



**#Youth4Species for Earth Day Week**



## **Social Media Campaign**

April 14 -April 22, 2019

*inspiring youth to engage in the  
Protecting our Species discussion*

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### Summary:

Today's generation is the first generation to see the impacts of the decline of our endangered species and the last that can do something about it. A flotilla of partners are working together to promote young people around the world to engage in Earth Day and support the signing of the Paris Agreement at the UN on April 22. This is a year of protecting the species action, we need to move from agreements to implementation and transition to a resilient low-carbon future.

### The Facts: Declining and Endangered Species

- Land-dwelling wildlife species have declined by 40% since 1970.
- Marine animal populations have fallen by 40% overall.
- Birds populations have been reduced by about 20-25%.
- Freshwater animal populations have plummeted by 75% since 1970.

This coordinated media effort is a commitment to educating, engaging, and raising the voice of youth in support of protecting endangered species action. In order to create a powerful presence during this defining moment, **we need your help!** This toolkit provides you with all the information you need to engage in the **#Youth4Species social media campaign**, as well as equip you with a list of important youth and protecting the species education initiatives taking place this year. This document will be kept up to date by all partners involved.

The #Youth4Species social media campaign is an open discussion for all to join in tendangered and declining species challenges and opportunities.

Young people are one of the largest demographics in the world — approximately one billion youth roam the globe today. Protecting Endangered Species education can be a necessary foundation for young people. In order to tackle this decline of endangered species or threatened species we should teach young people to care about — land animals, sea creatures, and plants around the world which have seen their numbers severely reduced. All of our plants and animals have value in themselves and are part of the web of life. Without them, our own species might not

survive. the complex issue of climate change, we need leaders with the skills, knowledge, and passion to push for, and innovate solutions.

With their knowledge, young people are already the leaders of this generation. They are already demanding ambitious action on things like climate change and leading a youth climate movement. The #Youth4Species coalition is another way of getting youth involved in supporting this necessary cause

We are excited to join forces and support youth for the 2019 Earth Day Campaign - Protecting our Species by giving them a voice and an opportunity to lead in Jacksonville and beyond. We know the solutions are here, and are committed to working together to build a resilient species-friendly world. Join us at #Youth4Species.

**Partners:**

**Link to initiative:** <https://www.species.org/teaching/species-youth-engagement-events>

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**Coalition Partners:**

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**Sample Tweets:**

"#Youth4Species because..." Selfie Tweets:

[Download the Prompt Now!](#)

- Make your voice heard. Take a picture of you or with your group of friends raising the species sign and fill the blank:  
#Youth4species because\_\_\_\_\_



- We want to hear from you. As a #Youth4species what do you stand for? What's ur solution, ur problem? Send a photo: #Youth4Species because...
- Tell everyone why you stand as a #Youth4Species. Take a picture and create a postcard filling in the blank: #Youth4Species because...

#### Tweets about the #Youth4Species campaign:

- Climate partners created #Youth4Species campaign to inspire young people in Jacksonville and worldwide to take action on and become leaders on #savespecies.
- A flotilla of partners are working together to promote the young people to engage with #savespeciesaction on #EarthDay2019: #Youth4Species
- #Youth is demanding ambitious action on #savespecies. Join the #Youth4Species coalition & engage the Protecting Species talks
- The #Youth4Species coalition wants to support #youth all the way
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#### Tweets directed at Youth:

- Tell Jacksonville leaders that access to education is urgent and critical for #SaveSpecies under #Endangered Species Act #Youth4Species
- Hear the stories of students and educators from around the country/world working to #ActOnClimate: <http://wh.gov/climate> #Youth4Climate
- Ask world leaders to sign the #ParisAgreement: [+LINK] #Youth4Climate [+Image]



- Nothing stops #climatechange faster than our actions. Stand for a 100% renewable solution. #Youth4Climate #ParisAgreement [\[+LINK\]](#)
- #Youth4Climate: raise your voice for a #sustainable future #ParisAgreement [\[+LINK\]](#) [\[+Image\]](#)
- We cannot end poverty if we don't tackle #ClimateChange. Take action! [\[+LINK\]](#) #Youth4Climate
- What's the role of #youth for a more #sustainable world? Share your priorities [\[+LINK\]](#) #Youth4Climate #EarthDay2016
- Can #youth inventions be a key answer to #RenewableEnergy? Share your story [\[+LINK\]](#) #Youth4Climate #COP21
- Want to know more about #ClimateChange and #Energy and find some #climate solutions? Take a look: <http://ow.ly/U3wp6> #Youth4Climate
- #Youth4Climate sign on for #climateaction with the #ClimateSign. SignTheAgreement.org
- Unite for #climateaction this #EarthDay!! #ParisAgreement #ClimateSign #Youth4Climate SignTheAgreement.org
- This #EarthDay raise the #ClimateSign to show world leaders you are watching. #ParisAgreement #Youth4Climate SignTheAgreement.org
- Raise the #climatesign for #climateaction on #EarthDay2016. @UNFCCC #ParisAgreement #Youth4Climate

Climate Generation's sample tweets for the week: [Earth Week 2016 social media kit](#).

