHARE THIS VIDEO

On your
platform
of choice



***Tap the logo** of any platform to be
taken to this post on the respective
platform for easy sharing and/or
download the video [here](#).



CAPTIONS & HASHTAGS



Here are some **SUGGESTED** hashtags & captions for your social media posts.

Hashtags:

#PlanetVsPlastics #EndPlastics #EarthDay

Tag Us:

[@earthdaynetwork](#)  [@EarthDay](#)  [@EarthDay.org](#) 
[@EarthDayORG](#)  [@EarthDay.org](#) 

Captions:

Public version: In honor of #EarthDay, I'm proud to support [EARTHDAY.ORG social handle] global initiative, #PlanetVsPlastics. Their ambitious goals of achieving a 60% reduction in plastic production by 2040 and eliminating single-use plastics by 2030 are crucial steps towards a healthier planet. Join the movement and explore ways to take action: <https://www.earthday.org/social-2024>

Option 2: This #EarthDay, I'm taking action to #EndPlastics with [EARTHDAY.ORG social handle]. I [Signed &/or joined] the [insert your chosen action]. We must continue working together to achieve a 60% reduction in plastic production by 2040 and eliminate single-use plastics by 2030! Join us and take action now: <https://www.earthday.org/social-2024>

Business Partners/NPO version: We are excited to join forces with [EARTHDAY.ORG social handle] this #EarthDay! Our dedication to #EndPlastics knows no bounds. Together, we're stronger - let's make a difference with three simple actions to create lasting impact.   <https://www.earthday.org/social-2024>

BONUS!

Use our additional resources for **YOUR** social media and communications channels.

Update your
profile photo
using our frames

Update your
cover photo

Use our
Instagram
& TikTok
Stickers

Click on the resource you'd like to use!

