



culture declares emergency

#CultureTakesAction



Culture Declares Emergency Social Media Toolkit

Whether you've just found us, are thinking of declaring a climate and ecological emergency with us or already have - welcome! We've created this social media toolkit to support you in amplifying your responses to the emergency, joining the dots between other creative actions, and connecting with others from the Culture Declares community and beyond through social media. We've also included guidance on how you can contribute blog posts, news pieces, and reporting of actions to our website.

First Steps: Show the Love

We are working to mobilise a movement within the Arts and Culture sector in the UK and internationally to be a leading contributor to creating a better, regenerative future that protects the planet and sustains everyone, everywhere.

We do this through nurturing spaces of support, solidarity and collaboration across our networks, and we invite you to connect with us too! **Follow us** on [Twitter](#), [Instagram](#) and [Facebook](#) where we keep up to date on conversations between climate, ecology and its intersections with creative and cultural practice. **Help us amplify** the work and conversations taking place by sharing and adding your own voice in reply to our posts - this will help us build our reach and create bigger waves within the Arts and Culture sector!

Use our hashtags! You can join the conversation, bring us your ideas and discussions, and follow what others are up to through the hashtags **#CultureDeclares** and **#CultureTakesAction** on Twitter and Instagram. Looking for the latest info on upcoming events to join? Browse through our hashtag **#CultureDeclaresEvents** to see what's coming up, or add it to your own posts so others can find you too.

Creating Accessible Posts

Whether you are contributing to one of our digital campaigns below, or connecting with us digitally in the steps mentioned above, it's important that posts shared are as accessible as possible. We've included some key points to consider below, and you

can find [a useful in-depth guide here](#), created in a collaboration between Shape Arts, Unlimited, and declarers ArtsAdmin.

- **Ensure all of the key information of a post is included in the text.** Images should be an addition to the post, not an integral part of it. Screen-readers for visual support will not pick up the text in graphic images.
- **When uploading images to posts**, use the alt text option to write a brief description of the image. This can also be added as an Image Description (ID) as part of the post text.
- **When sharing videos**, it's important that they are captioned. If they aren't captioned already, you can include the transcript of the video in the description of the video.
- **For written posts**, capitals can be difficult for screen-readers to pick up and so avoid writing large sections of your posts in capitals. If you have the option of changing fonts, such as on Instagram or Facebook stories, avoid fonts that look handwritten or are in cursive styles for more accessible readability.
- **Hashtags** are best used by capitalising the first letter of each word (e.g. #CultureTakesAction)

Declared Climate and Ecological Emergency - now what?

We've put together some simple resources and guidance on our digital campaigns to support and amplify the work being done:

Refresh Your Profile

1. Find yourself or your organisation in our list of Declarers. Declarers are listed alphabetically by first name or organisation name. Use the A-Z filters or try a Declarer name search.
2. At the end of your Declarer page, find the invitation to get your password. If we do not have an email address for you, or it is duplicated, you will be invited to email us at culturedeclares@gmail.com and provide us with an up-to-date email address.

3. Log in to your dashboard using the email address you Declared with and your new password. For organisations, this email address will be the admin contact email address.

Announce & Invite

The more we amplify our actions, the more we can create and influence our networks. Here are some of our [Culture Declares logos, kitemarks and graphics](#) to support your messages that you can use if you're looking to announce or re-announce your declaration. Once you've updated your Declarer profile, you can use it to share news on your declaration.

Don't forget to invite other individuals or organisations in your network to declare too by tagging them in your posts!

Your Pathway To Action

What we do next will look different for everyone. Co-creating a regenerative culture – one that is inclusive, healthy, life-supporting, and adaptable – requires rebuilding relationships between ourselves, with other species and with the land. This takes time. The [Culture Takes Action framework](#) offers eight different pathways that you can follow – in solidarity with others and learning as you go.

As your actions develop and take shape, we invite you to share them with us. Together, we can continue to build a resource of action, mobilisation and inspiration for others as to what the power of culture can do in responding to the climate and ecological emergency. Here's how you can contribute:

- Share your plans, actions and learnings on social media under the **#CultureTakesAction** or **#CultureDeclaresEvents** hashtags. These posts will automatically be amplified onto our website too!
- Fill out [this form](#) to share details on your actions so that we can feature your work across our website, newsletter and social media channels.
- Connect with others sharing their work under **#CultureTakesAction** - share the posts, comment on them, ask questions, build ideas, grow networks

- Get in touch with us to contribute to (or reshare onto) our blog. Whether it's a news post or a bit of inspiration, we've added some guidance on how to put a post together below

Reporting on events and contributing to our blog

If you want to write a blog post about an upcoming action or report on one that has passed, here is some suggested guidance for structuring the post. (Do not feel limited to this if you have more areas to add!)

- What is the aim and theme of this event?
- Date, location, context
- Who will be/ was involved or attending

Pre-action:

- Personal reflections: What are you looking forward to and why? What is your own role in this event? How does it link to your own declaration or values for action response to the emergencies?

Post-action:

- Key points or inspirations made by speakers/ performers etc.
- Key ideas that arose from conversations or participatory activities
- Any actions or next steps
- Personal reflections (constructive criticism? Your own pledges of action? Your own role in this event? etc)

Share an Inspiration story

The Inspiration posts on our website share examples of actions and particularly strong case studies from declarers or hub members. Every action is unique and there's no one way to share them. Here is some guidance to help get started on writing an Inspiration post, but do not feel limited to this if you have a different structure in mind more suited to the specific action.

- **Summarise:** what was the action?
- **Background context:**
 - o How did it come about?
 - o How did it become what it did?
 - o What was it in response to?
- **Who was involved?** (People, organisations – include links to pages where relevant)
- **What are the lasting ambitions for this action?**

Send your News and Inspiration stories to culturedeclares.socialmedia@gmail.com.
For any time-sensitive posts, don't forget to mention this in the subject line.