



Partner Outreach Toolkit for Climate Week | Oct 8 – 14, 2017

The Utah Climate Action Network is excited for your participation in Utah Climate Week 2017! We expect this participant-led initiative to inspire awareness, engagement and conversation around climate change issues throughout the state.

We invite you to help promote Utah Climate Week through your communications channels such as e-newsletters, social media accounts and other outreach. Example language and a link to Dropbox with numerous posters and images tailored for social media is included below. Feel free to start using these materials to promote your specific events or Climate Week in general.

The Utah Climate Action Network will separately be issuing a press release prior to October 8th and working with the media to encourage coverage.

Newsletter / Email Blurb Language

Utah Climate Week 2017 was created by the Utah Climate Action Network to inspire events and conversation around climate change issues in Utah.

Learn more about Utah Climate Week 2017 at utahclimateactionnetwork.com/climateweek

Social Media

Tag us in your posts! Utah Climate Action Network [Facebook](#), [Twitter](#) and [Instagram](#) Accounts.

We're proud to participate in Utah Climate Week and encourage local climate solutions #UtahClimateWeek #ActOnClimate Link: <http://bit.ly/UtahClimateWeek>

We support climate solutions in Utah #UtahClimateWeek <http://bit.ly/UtahClimateWeek>

Utah can lead on climate change #UtahClimateWeek. Learn more at <http://bit.ly/UtahClimateWeek>

[Org Name] is working to reduce our impact on climate change. #UtahClimateWeek Details at <http://bit.ly/utahclimate>.

Dropbox Folder with Climate Week Images and Posters

<http://bit.ly/DropboxClimateWeek>

NOTE: Facebook often auto-selects organization logos from the above referenced climate week webpage and does not allow you to change the image in your post. One work-around is to first upload a Dropbox climate week photo into Facebook and then place the Utah Climate Week weblink as part of your post. Apologies for this inconvenience!