# SOCIAL MEDIA TOOLKIT

The aim of the toolkit is to promote your participation at the “[European SDG Summit 2021: For Climate Action & a Just Transition](https://www.csreurope.org/european-sdg-summit-2021)”.

**We encourage you to:**

1. **Tell us why you are looking forward to the European SDG Summit 2021:**
* Explain why you'll be attending or which session you are co-organising.
* Record a short video clip of your team saying, "we'll be attending – how about you?".
* Reach out to your contacts to invite them to 'meet' virtually during the Summit on the event platform.
1. **Share the suggested posts** below([see page 2](#_SUGGESTED_SOCIAL_MEDIA)-3) on your social media channels.
* Feel free to modify the text.
1. **Retweet, like, and/or reply to CSR Europe's posts about the SDG Summit 2021**
* Make sure to [follow us on Twitter](https://twitter.com/CSREuropeOrg) – click on the bell icon to be notified of our posts - and on [LinkedIn](https://www.linkedin.com/company/csr-europe/).

**Whichever option you choose, make sure to:**

* **Use the event hashtag**: #SDGSummit
* **Tag us:** @CSREuropeOrg on twitter; @CSREurope on LinkedIn.
* To save space, tag us on the picture, instead of the text.

**HOW FREQUENTLY YOU SHOULD POST:**

1. **Twitter:** Tweets are fleeting, so you can post frequently. The average Tweet lasts 18 minutes in people's feeds before it is replaced by all the new content coming out.
2. **LinkedIn:** Posts on LinkedIn are often recycled, so 1 post every two weeks at most is recommended.

