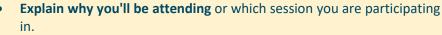
SOCIAL MEDIA TOOLKIT

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





- > 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 <u>suggested</u> 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 readymade copy (LinkedIn – Twitter) and graphics (LinkedIn – Twitter) we have prepared.





- > 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 <u>Twitter</u> and <u>LinkedIn</u>.
- 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.

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

\textstyle 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

Mow can we build an inclusive Green Deal?

Psy 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



Download



Download



Download



Download



Download



Download



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

Now can we build an inclusive Green Deal?

PBy joining forces with sustainability leaders worldwide at **the European #SDGSummit 2022**, on 10-12 October 2022.

https://bit.ly/3zcLEEU

#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



The European SDG Summit

TOGETHER FOR AN INCLUSIVE GREEN DEAL | 10-12 OCTOBER 2022

GRAPHICS FOR TWITTER



Download



Download



Download



Download







For more information:

Daria Delnevo

Communication & Network Manager