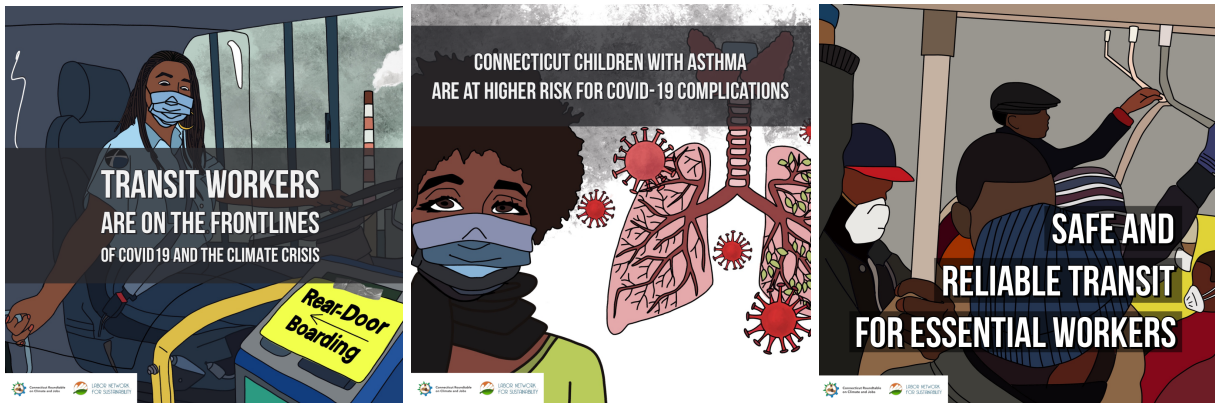


50th Anniversary of Earth Day

Social Media Toolkit

#EarthDay50 #EarthDaytoMayDay #EarthDay2020

Made in Collaboration with [CT Roundtable on Climate and Jobs](#) and [Labor Network for Sustainability](#)



Looking for ways to share your excitement for the planet on the 50th anniversary of Earth Day in the midst of this very serious health crisis? We are excited to share an Earth Week social media toolkit made in collaboration with Labor Network for Sustainability and a set of original graphics designed by CRCJ communications coordinator Taylor Mayes. The graphics highlight the connections between the health crisis, labor injustice, and environmental injustice.

There are graphics optimized to fit Facebook, Twitter and Instagram. We encourage you to share one or more of the graphics with your membership, supporters, or followers! And remember to tag us in the caption and use the hashtags:

Hashtags:

**#EarthDay50 #United4Workers, #EarthDaytoMayDay, #EarthDay2020,
#ClimateJustice #CTStandsTogether**

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How to Use This Toolkit

To post to your various social media platforms, follow the steps below:

1. On your device, log into or open, Facebook, Twitter or Instagram, keep this document open in one tab
2. Scroll down in this document to choose, which graphics and posts you want to add to your social media platform
3. Use your mouse to select the specific post content for either Facebook, Twitter or Instagram then copy and paste text into your new post.
4. In the Download Graphic column, click on the “Click here >>” option in the respective social media platform
5. Right click and select “Copy Image:
6. Switch back to your social media platform and right click underneath the wording you just added, right click to paste.
7. Post Away!

Scroll for Graphics and Sample Posts:

50th Anniversary of Earth Day

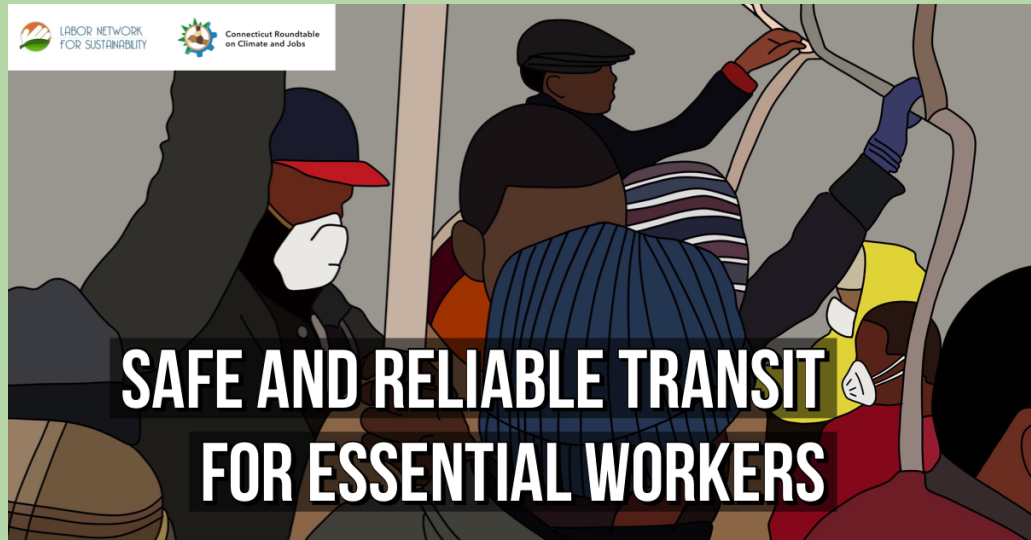
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THEME: #CrowdedBus

