

## SOCIAL MEDIA TOOLKIT

### WHEN TO COMMUNICATE:

Between **1 June – 12 October 2022**, CSR Europe will run a campaign on LinkedIn and Twitter to promote the Summit and organisations taking part to it.

### HOW TO COMMUNICATE:

#### 1) Tell us why you are looking forward to the European SDG Summit 2022



- **Explain why you'll be attending** or which session you are participating in.
  - > Record a short video clip of your team saying, "we'll be attending – how about you?"
- **Invite your stakeholders to join the discussion** on how we should accelerate the journey towards climate neutrality and the adoption of an inclusive approach to the green and digital transition.

#### 2) Share the suggested posts of this toolkit on your social media channels

The **social media posts below** are provided as a **source of inspiration** for your own social media communication on the European SDG Summit. You can download and use the ready-made **copy** ([LinkedIn](#) – [Twitter](#)) and **graphics** ([LinkedIn](#) – [Twitter](#)) we have prepared.



- **Always use the event hashtag: #SDGSummit**
  - > **Tag us on Twitter** (@CSREuropeOrg) and **LinkedIn** (@CSREurope)
- **Tag us in the picture** to save characters and space
- **Suggested frequency of the posts:**
  - > **LinkedIn:** 1 post every two weeks at most is recommended.
  - > **Twitter:** The average tweet lasts 18 minutes in people's feeds before it is replaced by new content, so you can post more frequently.

#### 3) Engage with CSR Europe's posts on the Summit on social media

Retweet, like, reply, quote CSR Europe's posts on the European SDG Summit, especially if you have been tagged.




- Make sure to follow us on [Twitter](#) and [LinkedIn](#).
- On the **CSR Europe Twitter profile page**, click on the bell icon to be notified when we post.




## COPY FOR LINKEDIN

 **Join us at the 5th edition of the European SDG Summit** organised by @CSR Europe on 10-12 October 2022.

EU After the pandemic and amid the outbreak of the war in #Ukraine, Europe is taking the lead to leave no one behind in the transition to net-zero.

 Nevertheless, the scale and magnitude of the effort ahead require not only individual commitments to net-zero but also **collaborative action** from all stakeholders.


 **Let's work together** to accelerate the journey towards climate neutrality and the adoption of an **inclusive approach to the green and digital transition**.

Register now  <https://bit.ly/3zcLEEU>

For more information on the programme & speakers  <https://bit.ly/3w6tlcX>

#SDGSummit #agenda2030 #eugreendeal #justtransition

 **How can we build an inclusive Green Deal?**

 By joining forces with sustainability leaders worldwide at **the European SDG Summit 2022**, on 10-12 October 2022.

This is the opportunity for your organisation to:

✓ **Show** its commitment to accelerating the journey toward climate neutrality.

✓ **Contribute** to setting the direction for an inclusive Just Transition ahead of the 27th United Nations Climate Change Conference (COP27) in Egypt.

✓ **Engage** with +100 Thought Leaders from the European institutions, businesses, industry federations, governments, and civil society organisations from all over the world.




Register now  <https://bit.ly/3zcLEEU>

#SDGSummit #leadership #sustainability

 The green and digital transition is changing the way we live, move, and work.

Join us at @CSREurope's European SDG Summit 2022 on 10-12 October and **get access to the latest corporate best practices aimed at ensuring an inclusive Green Deal**.

Key publications to be released include:

-  The second edition of the European Sustainable Industry Barometer
-  The European Business Roadmap for a Just Transition
-  Policy Recommendations from Businesses on Financing an Inclusive Transition

Register now  <https://bit.ly/3zcLEEU>

#SDGSummit #leadership #sustainability

## GRAPHICS FOR LINKEDIN



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## COPY FOR TWITTER

Join us at the 5th edition of the European #SDGSummit organised by @CSREuropeOrg on 10-12 October 2022.

🌍 Let's work together for the adoption of an inclusive approach to the green and digital transition.

👉 <https://bit.ly/3zcLEEU>

#Sustainability #leadership

👤 **How can we build an inclusive Green Deal?**

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#Sustainability

🔗 The green and digital transition is changing how we live, move, and work.

Join us at @CSREurope's European #SDGSummit 2022 on 10-12 October and get access to the latest corporate best practices for an inclusive #JustTransition.

👉 <https://bit.ly/3zcLEEU>

## GRAPHICS FOR TWITTER



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