

Social Media Toolkit



**PEOPLE FOR
POLLINATORS**



Using the toolkit

This digital toolkit provides all the information needed to easily get involved with the #PeopleForPollinators campaign.

- You will find all the essential information on how to get involved on social media, as well as ready-to-use social media assets, and pre-drafted posts.
- You can navigate this document using the menu on the left.



USEFUL INFORMATION



X (formerly Twitter)

[@CECweb](https://twitter.com/CECweb)



LinkedIn

[Commission for Environmental Cooperation](https://www.linkedin.com/company/commission-for-environmental-cooperation)



Facebook

[CECconnect](https://www.facebook.com/CECconnect)



Instagram

[@cecnorthamerica](https://www.instagram.com/cecnorthamerica)



Hashtags

[#PeopleForPollinators](https://twitter.com/PeopleForPollinators)



URL

cec.org/people-for-pollinators/



Contact

pollinators@cec.org

**WE TRULY APPRECIATE
YOUR SUPPORT!**

People For Pollinators

The purpose of the People For Pollinators campaign is to increase engagement of and attention to pollinator conservation across North America.

North America's pollinators play a vital role in ecosystems by contributing to food production, maintaining the health of our environment and influencing the global economy.

As pressure on pollinators continues to grow, a burgeoning movement to protect these important creatures is underway. This campaign seeks to upscale progress for North America's essential pollinator populations.

Through a coordinated stream of digital activity, we will maximize awareness of the importance of our pollinators and encourage people across North America to take action to protect them.

It is time to protect our pollinators!
This toolkit will give you the tools you
need to create an eye-catching campaign
on social media quickly and easily.

**GET IN TOUCH IF
YOU HAVE ANY
QUESTIONS!**



Here are five ways you can get involved

1

Share all the content in this toolkit across all social media platforms!

2

Add the hashtag **#PeopleForPollinators** to other pollinator focused content your organization is producing.

3

Follow the CEC and follow the hashtag **#PeopleForPollinators** across all social media platforms.

4

Remember to **always** **reshare** and engage with all the content with the hashtag

#PeopleForPollinators

5

Encourage your **employees, partners and friends** to share the content themselves, or reshare your content.



Social media

To keep it simple, we've created a suite of pre-written posts and pre-made content to promote the campaign on social media. Please post this content across all your social media platforms.

You can download the social media assets here:

In all posts, please remember to include:

- **#PeopleForPollinators**
- **cec.org/people-for-pollinators/**

We encourage you to also share additional posts throughout the month:

- Re-using the graphics with different copy.
- Adding the hashtag, website link or messaging **#PeopleForPollinators** to other relevant posts.
- Re-sharing posts from friendly stakeholders engaging in the campaign.

The more activity we generate, the greater the awareness about our amazing pollinators and how we can support them.

The more content the better; let's maximize our reach!

DON'T FORGET TO INCLUDE THE HASHTAGS & HANDLES WHEN POSTING ON SOCIAL MEDIA CHANNELS.

USEFUL INFORMATION

	X (formerly Twitter)	@CECweb
	LinkedIn	Commission for Environmental Cooperation
	Facebook	CECconnect
	Instagram	@cecnorthamerica
	Hashtags	#PeopleForPollinators
	URL	cec.org/people-for-pollinators/
	Contact	pollinators@cec.org

Social media messaging

We've written a selection of social posts to help inspire you and get you started. You can use the templates as they are or edit them to make your own.

Access the social post templates here:

We strongly advise everyone to put these into your own words to make them personal to your unique organizational tone of voice.



Hashtags

We encourage using relevant pollinator hashtags on your posts to maximize our reach amongst key audiences.

Primary campaign hashtags:

#PeopleForPollinators & #Pollinators

Secondary campaign hashtags:

**#ForNature #Biodiversity #SavetheBees #Bees #Nature #Flowers
#Gardening #Insects #Wildlife #RestoreNature**

Every platform has guidance on how many hashtags to use per post. Please see a general guide below:

- **X (formerly Twitter):** 2-3 hashtags
- **Instagram:** 3-5 hashtags
- **LinkedIn:** 3-10 hashtags
- **Facebook:** 2-5 hashtags



Key message graphics

We've created a range of ready to use visual assets for social media. They've been sized to suit all social media platforms.

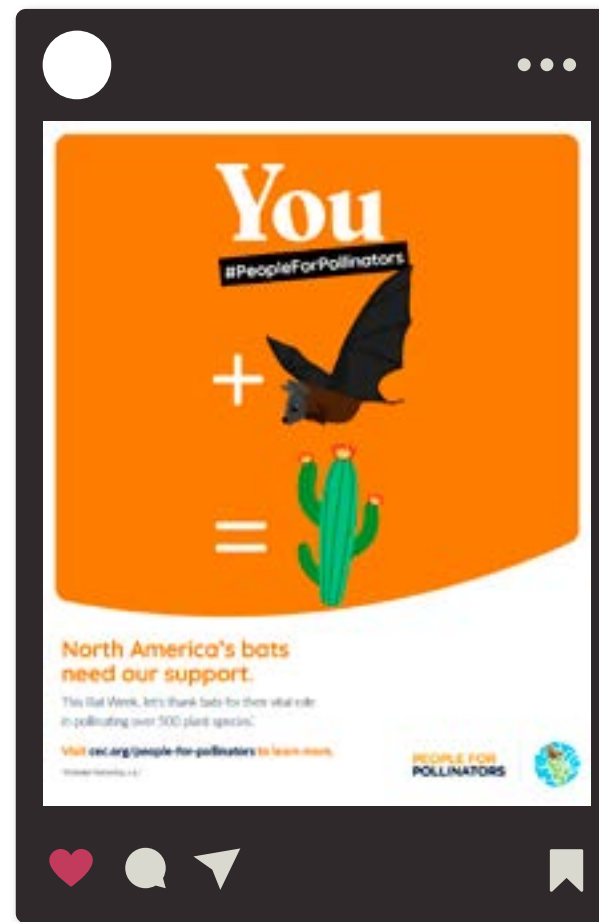
You can see a selection of posts opposite and you can view them all, with different variations, at this [download link](#).



Stats and facts graphics



Pictographs



Further support

If you need any support to use this toolkit, accessing files or have queries about the campaign in general, please get in touch.



Contact

pollinators@cec.org

THANK YOU!

PEOPLE FOR
POLLINATORS





**PEOPLE FOR
POLLINATORS**