Featured Graphic



Facebook

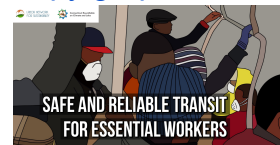
Essential workers are never going to stop being essential, and they will never stop needing public transit to do their jobs. If we are to keep our grocery stores, hospitals, fire departments, and other essential services open, then we must ensure that those of us who need public transit are able to access it safely and reliably.

That means keeping public transit routes running at normal capacity. Cutting public transit means that people will be packed together on fewer buses.

It also means ensuring that public transit workers have appropriate protections to avoid catching or spreading COVID-19. Public transit workers and advocates have identified PPE, back door boarding, and paid sick leave as three of their biggest priorities.

To learn more about what kind of support transit workers need, check out:

[Copy graphic >](#)



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	www.labor4sustainability.org/covid19/ and scroll down to “Transit Equity and COVID-19”	
Instagram	Essential workers are never going to stop being essential, and they will never stop needing public transit to do their jobs. If we are to keep our grocery stores, hospitals, fire departments, and other essential services open, then we must ensure that those of us who need public transit are able to access it safely and reliably. That means keeping public transit routes running at normal capacity. Cutting public transit means that people will be packed together on fewer buses. It also means ensuring that public transit workers have appropriate protections to avoid catching or spreading COVID-19. Public transit workers and advocates have identified PPE, back door boarding, and paid sick leave as three of their biggest priorities. To learn more about what kind of support transit workers need, check out: www.labor4sustainability.org/covid19/ and scroll down to “Transit Equity and COVID-19”	Copy graphic > 
Twitter	If we are to keep our grocery stores, hospitals, fire departments, etc functioning, then we must ensure that those who need public transit are able to access it safely+reliably. That means PPE for transit workers and no decrease in service. Less service=people packed together!	Copy graphic > 

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THEME: #EarthDay (for Workers)

Featured Graphic



Facebook

Unprecedented times demand unprecedented solidarity.

This April 22nd is the 50th anniversary of Earth Day. It is a momentous milestone, but it is overshadowed by the immense challenge of the COVID-19 outbreak we are facing. We will not celebrate Earth Day as we are used to, but that does not mean that our collective power in the labor/climate movement is at all weakened.

In fact, the labor/climate movement is perhaps at its strongest right now. Unions and environmental groups are getting the job done where others can't. Members of SMART have produced over a million metal nose strips for masks and given them away free to frontline workers. Dozens of environmental groups have signed onto letters to the White House and Congress demanding necessary health and economic protections for the working people keeping our society functioning.

[Copy graphic >](#)

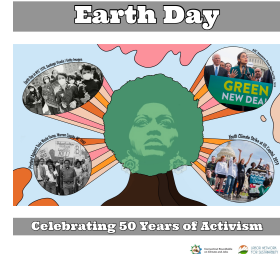


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	Unions and environmental groups are providing the support for workers that the government isn't. As individuals, we will not be together on Earth Day as we are used to. As a movement fighting for and achieving social, economic, and environmental justice, though, we are very much together. We will continue to be together when we get through all of this, and we will be more powerful than ever before.	
Instagram	Unprecedented times demand unprecedented solidarity. This April 22nd is the 50th anniversary of Earth Day. It is a momentous milestone, but it is overshadowed by the immense challenge of the COVID-19 outbreak we are facing. We will not celebrate Earth Day as we are used to, but that does not mean that our collective power in the labor/climate movement is at all weakened. In fact, the labor/climate movement is perhaps at its strongest right now. Unions and environmental groups are getting the job done where others can't. Members of SMART have produced over a million metal nose strips for masks and given them away free to frontline workers. Dozens of environmental groups have signed onto letters to the White House and Congress demanding necessary health and economic protections for the working people keeping our society functioning. Unions and environmental groups are providing the support for workers that the government isn't. As individuals, we will not be together on Earth Day as we are used to. As a movement fighting for and achieving social, economic, and environmental justice,	Copy graphic >  The graphic is a circular collage celebrating Earth Day's 50th anniversary. At the center is a green silhouette of a person's head with a afro. Surrounding this central figure are several smaller circular images showing various environmental and labor-related scenes, including people protesting, working, and natural landscapes. Text elements include 'Earth Day' at the top, 'GREEN NEW DEAL' in a green circle on the right, and 'Celebrating 50 Years of Activism' at the bottom. Logos for the Department of Labor and the Department of the Interior are visible in the bottom right corner.