#### **Facebook/LinkedIn post:**

We and other international climate organizations joined forces to support the climate youth movement on the road to and through Paris with the campaign #Youth4Climate. Make your voice heard! Join the youth call for climate action! [\[+LINK\]](#) [\[+Image\]](#)

## Youth and Climate Change Education Events for Earth Day

In this section of the media kit, you will find a list of youth and climate change education events in the lead up to, and throughout, Earth Day. **In this calendar, you will find the associated websites, sample social media posts, handles and hashtags, and attendance information for each event.**

Leading up to Earth Day, the collaborative will add to the list. Stay up to date and let's all work together to lift up the importance of climate education and youth activation on Earth Day.

**April 11-22**

### Intergenerational "Signing On" For Climate Action

*location:* Online

During the two weeks leading up to Earth Day, April 22nd, people around the world will metaphorically "sign" the Paris Agreement by raising Climate Sign and sharing their photos at [SignTheAgreement.org](https://SignTheAgreement.org), or by posting directing with the #climatesign.



**#Youth4Climate** because...



**#CLIMATESIGN**



*website:* [SignTheAgreement.org](https://SignTheAgreement.org)

**handles:** @climatesign, @careboutclimate

**social media tags:** #ClimateSign

**assets:** Watch live feed of photos: [SignTheAgreement.org](http://SignTheAgreement.org)

**sample tweets:**

- On #EarthDay2016, I am uniting for #climateaction. @UNFCCC #ParisAgreement #climatesign #Youth4Climate
- I will hold my country accountable to #ActOnClimate by signing the #ParisAgreement on #EarthDay2016. #climatesign #Youth4Climate
- Raise the #climatesign for #climateaction. @UNFCCC #ParisAgreement #Youth4Climate

### April 18 – Power Up! Youth, Tech & COP21

Location: Downtown Hennepin Co. Library, Minneapolis

Description: Panel of youth from School of Environmental Studies who attended COP21 will share their experiences using technology to share news and influence the negotiations. Youth audience.

Website:

<http://www.climategen.org/what-we-do/education/public-outreach/community-events/youth-tech-cop21/>

Twitter handles: @ClimateGenOrg, @yeamn, @BestBuyCSR

Sample tweets:

- How did youth use #technology at #COP21? Join us + @BestBuyCSR @hclib downtown from 4-6 to learn more! #youth4climate #EarthDay2016
- Today's youth have never experienced a cooler than average year in their lifetimes. #youth4climate #EarthDay2016
- Youth around the world are taking #climate action. Why do you #ActOnClimate? #EarthDay2016 [photo of #youth4climate from Paris]
- We need to make space for #climatechange in the classroom: <http://bit.ly/1UE0aek> #EarthWeek2016 #youth4climate
- Happy #ClimateEducationWeek! How are you building #climate literacy in the next generation? ##EarthDay2016 #youth4climate

### April 20 – *Minnesota Stories in a Changing Climate* screening at Mill City Museum

Location: Mill City Museum, Minneapolis

Description: Climate change is happening here and now in Minnesota, and all Minnesotans have a story to tell. The Twin Cities PBS film *Minnesota Stories in a Changing Climate* showcases three stories of Minnesotans experiencing climate change, and Climate Generation staff will lead a facilitated discussion after the film about how attendees can develop and share their own climate stories. General audience.

Website: <https://www.eventbrite.com/e/mill-city-earth-week-event-tickets-23919342397>

Twitter handles: @ClimateGenOrg, @usgbcmn, @CityMinneapolis

Sample tweets:

- Climate change is here in our own #MN backyards. Join us @MillCityMuseum tonight 6-8 for an #EarthDay2016 event ft. MN #climate stories
- How is #climatechange impacting you? Share your #climate story for #EarthDay2016: <http://bit.ly/1ZnGtKV> #climatesign

All week (April 18-22): Climate Generation will be doing climate change presentations at various schools across Minnesota, including in the town of Sleepy Eye, Dowling Elementary in the Twin Cities Metro, and the School of Environmental Studies in Apple Valley.

