

EXAMPLE SOCIAL COPY

POST 1

I'm supporting WWF's #EarthHourUK on Saturday 26 March at 8.30pm. 🌍 Join the movement! Find out more at www.wwf.org.uk/earthhour

POST 2

Saturday 26 March at 8.30pm is WWF's Earth Hour! 🌍

I'm using the WWF My Footprint app to take on challenges and do my bit for the planet. Will you join me? #EarthHourUK

POST 3 – on the day

It's Earth Hour at 8:30pm today! 🌍 Download the WWF My Footprint app to take action for your world. #EarthHourUK Find out more here www.wwf.org.uk/earthhour

SEND AN EMAIL TO YOUR FRIENDS AND FAMILY

POST 3

Dear [insert name],

Join me in supporting WWF's Earth Hour on Saturday 26 March 2022 at 8.30pm. I will be turning off my lights for one hour in support of this global movement.

You can also download the [My Footprint app](#) to take action and make small changes in your life that will help protect our planet. I'm doing the [insert challenge name] challenge, what will you try?

Switch off from home on Saturday 26 March at 8.30pm. Everyone has a part to play. And it starts with a single switch. Will you join the movement?

For more information, please visit www.wwf.org.uk/earthhour

Thanks,

[insert your name]