

# EARTH DAY 2024

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## SOCIAL MEDIA TOOLKIT



# 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

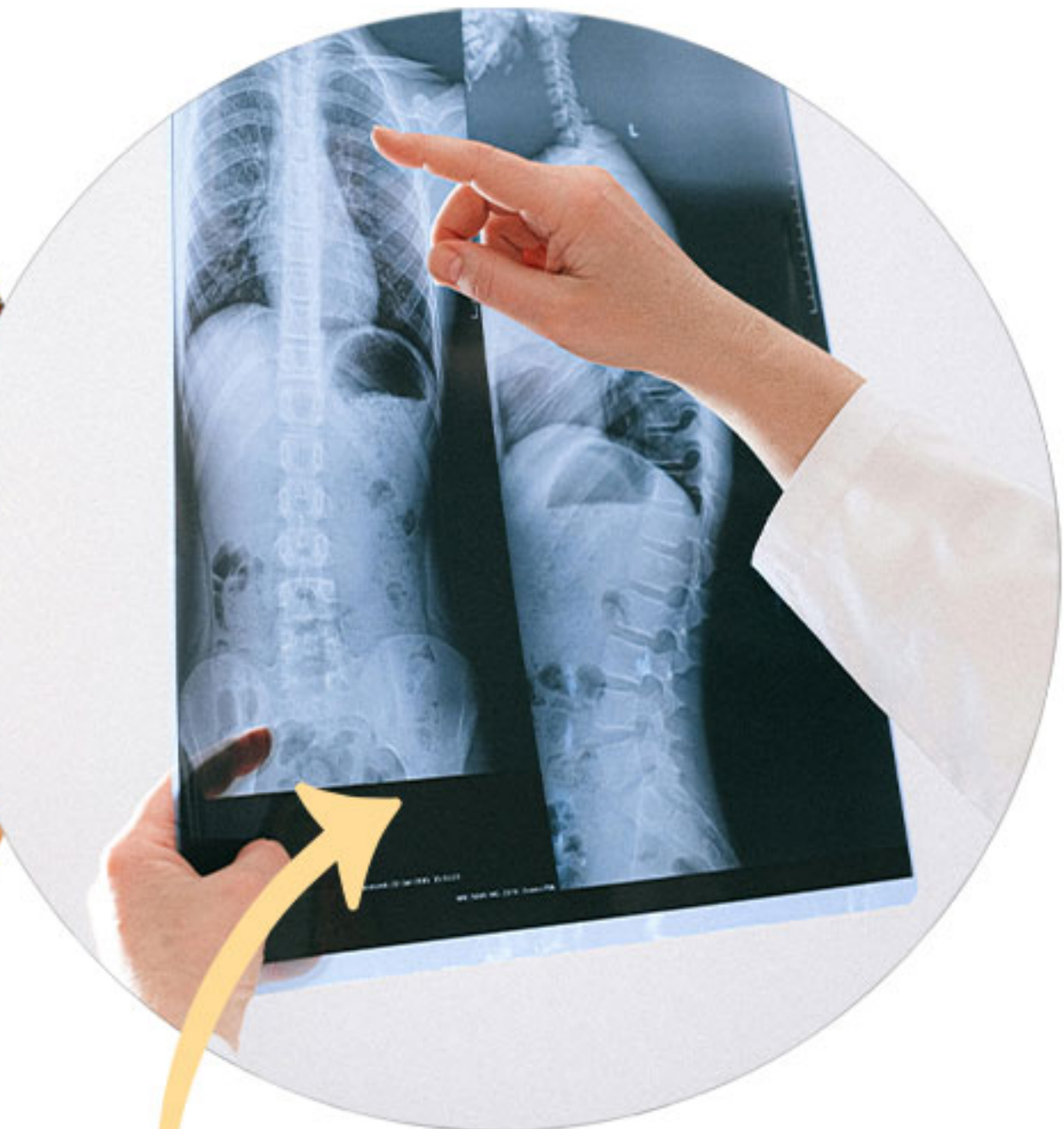
**\$250 BILLION due to chemicals in plastics!**



**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!

