

EARTH HOUR SCOTLAND 2023 SATURDAY 25 MARCH 8.30PM



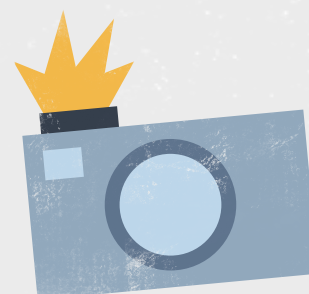
TOP TIPS TO GET YOUR EARTH HOUR SEEN

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.



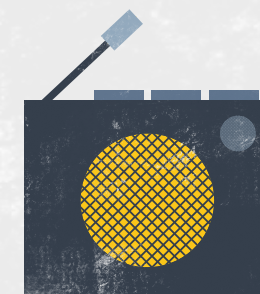
GET SOCIAL

Share your plans and events online using [#EarthHourScotland](https://www.facebook.com/EarthHourScotland) [@wwfscotland](https://twitter.com/wwfscotland) and we can help you promote them.



NEWS FLASH

Local media will love to hear your plans and even snap a pic – download a template press release at [wwf.org.uk/scotland/earthhour](https://www.wwf.org.uk/scotland/earthhour)



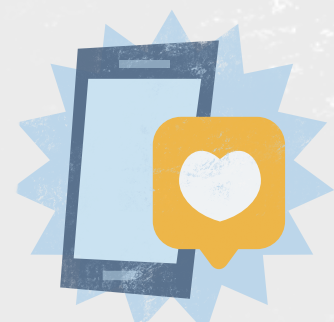
RADIO STAR

Ask your local or student radio station to do a shout-out about your Earth Hour plans.



DIGITAL AGE

Download our branded social media banners and icons at [wwf.org.uk/scotland/earthhour](https://www.wwf.org.uk/scotland/earthhour)



PICTURE THIS

Your photos make Earth Hour great – share them with us using [#EarthHourScotland](https://www.facebook.com/EarthHourScotland) [@wwfscotland](https://twitter.com/wwfscotland)



EMAILS AHOY

Got an email list? Use it to tell your staff or supporters about Earth Hour.



DIARY DATE

Add any Earth Hour plans or events you have to your local paper's free online listings.



ON THE NIGHT

Be part of the global movement by sharing your photos using [#EarthHourScotland](https://www.facebook.com/EarthHourScotland) [@wwfscotland](https://twitter.com/wwfscotland)

We'd love to hear your plans! Get in touch on scotland@wwf.org.uk, share on social media using [#EarthHourScotland](https://www.facebook.com/EarthHourScotland) [@wwfscotland](https://twitter.com/wwfscotland), and download free resources at [wwf.org.uk/scotland/earthhour](https://www.wwf.org.uk/scotland/earthhour)



#EARTHHOURSCOTLAND