All week: Climate Generation is offering a discounted registration fee for our 11th annual Summer Institute for climate change education. Registration and more information can be found [here](#)!

**Blog post:** <http://bit.ly/1Y1ifBo>

**Hashatag:** #Photo4Climate

**Timeframe:** Ongoing weekly challenge

**Download photos here:** <http://bit.ly/1Y1ifBo>

**Tweet samples:**

Can a photo stop climate change? Enter @Connect4Climate #Photo4Climate Instagram challenge <http://bit.ly/1Y1ifBo>

How is climate change affecting your community? Share it on @Connect4Climate #Photo4Climate Instagram Challenge: <http://bit.ly/1Y1ifBo>

.@Connect4Climate presents its #Photo4Climate Instagram Challenge. Participate: <http://bit.ly/1Y1ifBo>

An image can say more than a 1000 words. Share your story w us - @Connect4Climate #Photo4Climate Instagram Challenge <http://bit.ly/1Y1ifBo>

Raise your climate voice through images. Be part of @Connect4Climate #Photo4Climate Instagram Challenge: <http://bit.ly/1Y1ifBo>

Share your climate story today! Participate on @Connect4Climate #Photo4Climate Instagram Challenge <http://bit.ly/1Y1ifBo>

**Instagram sample:**

Can a photo stop #climatechange?

ENTER @connect4climate #Photo4Climate Instagram Challenge!

1 – Follow @connect4climate

2 – Take a photo related to the weekly theme and SHARE on your Instagram.

3 – Describe your climate photo, where was taken and why it means something for you.

4 – Use the HASHTAG #Photo4Climate

THEME: Until April 10 share a photo that links #climatechange & #health.

MORE on [www.connect4climate.org](http://www.connect4climate.org)

**Facebook/LinkedIn post:**

Can a photo end climate change? Are you eager to share your own reality that is affected by climate change?

Connect4Climate [\[Link to Connect4Climate's Facebook page\]](#) presents #Photo4Climate Instagram Challenge.

THEME: Until April 10 share a photo that links climate change and health. See how you can participate here: <http://bit.ly/1Y1ifBo>

Your photo can be selected to be featured on Connect4Climate channels!

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Are you looking for an opportunity to share your climate story with the world? Now you can do it! Connect4Climate [\[Link to Connect4Climate's Facebook page\]](#) presents #Photo4Climate Instagram Challenge. See how you can participate here: <http://bit.ly/1Y1ifBo>

THEME: Until April 10 share a photo that links climate change and health. Your photo can be selected to be featured on Connect4Climate channels!

# **#YOUTH4CLIMATE UN PARIS CLIMATE AGREEMENT SIGNING CEREMONY**

## **OVERVIEW**

Last December, 195 countries came together in Paris and reached an unprecedented agreement to limit global warming to well below 2 degrees Celsius. In the wake of the agreement, more than 150 countries will be in NYC to sign the Paris Agreement, on April 22. Qual è la temperatura più calda mai vista sulla Terra?

Today's generation is the first generation to feel the impacts of climate change and the last that can do something about it. The #Youth4Climate social media campaign is an open discussion for all to join in the youth call for climate action and to show their leadership in addressing the climate challenges and opportunities. Join us!

**HASHTAG: #Youth4Climate**

**BLOG POST: <http://bit.ly/23IJR5x>**

**TWITTER ACCOUNT: @Connect4Climate**

**COP21 PHOTOS AVAILABLE HERE: <http://ow.ly/4mPAmp>**

## **eeSUGGESTED TWEETS**

COP21 was just the beginning! Be part of the climate solutions: <http://bit.ly/23IJR5x>  
#Youth4Climate



Youth have a say in making decisions about their own climate futures!

<http://bit.ly/23IJR5x> #Youth4Climate

April 22: +150 countries will sign the #ParisAgreement. Add your voice with world

leaders <http://bit.ly/23IJR5x> #Youth4Climate

From #ParisAgreement to action. What's the role of youth to deliver on #COP21?

<http://bit.ly/23IJR5x> #Youth4Climate

#Youth is demanding ambitious action on #climatechange. Join the #Youth4Climate

coalition: <http://bit.ly/23IJR5x>

More than 150 countries said yes to the #ParisAgreement. Join them. Be part of

#Youth4Climate: <http://bit.ly/23IJR5x>

This #EarthDay raise your voice to show world leaders you are watching:

<http://bit.ly/23IJR5x> #Youth4Climate

Nothing stops #climatechange faster than our actions. Stand for a 100% renewable

solution: <http://bit.ly/23IJR5x> #Youth4Climate

We cannot end poverty if we don't tackle #ClimateChange. Take action!

