EARTH DAY 2024
SOCIAL MEDIA TOOLKIT

There is no Planet B
EARTH DAY 2024

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!

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.*
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!