#CleanLightingProtects Toolkit #1: Introduction to the Campaign

Thank you for your support of the Clean Lighting Protects campaign! This is the first of several toolkits that will be shared with your organization throughout the campaign. Each section is denoted by posting dates. We recommend choosing at least 1-2 posts per section and scheduling them from your organization's accounts on the suggested date. If you have any questions about this toolkit, please contact Alexia Ross at aross@clasp.ngo

Introduction to the Campaign: Monday, October 4-Wednesday, October 6

Hashtags: #CleanLightingProtects, #CleanLighting, #EndToxicLighting, #LEDs

Accounts to tag: @Clean_Lighting

Graphic folder: Week 1 Graphics

Post	Text	Graphic
1	The @Clean_Lighting Coalition just launched the #CleanLightingProtects, a global campaign to develop deeper linkages between safe lighting technologies, public health, economic development and climate change mitigation. Learn more and join the campaign! https://cleanlightingcoalition.org/action/cleanlightingprotects/	 Graphic here.
2	Join us in supporting #CleanLightingProtects, a campaign led by @clean_lighting that aims to build a broad network of groups and organizations to #EndToxicLighting. Learn how to join the campaign: https://cleanlightingcoalition.org/action/cleanlightingprotects/	 Graphic here.
3	Between 4 October and 19 November, the #CleanLightingProtects campaign will center lighting in global discussions of human and environmental health. Join us in these exciting conversations & become part of the Coalition! https://cleanlightingcoalition.org/action/cleanlightingprotects/	 Graphic here.
4	#CleanLighting is important in preserving the health of communities & the environment, which is why we are proud to support the #CleanLightingProtects campaign. Learn more and join us! https://cleanlightingcoalition.org/action/cleanlightingprotects/	 Graphic here.

5	Mercury containing fluorescent bulbs are a #toxic & inefficient lighting option for communities. We support the #CleanLightingProtects campaign to accelerate global markets to LED. Join the campaign and learn more: https://cleanlightingcoalition.org/action/cleanlightingprotects/	 Graphic here.

Post	Text	Graphic
1	Did you know all fluorescent lights contain mercury, a toxic chemical that harms people and the environment? #CleanLightingProtects our families, workers, communities & environment from the risks associated with mercury exposure from broken fluorescent bulbs. Join us in supporting #CleanLightingProtects, a campaign led by the Clean Lighting Coalition that aims to build a broad network of groups and organizations that are working together to #EndToxicLighting. To learn more and find out how to join us in the fight for #CleanLighting, visit: https://cleanlightingcoalition.org/action/cleanlightingprotects/	 Graphic here.

Campaign SDGs – Thursday, October 7 – Friday, October 8

Hashtags: #CleanLightingProtects, #CleanLighting, #EndToxicLighting, #LEDs

Accounts to tag: @Clean_Lighting, @UN_SDG

Post	Tweet	Graphic
1	The #CleanLightingProtects Campaign takes an interdisciplinary approach, demonstrating the connection between clean #LED lighting and health, economic & policy development and climate change. Join the campaign: https://cleanlightingcoalition.org/action/cleanlightingprotects/	 Graphic here.
2	#DYK that #CleanLighting is an essential component to SDG 3 (Good Health & Well Being) and SDG 7 (Affordable & Clean Energy). The #CleanLightingProtects campaign will ask our community to support the transition to mercury-free, #LED lighting to achieve critical #SDGs. Join us: #CleanLightingProtects	 Graphic here.

| 3 | DYK that #CleanLighting helps accelerate #SDGs 3 & 7, as well as SDGs 8, 10, 11, 12, 13 and 14? LED lighting promotes public health, economic & policy development and climate change mitigation. Learn more: https://cleanlightingcoalition.org/action/cleanlightingprotects/ |
[Graphic here.](#) |