Social Media Toolkit

WeForest
Making Earth Cooler

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How to post about WeForest

Make sure you're talking about growing trees or restoring hectares/square meters of forests
Our projects restore forests using several restoration methods (we do a lot more than planting trees).

Make it visual
Don't hesitate to add our logo and yours as well to the pictures on your post to make it more entertaining.

Give the most accurate explanation
Talking about the project you're supporting and especially about your goals makes it more personal and could inspire others to get involved in forest restoration as well.

Ask for reviews
Our team is always connected and can help by reviewing the content you're planning to post.

Don't forget to tag us
We'll be delighted to like and comment your posts on our different channels

Communications guidelines
Don't forget that we have a set of tools available for you, including our communication guidelines to which you can always refer, and also our general Terms & Conditions.

Ask for help
We're here to make your journey into reforestation easier. If you have any doubt about a post, or need any advice, please contact a member of our team and we'll be happy to provide support.

Copyright
Please do not forget to add the copyright under each picture you post. In the flicker photo album, the relevant copyright information is situated in the description under the photo. We work with different partners in the field and they provide pictures for us, and therefore for you.
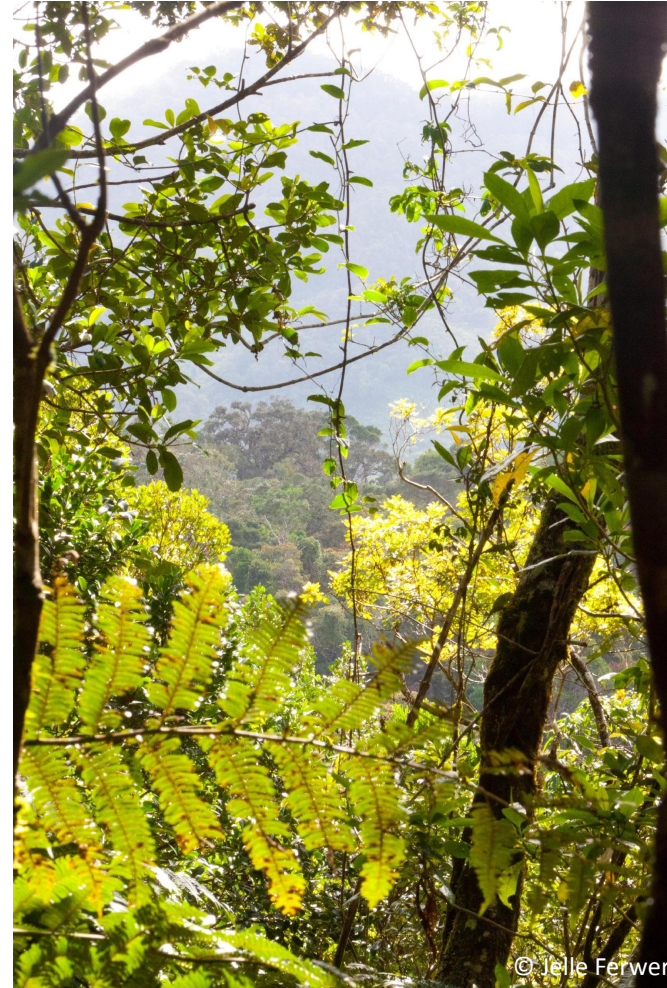
What is the right language to use?

We prefer to talk about **growing trees, or regenerating/restoring forests.**

Most of our projects are not only planting projects; they focus on forest restoration, and use a combination of different approaches, whichever is most effective to achieve healthy, thriving forests. These methods include **active planting**, <u>assisted natural regeneration</u> or **agroforestry**, among others.