# SUGGESTED SOCIAL MEDIA POSTS

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| **LINKEDIN** |
| [Download the graphic](https://static1.squarespace.com/static/5df776f6866c14507f2df68a/t/614db15e8a4db26fd3dc0251/1632481631679/Generic%2BSDG%2BSummit%2B2021_Register.png) |
| 𝗜 𝘄𝗶𝗹𝗹 𝗮𝘁𝘁𝗲𝗻𝗱 𝘁𝗵𝗲 #𝗦𝗗𝗚𝗦𝘂𝗺𝗺𝗶𝘁 𝟮𝟬𝟮𝟭: 𝗙𝗼𝗿 𝗖𝗹𝗶𝗺𝗮𝘁𝗲 𝗔𝗰𝘁𝗶𝗼𝗻 & 𝗮 𝗝𝘂𝘀𝘁 𝗧𝗿𝗮𝗻𝘀𝗶𝘁𝗶𝗼𝗻 - organised by @CSR Europe – on 11-14 October!𝗝𝗼𝗶𝗻 𝗺𝗲 𝗮𝗻𝗱 𝗿𝗲𝗴𝗶𝘀𝘁𝗲𝗿 𝗻𝗼𝘄 [👉](https://emojipedia.org/backhand-index-pointing-right/) https://bit.ly/3wI4teuIn the face of a climate crisis and weakened social cohesion, 𝘁𝗵𝗲 𝗘𝘂𝗿𝗼𝗽𝗲𝗮𝗻 𝗦𝗗𝗚 𝗦𝘂𝗺𝗺𝗶𝘁 𝟮𝟬𝟮𝟭 will bring together 5.000+ Thought Leaders 𝗶𝗻 𝟯𝟬 𝗳𝘂𝗹𝗹𝘆 𝗳𝗿𝗲𝗲 𝗮𝗻𝗱 𝘃𝗶𝗿𝘁𝘂𝗮𝗹 𝘀𝗲𝘀𝘀𝗶𝗼𝗻𝘀 𝘁𝗼 𝗯𝘂𝗶𝗹𝗱 𝗮 𝗽𝗿𝗼𝘀𝗽𝗲𝗿𝗼𝘂𝘀 𝗮𝗻𝗱 𝗶𝗻𝗰𝗹𝘂𝘀𝗶𝘃𝗲 𝘀𝗼𝗰𝗶𝗲𝘁𝘆 𝘄𝗵𝗶𝗹𝗲 𝗽𝘂𝗿𝘀𝘂𝗶𝗻𝗴 𝗮 𝗴𝗿𝗲𝗲𝗻, 𝗮𝗻𝗱 𝗱𝗶𝗴𝗶𝘁𝗮𝗹 𝘁𝗿𝗮𝗻𝘀𝗶𝘁𝗶𝗼𝗻. |
| **SUGGESTED HASHTAGs:** #SDGSummit #SDGs #leadership #sustainability |
| **WHO TO TAG:** @CSREurope  |
| [Download the graphic](https://static1.squarespace.com/static/5df776f6866c14507f2df68a/t/614db1822676056e5bf49742/1632481681228/Generic%2BSDG%2BSummit%2B2021_picture.jpg). |
| 𝗝𝗼𝗶𝗻 𝗺𝗲 𝗮𝘁 𝘁𝗵𝗲 𝗘𝘂𝗿𝗼𝗽𝗲𝗮𝗻 𝗦𝗗𝗚 𝗦𝘂𝗺𝗺𝗶𝘁 𝟮𝟬𝟮𝟭 𝗼𝗻 𝟭𝟭-𝟭𝟰 𝗢𝗰𝘁𝗼𝗯𝗲𝗿!The event, organised by @CSR Europe, **will bring together 5000+ Sustainability Leaders in 30 virtual sessions**to accelerate the journey towards climate neutrality and the adoption of an inclusive approach to the green and digital transition. After registering – for free - you will have access to:✔️ **4** 𝗛𝗶𝗴𝗵-𝗹𝗲𝘃𝗲𝗹 𝗽𝗹𝗲𝗻𝗮𝗿𝗶𝗲𝘀 with guest speakers like Commission Executive Vice-President, 𝗙𝗿𝗮𝗻𝘀 𝗧𝗶𝗺𝗺𝗲𝗿𝗺𝗮𝗻𝘀, 𝗠𝗮𝗶𝗿𝗲𝗮𝗱 𝗠𝗰𝗴𝘂𝗶𝗻𝗻𝗲𝘀𝘀, *European Commissioner for Financial Affairs*, 𝗡𝗶𝗰𝗼𝗹𝗮𝘀 𝗦𝗰𝗵𝗺𝗶𝘁, *European Commissioner for Jobs & Social Rights*.✔️ 𝟮𝟳 𝗶𝗻𝘁𝗲𝗿𝗮𝗰𝘁𝗶𝘃𝗲 𝗘𝘂𝗿𝗼𝗽𝗲𝗮𝗻 𝗮𝗻𝗱 𝗡𝗮𝘁𝗶𝗼𝗻𝗮𝗹 𝗦𝗗𝗚 𝗥𝗼𝘂𝗻𝗱𝘁𝗮𝗯𝗹𝗲𝘀 ✔️ 𝗤𝘂𝗮𝗹𝗶𝘁𝘆 𝗻𝗲𝘁𝘄𝗼𝗿𝗸𝗶𝗻𝗴 on the Summit’s virtual platformRegister now: <https://bit.ly/3wI4teu> |
| **SUGGESTED HASHTAGs:** #SDGSummit #SDGs #leadership #sustainability |
| **WHO TO TAG:** @CSREurope  |

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| **TWITTER** |
| [Download the graphic](https://static1.squarespace.com/static/5df776f6866c14507f2df68a/t/614db15e8a4db26fd3dc0251/1632481631679/Generic%2BSDG%2BSummit%2B2021_Register.png). |
| Are you interested in building an inclusive society while pursuing a green, and digital transition? Join me and 5.000 #ThoughtLeaders at the #SDGSummit on 11-14 October 2021!Register now and get free access to the 30 virtual sessions of the event 👉 <https://bit.ly/3wI4teu> |
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| **WHO TO TAG:** @CSREuropeOrg  |
| [Download the graphic](https://static1.squarespace.com/static/5df776f6866c14507f2df68a/t/614db1822676056e5bf49742/1632481681228/Generic%2BSDG%2BSummit%2B2021_picture.jpg) |
| I will join @CSREuropeOrg at the #SDGSummit on 11-14 October 2021!Register now and access for free the 30 virtual sessions in programme and contribute to the dialogue on #climateaction and a #JustTransition.👉 https://bit.ly/3wI4teu |
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| **WHO TO TAG:** @CSREurope  |