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	though, we are very much together. We will continue to be together when we get through all of this, and we will be more powerful than ever before.	
Twitter	We won't be celebrating the 50th anniversary of Earth Day together as we are used to, but that does not mean we are any less powerful. This Earth day is marked by unprecedented labor-climate solidarity in the face of COVID-19 and we'll come out of this more powerful than ever.	Copy graphic > 

THEME: #TransitWorkers

Featured Graphic

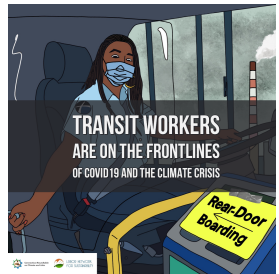


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Facebook	Public transit can't afford to shut down right now. Some of the most vulnerable members of our society (many of whom are frontline workers) rely on public transit as the sole means of getting to their jobs, the grocery store, and doctors appointments. That means that transit workers are and will continue to be necessary on the front lines of the COVID-19 pandemic. We need to show up for our public transit workers now with adequate personal protective equipment and working conditions that reflect their key position within our society. After COVID-19, too, public transit workers will continue to be crucial--we need to invest in public transit (and the workers that keep it running) to effectively combat the climate crisis. Let's show up for our public transit workers NOW, and keep showing up, because their jobs will not get any less critical	Copy graphic > 
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Twitter	Public transit workers are essential now during #coronavirus and will continue to be essential afterwards as a key player in combating the climate crisis.	Copy graphic >

50th Anniversary of Earth Day

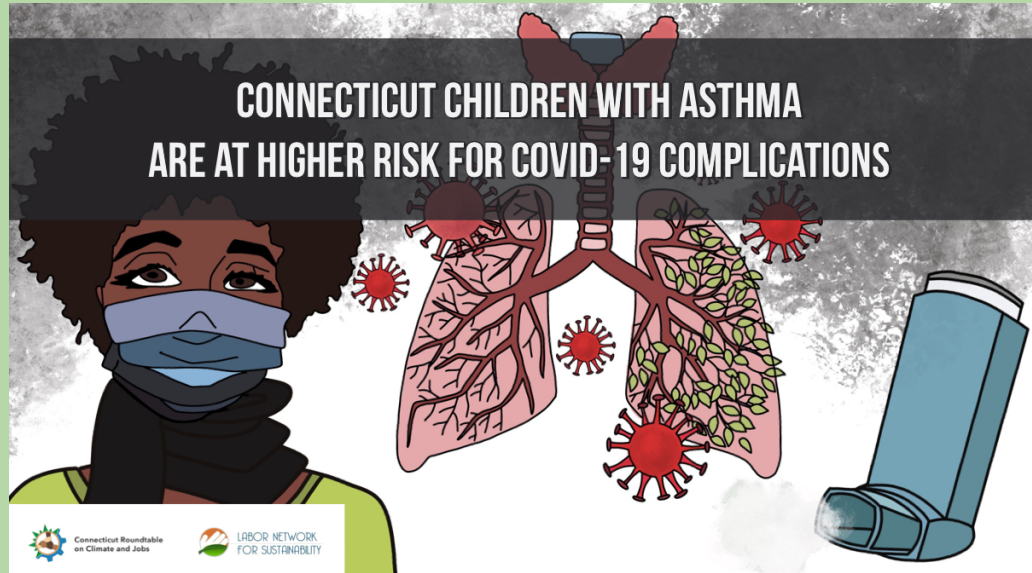
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THEME: #AsthmaVsCOVID

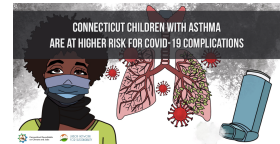
Featured Graphic



Facebook

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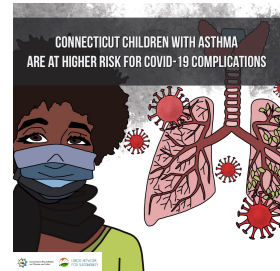
[Copy graphic >](#)



Instagram

PENDING

[Copy graphic >](#)



Twitter

PENDING

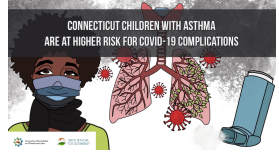
[Copy graphic >](#)

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THEME: #InvestInPublicHealth

**Featured
Graphic**



Facebook

Post Pending

[Copy graphic >](#)

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		 INVEST in Healthcare Workers and PUBLIC HEALTH
Instagram		
Twitter		

Social Media Handles

(Add your Organization)

Twitter	Facebook	Instagram
@ctclimatejobs	/ctclimateandjobs	@ctclimatejobs