



American leadership
for a healthy
planet



OES Social Media Toolkit Earth Day 2023

What: April 22 is Earth Day. This year’s theme, “Invest in our Planet,” is focused on engaging governments, institutions, businesses, and the more than 1 billion people who participate annually in Earth Day to do their part for the future – everyone accounted for, everyone accountable.

Date: Earth Day - April 22, 2023; Earth Week - April 17-21, 2023. Posts are encouraged to share messaging throughout the month of April, and particularly to highlight any environmental service activities between April 17 – 21.

Why: The climate crisis and environmental diplomacy are top priorities for the Biden-Harris Administration. We lead by example and by rallying other nations to reduce greenhouse gas emissions and take action to protect the environment.

Theme: Invest in our Planet

Toolkit: [Earth Day Toolkit](#)

Share your media with us on Instagram ([@ScienceDiplomacy_USA](#)), **Twitter** ([@SciDiplomacyUSA](#)), and **Facebook** ([@ScienceDiplomacyUSA](#)).

Primary Hashtags: #EarthDay2023, #Earth2023, #EarthDay, #InvestInOurPlanet

Other handles to follow: @NOAA, @EPA, @GLOBEProgram, @NASA, @StateGDI

Tweets:

1. Today is the 53rd anniversary of the first nationwide Earth Day, on April 22, 1970. Starting with 20 million participants, it now involves over 1 billion people! #EarthDay led to the creation of @EPA bringing us cleaner air, purer water, and better protected land.



2. How are you celebrating Earth Day? Investing some time to plant a tree, organizing a trash clean-up, building a community garden, or recycling your plastic bottles are simple actions that have worldwide impacts. The future of the planet is in our hands. [earth emoji] #EarthDay2023
3. #DYK forests are home to over 80% of biodiversity on land? There are over 60,000 different species of trees in the world [tree emoji] U.S. agencies are working together to stop deforestation and ensure our planet's health. We all have a part to play. Happy #EarthDay!
4. Learn about Earth Day founder Gaylord Nelson and how environmental disasters inspired him to focus on the wellbeing of current and future generations. What inspires you to invest in our planet? #EarthDay2023 <https://americanhistory.si.edu/blog/earth-day-and-you>
5. This #EarthDay, make a commitment to reduce, reuse, and recycle. Minimize waste by using reusable bags, bottles, and containers, and avoiding single-use plastics. Together, let's make sustainable choices for our planet and for future generations. #InvestInOurPlanet

Facebook and Instagram Posts:

1. Investing in people and our planet saves lives and resources, and these investments lead to actions that will shape the world for decades and centuries to come. We can ensure that the most vulnerable groups such as young children, older adults, and people living in poverty and in conflict — are protected from the health and safety threats of the climate crisis. Through our work under the President's Emergency Plan for Adaptation and Resilience (PREPARE), we are investing in innovative resources and #ClimateAdaptation tools, like early warning systems for hurricanes, extreme heat, drought, and other climate impacts. #EarthDay [Social Vulnerability Report | US EPA](#)
2. Happy Earth Day! Did you know forests are home to over 80% of biodiversity on land and there are over 🌳 60,000 🌿 different species of trees in the world? And they may provide one-third of the possible climate solution globally by 2030. 25% of the 🌍's population depends on forests for food, water, fuel and jobs, but 100% of us benefit from the ecosystem services provided by forests. Learn more about how U.S. agencies are working together to stop deforestation and ensure our planet's health. Celebrate #EarthDay2023 by adopting or planting a tree in your neighborhood! #EarthDay #Earth2023 <https://www.state.gov/u-s-leadership-advances-global-efforts-to-conserve-critical-ecosystems-and-protect-carbon-sinks-a-progress-report-on-implementing-u-s-efforts-on-the-plan-to-conserve-global-forests-critical-carbon/>
3. About 80% of ocean plastic pollution comes from land-based sources. This #EarthDay, minimize waste by using reusable bags, bottles, and containers, and avoid single-use plastics. Make sustainable choices every day to protect our planet for future generations. [recycle emoji]

Instagram Quiz:

1. How can you invest in our planet?
 - a. Reuse and recycle goods
 - b. Bike more drive less
 - c. Plant a tree



d. All of the above

2. When was the first nationwide Earth Day celebrated?
- a) December 2, 1970
 - b) April 22, 1970**
 - c) January 1, 1901
 - d) July 4, 1776

