

EXAMPLE SOCIAL COPY

POST 1

We're supporting WWF's #EarthHourUK on Saturday 26 March at 8.30pm. 🌍 Join us! Find out more at www.wwf.org.uk/earthhour

POST 2

Join the movement on Saturday 26 March at 8.30pm for WWF's #EarthHourUK! 🌍

As an organisation, we are committed to reducing our footprint on the planet. Join our employees and switch off for your world this Earth Hour. Find out more at www.wwf.org.uk/earthhour

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 today. Find out more at www.wwf.org.uk/earthhour

SEND AN EMAIL TO YOUR EMPLOYEES AND AUDIENCES

POST 3

Dear [insert name],

On Saturday 26 March 2022 at 8.30pm, we will be turning off our lights for one hour to support WWF's Earth Hour.

[Insert name of organisation/business or town/city] will unite with millions of people around the world in a global display of commitment to tackle urgent environmental issues and protect our planet.

We are also encouraging you to download the [My Footprint app](#) to take action and make small changes in your lives that will help protect our planet.

Join us by switching 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 name of organisation/business]