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English
Grow trees

Français
Planter et protéger

Nederlands
Planten en beschermen

Deutsche
Pflanzen und schützen

Italiano
Piantare e proteggere

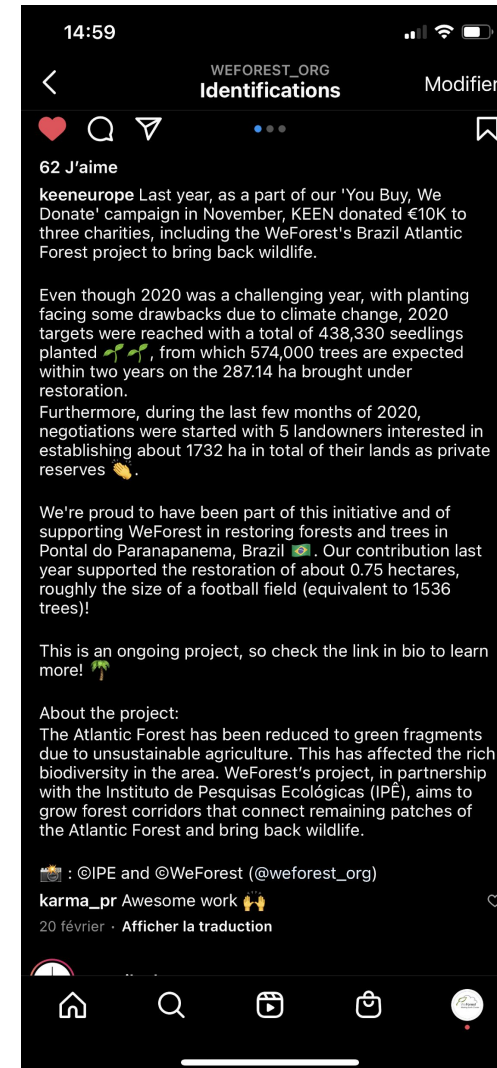**Español**
Plantar y proteger

Example Posts - Instagram

Why are these posts great?

- They're talking about **growing** trees

- They describe us accurately

- They tagged us on the picture

- 📷 The copyright has been mentioned

A few of our learnings:

- Posts with emojis tend to work better

- Creating your own Visual / Gif makes you stand out
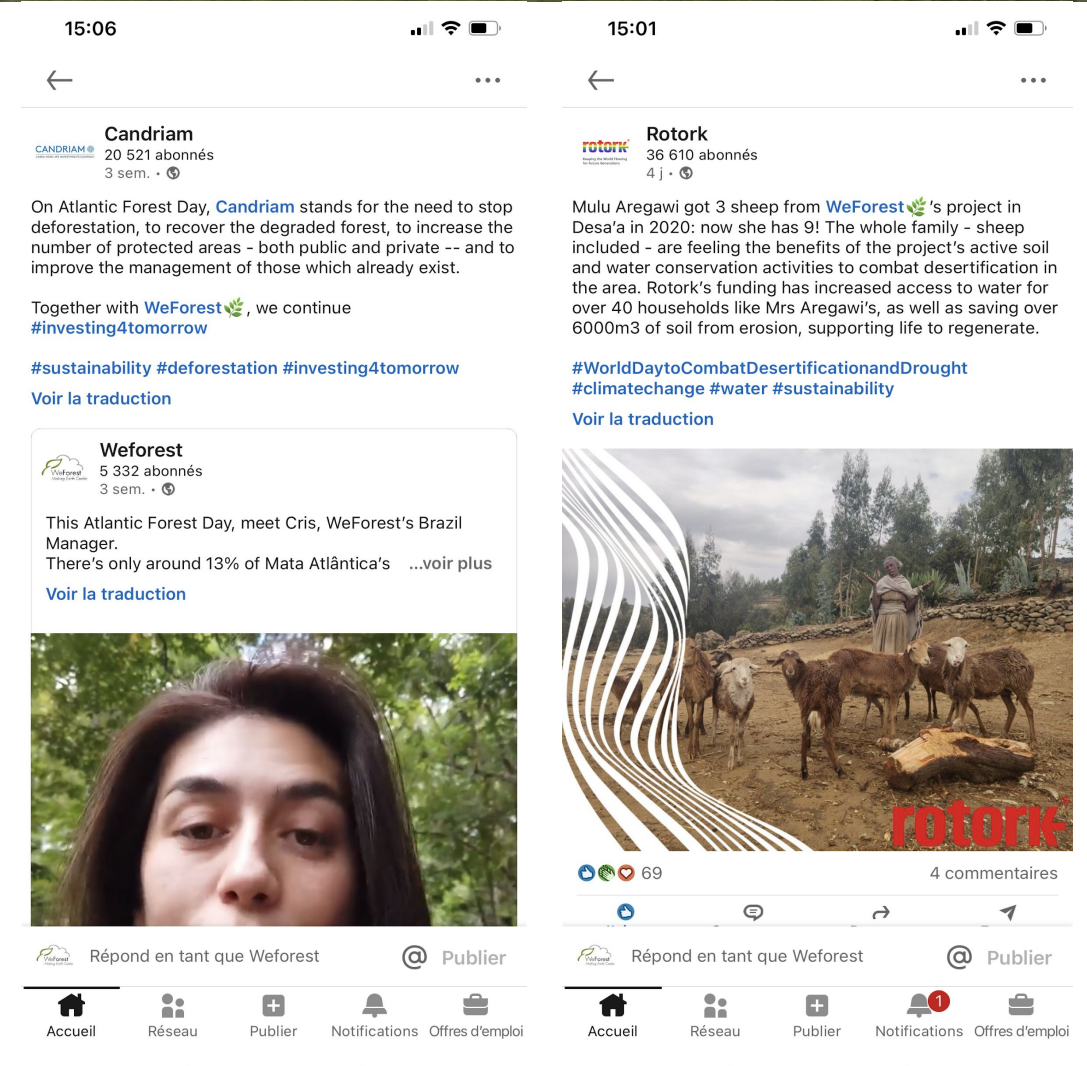
- The use of Carousels is highly recommended

