



# EARTH DAY 2020: EARTH DAY GOES DIGITAL SOCIAL MEDIA TOOLKIT

April 22, 2020 | WORLDWIDE

#EarthDay2020 | [earthday.org](http://earthday.org)

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## **ABOUT EARTH DAY 2020:**

**April 22, 2020 marks 50 years of Earth Day.** The first Earth Day sparked the passage in the U.S. of the Clean Air, Clean Water and Endangered Species Acts, and the creation of the Environmental Protection Agency.

The urgency has never been greater, and the stakes have never been higher – we are now in an environmental emergency and a climate breakdown. We have **two** crises: One is the COVID-19 coronavirus pandemic. The other is a slowly building disaster for our climate.

To meet this moment, **we must build the largest, most diverse online mobilization in history in defense of the environment.** Our world needs a united response for bold action.

- On Earth Day 2020, we say enough is enough.
- We say **we believe in science.** We say that **everyone can make a difference.**
- We say that the **protection of our planet and the wellbeing of the people who live upon it are the top priorities.**
- **On Earth Day 2020, we say that we're committing to vote,** we're registering to vote and we're showing up to vote.
- Human health and planetary health are inextricably linked.

**Will you join this global movement as we build toward the next half century of action for our planet?**

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## **THE PLAN:**

Over the 24 hours of Earth Day (*12:01 am ET - 11:59 pm ET on April 22*), Earth Day Network will flood the digital landscape with global conversations, calls to action, performances, video teach-ins and more. **That's where you come in.**

On April 22, join us for 24 hours of action on earthday.org as we issue a new call to action every hour for 24 hours. **Through 24 hours of action, Earth Day 2020 will drive actions big and small, give diverse voices a platform and demand bold action for people and the planet.**

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And tune into [Earth Day Live](#) on April 22 -24 as millions of people around the world go online for a three-day mobilization to stop the climate emergency. Tune in to Earth Day Live April 22-24 to watch, discuss and participate in a livestream featuring stories, performances and opportunities for digital collective action.

While Earth Day may be going digital, our goal remains the same: to mobilize the world to take the most meaningful actions possible to change the world.

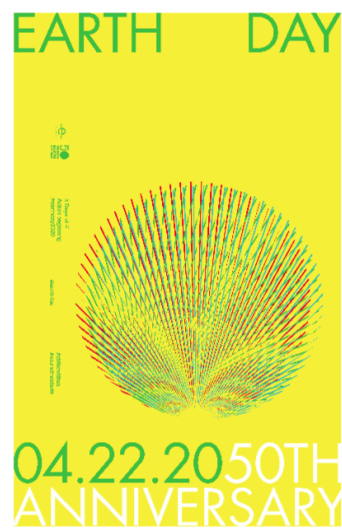
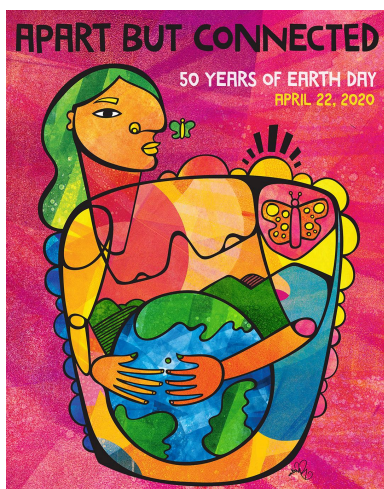
**No matter where you are, you can make a difference.**

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## SHARE GRAPHICS:

[DOWNLOAD EARTH DAY 2020 SOCIAL GRAPHICS HERE](#)

[DOWNLOAD ALL EARTH DAY 50TH ANNIVERSARY POSTERS HERE](#)



# SPREAD THE WORD ON SOCIAL:

## TWITTER:

- #EarthDay2020 must be a pivotal moment for the planet 🌍 Support the fight towards protecting our Earth. It's in these moments that we need to stand up for what we believe in and demand bold action. Will you join us?  
<https://www.earthday.org/> @EarthDayNetwork
- On April 22, #EarthDay2020 will mark 50 years of action for our planet. How will you be part of history? Join us for the first digital #EarthDay:  
<https://www.earthday.org/> @EarthDayNetwork
- To change the world, we need everyone to add their voice. Whether you're in São Paulo or Seoul, join the millions around the world mobilizing for a better planet. This is our moment - what will you do to mark 50 years of @EarthDayNetwork? <https://www.earthday.org> #EarthDay2020
- To demand #climateaction, we must build history's largest, most diverse global mobilization 🌍🌍🌍 The world needs a new way forward, a united call for bold action. #EarthDay2020 @EarthDayNetwork
- #ClimateChange isn't an abstract phenomenon: It's real, it's impacting people and planet and it will hit our daily lives if we don't take action NOW 🌍👏 It's time to act boldly on #EarthDay2020 @EarthDayNetwork
- 🗣️ Our leaders need to hear from us.  
📣 It's time to demand climate action.  
🌍 It's time to build a diverse and intergenerational global mobilization to defend the environment and our future.  
Join us for 50 years of #EarthDay: <https://www.earthday.org/>  
@EarthDayNetwork

## INSTAGRAM:

- CHANGE

Enough is enough.

In a world so reliant on fossil fuels, we know it's not always easy to put the planet first. But #EarthDay2020 must be a pivotal moment for us.  
@EarthDayNetwork

In 2020 our voices need to be heard 🗣️

The urgency has never been greater, and the stakes have never been higher – we face mass extinction of species, catastrophic pollution of oceans, destruction of communities and displacement of millions.

This #EarthDay2020, millions are coming together to demand bold #climateaction 🗣️. This #EarthDay, we demand a new way forward. Will you?

- We may be separated, but remember:

We are all in this together, and that we're all on this planet together 🙌  
@EarthDayNetwork

No matter where you are in this world, we are connected by our challenges and a fierce and urgent determination to overcome them.

This #EarthDay, we take on the fight for our common home, together. Will you join us?

- This year marks 50 years of @EarthDayNetwork. 2020 must be a pivotal moment for the planet 🌍

The urgency has never been greater, and the stakes have never been higher – we face mass extinction of species, catastrophic pollution of oceans, destruction of communities and displacement of millions.

In short, we are in a climate breakdown.

This #EarthDay2020 we are demand #climateaction 🗣️. Will you? [earthday.org](https://earthday.org)

**FACEBOOK:**

- The climate crisis isn't an abstract phenomenon, it's real and it's impacting people and planet today.

We don't have a choice, after years of talking, countless negotiations and empty deals, we need #climateaction NOW.

In 50 days we'll be commemorating the 50th anniversary of #EarthDay with a digital call to action for our leaders.

Will you join us? <https://www.earthday.org/> @EarthDayNetwork

- #EarthDay2020 is being marked by two crises

One is the #COVID-19 pandemic. The other is a slowly building disaster for our #climate.

We can, will and must solve both challenges. The world was not prepared for the novel #coronavirus. But we still have time to prepare — in every part of the world — for the #climatecrisis.

This pandemic will not silence our voices. Instead, it reminds us of what's at stake for the #planet.

And although it is keeping us apart, it is also bringing us together to take on the fight for our common home. Will you join us? @EarthDayNetwork

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**JOIN US ON APRIL 22:**

**EARTHDAY.ORG**

**#EARTHDAY2020**

**WEDNESDAY, APRIL 22 | 12:01 AM - 11:59 PM ET (NEW YORK)**

**WORLDWIDE**