

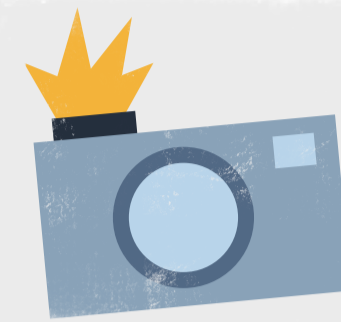
TOP TIPS TO GET YOUR EARTH HOUR STUNT SEEN

Whatever you're doing this Earth Hour, here's some tips to help you promote your event and activities through local media, social media, and within your own organisation.



GET SOCIAL

Be part of the global movement by posting about Earth Hour on social media. It's a great way to get your voice heard loudly and to promote your events to many people. Share your own and WWF Scotland content on Facebook, Twitter and Instagram and use #EarthHourScotland and tag @wwfscotland



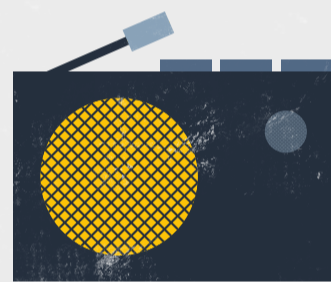
NEWS FLASH

Earth Hour is a great local media moment to showcase the work you're doing on climate and sustainability. You could even arrange a photoshoot with your supporters/staff, local schools and other partners to help promote your switch-off event. It's easy to do – check out our press release template at wwfscotland.org.uk/earthhour



POSTER CHILD

Head to wwfscotland.org.uk/earthhour to download our editable posters. Simply customise them with details of your own event, print them out, and stick them up in your window. Why not ask local businesses to display your posters too?



RADIO STAR

Contact your local radio station or student radio to ask them to do a shout-out about your planned Earth Hour event and activities – it's a great way to reach a wider audience.



DIGITAL AGE

Show your support for Earth Hour by downloading our beautiful digital banners and images to use on your website, blog or social media channels: wwfscotland.org.uk/earthhour



PICTURE THIS

From iconic Scottish landmarks going dark to candlelit vigils in your own home, Earth Hour can be a beautiful moment. Photos and short video clips perform really well on social media, so get your phone out and share using @wwfscotland and #EarthHourScotland



EMAILS AHOY

Your own supporters, members of staff or customers will be your biggest champions – use your regular email newsletter to tell them about your Earth Hour plans and how they can get involved. Our guide for staff engagement can be viewed at wwf.org.uk/scotland/earthhour



DIARY DATE

Many local papers and community groups have free online listings where you can add your event to their calendar for all to see. WWF Scotland will also publish an events round up so make sure you've told us about your plans well in advance at wwfscotland.org.uk/earthhour



#PASSTHEPANDA

Our tartan panda is an ambassador for climate action. Head to our website to tell us your Earth Hour plans and we'll send you a panda friend – snap a selfie, share it on social media using @wwfscotland #PassThePanda #EarthHourScotland, then pass your panda onto someone else to help build a buzz!



ON THE NIGHT

On the big night itself, have a volunteer take photos/videos of your event, and someone else to promote it on your social media sites! Ask everyone attending your event to post about it using #EarthHourScotland @wwfscotland