Example Posts - LinkedIn

Why are these posts great?

- They're talking about restoration
- They mention the livelihood components of our projects
- They tagged us
- They tell stories

A few of our learnings:

- Explain to your audience what you're doing and why
- Open the discussion about sustainability and listen to what your community is saying
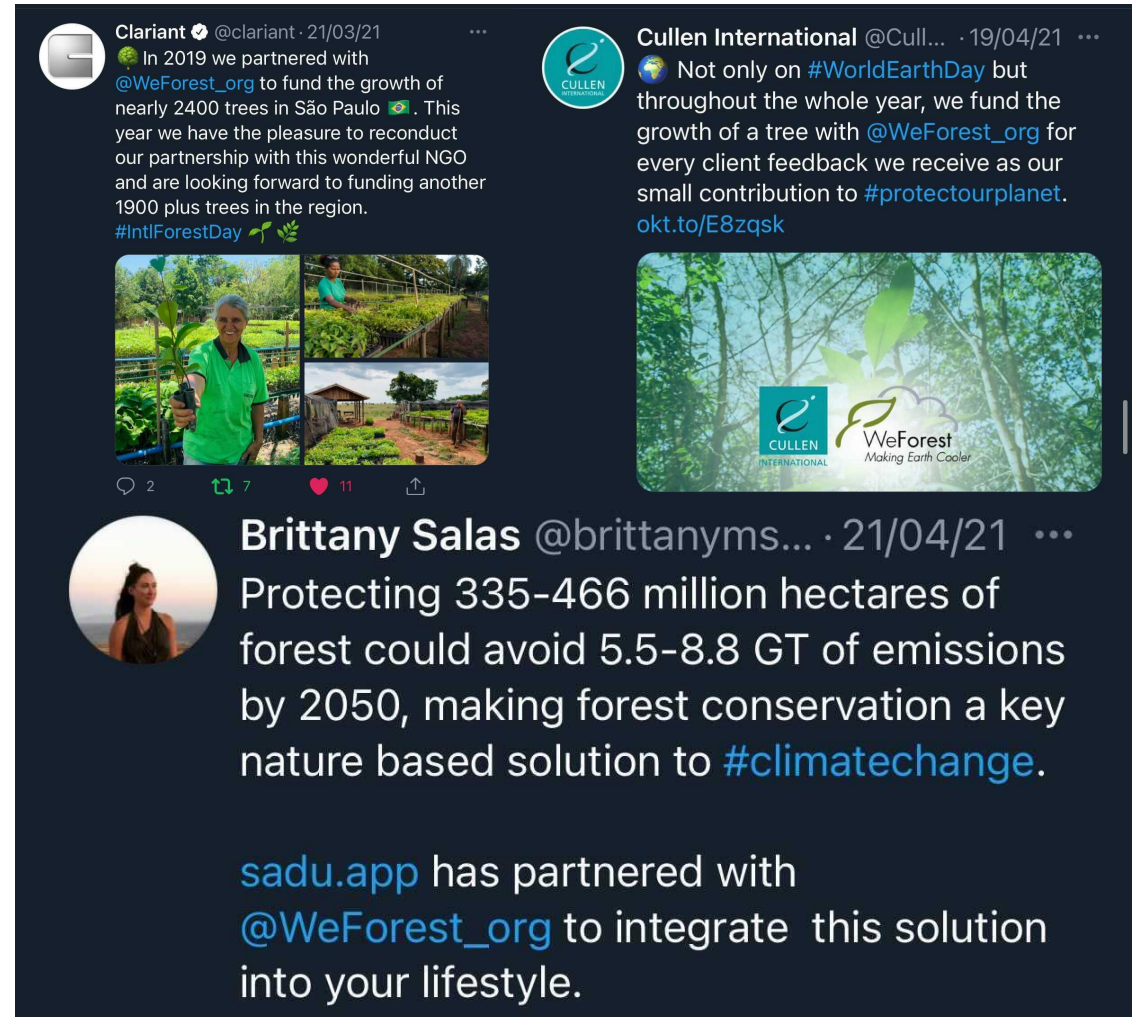- Be authentic and transparent to your audience