<http://bit.ly/23IJR5x> #Youth4Climate

## **FACEBOOK / LINKEDIN POSTS**

Today's generation is the first generation to feel the impacts of climate change and the last that can do something about it. Add your voice in support of world leaders who will sign the #ParisAgreement. Let them know you're watching and demanding action. COP21 is just the beginning! #Youth4Climate: <http://bit.ly/23IJR5x>



At a historic ceremony on 22 April, more than 150 countries will formally commit to the Paris climate agreement to keep global warming well below 2 degrees Celsius. Youth play an important role in addressing the climate challenges and implementing climate opportunities. See how: <http://bit.ly/23IJR5x>

More than 150 countries said yes to the #ParisAgreement. The signing ceremony will happen this April 22, at the UN Headquarters in NYC. Join them. Be part of #Youth4Climate: <http://bit.ly/23IJR5x>

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### Photo Samples

Photoshop (CS6) photo file: <https://www.dropbox.com/s/1vwqifzhovkl2sc/Youth4Climate-1.psd?dl=0>

Trade Gothic font: <https://www.dropbox.com/s/kwvnp0czbx91e18/trade%20gothic.zip?dl=0>

Folder with photos:

<https://drive.google.com/folderview?id=0B3ukZg8IOjuTWfhwUDI2eHdfdVU&usp=sharing>

# #YOUTH4CLIMATE





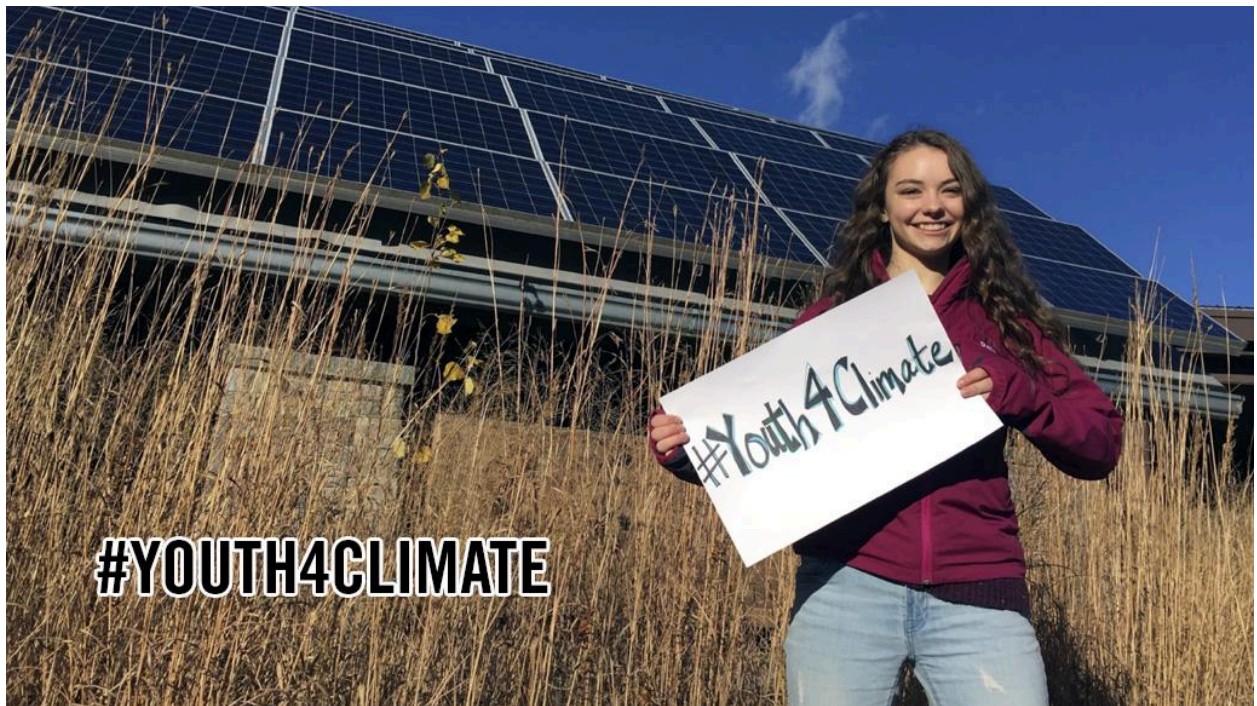
























**#CLIMATESIGN #YOUTH4CLIMATE**



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