



F4CR SOCIAL MEDIA TOOLKIT



SOCIAL HANDLES, HASHTAGS & QUICK LINKS 1

SAMPLE TWEETS2

SAMPLE FACEBOOK POSTS3

SAMPLE INSTAGRAM POSTS 4


SAMPLE LINKEDIN POSTS5

GRAPHICS.....6

SOCIAL HANDLES

**Foundation for
Climate Restoration**

 [@F4CR2050](https://twitter.com/F4CR2050)


 [@foundationfor
climaterestoration](https://www.facebook.com/foundationforclimaterestoration)

 [@foundation-for-
climate-restoration](https://www.linkedin.com/company/foundation-for-climate-restoration)

 [@f4cr2050](https://www.instagram.com/f4cr2050)

Rick Parnell, CEO, F4CR

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

 [@rick-parnell-7011b84](https://www.linkedin.com/in/rick-parnell-7011b84)

Hashtags

#ClimateRestoration

#RestoretheClimate

#RestoreOurClimate

Quick Links

[F4CR Website](#)

[Take the Pledge](#)

[Donate](#)

SAMPLE TWEETS

Take the Pledge

I support #ClimateRestoration—the global movement to safely and permanently remove the trillion tons of excess CO₂ from our atmosphere. Learn more about @F4CR2050 and pledge to take action of your own, at the link. <http://f4cr.org/#take-the-pledge>

Tip: The Twitter character count is 280.

IMAGE 1

Donate

It's our duty to ensure we have a habitable planet. Donate to @F4CR2050 as they and their partners build on past progress and innovate on what is missing in order to accelerate #climaterestoration. #TakeAction and #savetheplanet for future generations: <http://f4cr.org/donate>

IMAGE 2

Climate Restoration

I commit to #ClimateRestoration, the safe and permanent removal of the trillion tons of excess CO₂ from our atmosphere. Join the movement to #restoretheclimate @F4CR2050 www.f4cr.org

IMAGE 3

White Paper

#Climaterestoration is the safe and permanent removal of the trillion tons of excess CO₂ from our atmosphere to ensure a habitable planet for future generations. This @F4CR2050 white paper dives into climate restoration and the solutions to help #restoretheclimate. <https://bit.ly/2MLBVMk>

IMAGE 4



SAMPLE FACEBOOK POSTS

Take the Pledge

The movement to restore the climate is a much-needed third pillar to climate action. Take the pledge and join the movement to ensure a habitable planet for future generations. More via @FoundationforClimateRestoration. <http://f4cr.org/#take-the-pledge>

IMAGE 1

Donate

It's our responsibility now to remove the excess CO₂ from the atmosphere to ensure a habitable planet for future generations. Join the movement by donating to support the @FoundationforClimateRestoration and its partners as they build on past progress and innovate to restore the climate by 2050. <http://f4cr.org/donate>

IMAGE 2

Climate Restoration

Returning atmospheric CO₂ to safe levels of less than 300 parts per million (ppm) is possible and achievable, both technically and financially. But, to do so we need all citizens to join the movement—to call on your local government to pass a climate restoration resolution. Learn more about the action you can take to #RestoretheClimate, via @FoundationforClimateRestoration. <https://f4cr.org/take-action/>

IMAGE 3

White Paper

Climate restoration is the safe and permanent removal of the trillion tons of excess CO₂ from our atmosphere to ensure a habitable planet for future generations. Check out this white paper to learn more about climate restoration and the strategies and solutions to help restore the climate. Check out this @FoundationforClimateRestoration white paper to learn more: <https://bit.ly/2MLBVMk>

IMAGE 4



SAMPLE INSTAGRAM POSTS

Take the Pledge

I support #ClimateRestoration—the global movement to return the Earth’s climate systems to the safe and healthy state in which humanity and our natural world evolved. Learn more and pledge to take action at the link in my profile. @F4CR2050 <http://f4cr.org/#take-the-pledge>

IMAGE 1

Donate

Help restore the climate by donating to @F4CR2050. Every dollar goes to developing the ecosystem needed for climate restoration to succeed—through education and outreach efforts, supporting the research, development, and acceleration of solutions, creating public-private partnerships, and mobilizing financing. Learn more and donate at the link in my profile. <http://f4cr.org/donate/>

IMAGE 2

Climate Restoration

Time is ticking—we have until 2050 to restore the climate and ensure a habitable planet for future generations. Do your part by learning more about Climate Restoration and by calling on your local government to pass a climate restoration resolution. A small action that can bring massive change to the planet. Check out the details at the link in my profile, via @F4CR2050. #restoretheclimate #climaterestoration

IMAGE 3



Tip: include the link in your profile so followers can easily access it. Go to your Instagram page and click Edit Profile. Then add this link www.f4cr.org/signthepetition in the website field.

SAMPLE LINKEDIN POSTS

Take the Pledge

I support #ClimateRestoration—the global movement to safely and permanently remove the trillion tons of excess CO₂ from our atmosphere. Learn more and pledge to take action of your own, at the link. <http://f4cr.org/#take-the-pledge> @foundation-for-climate-restoration

IMAGE 1

Donate

The @foundation-for-climate-restoration is working to spread awareness, create, support, and accelerate market-based solutions, policy adoption, public-private partnerships, and financing by 2030 in order to remove the trillion tons of excess CO₂ from the atmosphere. But, they can't do it alone. Read about their mission and consider donating to support the climate restoration movement. <http://f4cr.org/donate/>

IMAGE 2

Climate Restoration

Climate restoration is the crucial third pillar of climate action, along with mitigation and adaptation. Get involved in the climate restoration movement to ensure a habitable planet for future generations—learn more from @foundation-for-climate-restoration. f4cr.org

IMAGE 3

White Paper

Climate Restoration requires us to acknowledge that we need an additional strategy, complementing mitigation and adaptation, if we want to restore a climate that can sustain humanity. Download the @foundation-for-climate-restoration white paper at the link for an introduction to climate restoration, along with key solutions that are financially and technically possible now to restore the climate for future generations. https://foundationforclimaterestoration.org/wp-content/uploads/2020/03/20200306c_f4cr4_white-paper.pdf

IMAGE 4





**TAKE THE
PLEDGE**

Image 1

TW: [Download](#)

LI/FB: [Download](#)

IG: [Download](#)



DONATE

Image 2

TW: [Download](#)

LI/FB: [Download](#)

IG: [Download](#)



**CLIMATE
RESTORATION**

Image 3

TW: [Download](#)

LI/FB: [Download](#)

IG: [Download](#)



WHITE PAPER

Image 4

TW: [Download](#)

LI/FB: [Download](#)

IG: [Download](#)

CONTACT

If you have any questions, please don't hesitate to reach out to our Communications Lead:
Alexandra Pony | Alexandra@ponycommunications.com.