Example Posts - Twitter

Why are these posts great?

- They're very high-level

- The visuals are well chosen

- They tagged us

A few of our learnings:

- Stay very short and informative

- Educate your audience with the information you share

Sample Posts

LinkedIn

Sample 1

We are proud to partner with @WeForest an organization that conserves and restores the ecological integrity of forests and landscapes and engages communities to implement and deliver lasting solutions for climate, nature, and people. WeForest's goal is the reach over 100 million trees restored or conserved by the end of 2024.

Sample 2

Xxx is proudly supporting @WeForest in restoring forests, empowering local communities, conserving biodiversity and taking climate action. We helped to ring more than xxx hectares/square meters (/trees) under restoration in xxx.

Instagram

Sample 1

Together with @WeForest, we're growing more than xxx trees in xxx. WeForest implements reforestation initiatives, working with local communities to create lasting solutions to make earth cooler.

Sample 2

We've partnered with international non-profit @WeForest! WeForest is all about connecting the environment, nature and people together to reforest and protect trees in degraded areas.

Twitter

Sample 1

This season, we've partnered with international non-profit organisation, @weforest_org. We're proud to be donating 20% of the sales from our products that will support the XXX program. Find out more here **>** *LINK*

Sample 2

XXX supports @WeForest_org in restoring forests, empowering local communities, conserving biodiversity and taking climate action.

Recommended Hashtags

#Sustainability

#Sustainable

#CorporateSocialResponsibility

#Regreening

#ForestRestoration

#ForestLandscapeRestoration

#MakingEarthCooler

#Climate

#ClimateImpact

#ClimateAction

#Forests

#Restoration

#GenerationRestoration

#GlobalWarming

#SocialGood

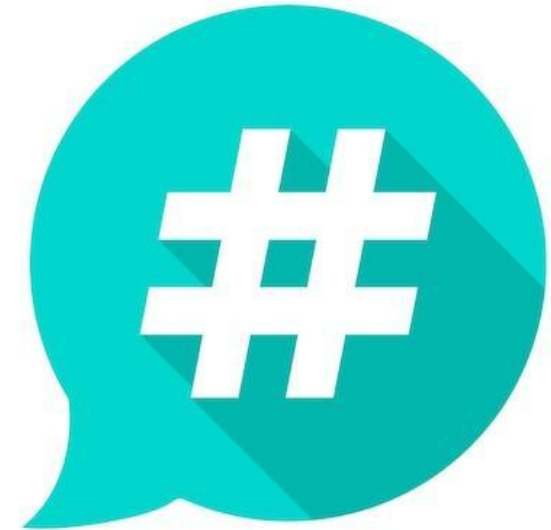#MakeADifference

#NatureBasedSolutions

#GrowingTrees

#Investing4Nature

#SDG

#Cop51

Contact us for project-specific hashtags.

Thank you!

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www.weforest.org • contact@weforest.org

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