

#TRASHHACK SOCIAL MEDIA TOOLKIT



About Trash Hack



Join UNESCO to inspire young people to #TrashHack their lives in time for World Cleanup Day on 19 September, 2020.

Trash Hacks are easy actions to reduce waste which can lead to big ideas for the planet.

Education is at the heart of the campaign, where Trash Hackers will learn about sustainability through action.

UNESCO invite you to be part of the Trash Hack campaign and the transformation of society through Education for Sustainable Development.

About this Social Media Toolkit



In this toolkit you will find ways to be part of the #TrashHack campaign, like social media post ideas, images and pictures to download and ways to make your own #TrashHack content. These are just suggestions, so feel free to get creative!

If you have other ideas of how you would like to be involved we would love to hear them! Email trashhack@unesco.org

Key messages



1. Each year the world generates over 2 billion tonnes of waste. Trash clogs our oceans, fills our streets and litters huge areas of the planet. #TrashHack your life today and be part of the solution.

2. A #TrashHack is a small change you can make that will help the planet. Becoming a Trash Hacker will help you to change the way you think about waste, take action to tackle trash and inspire others to do the same.

3. When it comes to tackling the world's waste, it can be hard to know where to start. Join @UNESCO to #TrashHack your life and reduce your carbon footprint, increase your and be part of transforming the world.

4. Read tips and tricks on the Trash Hack blog, get updates straight to your inbox, follow #TrashHack on social for inspiration and share your own trash hacks with us. Together we will #TrashHack your home, neighbourhood and the world!

5. Each #TrashHack starts with a question or observation of how we can reduce waste, and has three steps:

1. Act: Decide a small step you plan to take – by yourself or with friends – to reduce waste.
2. Reflect and learn: Learn more about waste and reflect while go, talking to your friends and sharing your experience on social media.
3. Celebrate and encourage others: Our impact can be multiplied if we reach out to friends

Visit the website: www.trashhack.org

Use the hashtag on social media:
#TrashHack

Tag and follow UNESCO:

 [@UNESCO](https://www.instagram.com/unesco)

 [@UNESCO](https://twitter.com/unesco)

 [facebook.com/UNESCO](https://www.facebook.com/unesco)

Key dates:

- September 10 Launch of #TrashHack campaign video in lead-up to World Cleanup Day
- September 12 One week until World Cleanup Day
- September 19 World Cleanup Day – official Trash Hack launch and day of action

Brand Kit

Download the Guidelines, logo and fonts

Google Drive

Download all the images and videos

Trello Board

Prefer Trello? Find all the content here

PRE-WORLD CLEANUP DAY CONTENT

Share this content to inspire action before 19 September 2020



CAMPAIGN LAUNCH Thursday, 10 September 2020

UNESCO will launch the Trash Hack campaign video, with facts about waste to inspire action.

[Click here to download in ENG, FR or SP](#)



Social post copy suggestions:

1. Want to make a difference to the planet but not sure where to start? This #WorldCleanupDay, join @UNESCO to #TrashHack the world!

Trash Hacks are small steps you can take to reduce waste that will open your mind to big ideas for the planet. Find out how to start: www.trashhack.org

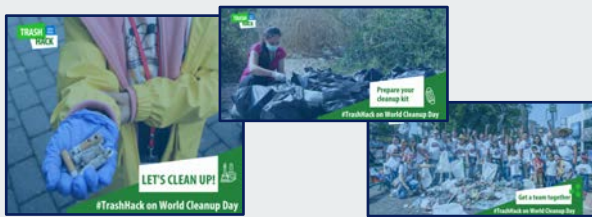
2. Each year the world generates over 2 billion tonnes of waste. Join with @UNESCO this #WorldCleanupDay to #TrashHack the world and be part of the solution. More: www.trashhack.org

3. Join @UNESCO to #TrashHack your life and start combatting waste for #WorldCleanupDay! Find inspiration, tips & tricks at and more at: www.trashhack.org

1 week until World Cleanup Day Saturday, 12 September 2020

UNESCO has created sharable Instagram, Twitter and Facebook graphics to inspire action for WCD.

[Click here to download the graphics](#)



Social post copy suggestions:

1. It's one week until #WorldCleanupDay, and getting involved in a clean-up event is a great way to #TrashHack your life. Find out more ways to beat trash and think BIG about the planet with @UNESCO: www.trashhack.org

2. #WorldCleanupDay is one week away! You can get involved and #TrashHack your life with @UNESCO in lots of ways. Find out more: www.trashhack.org

3 days until World Cleanup Day: Wednesday, 16 September 2020

Share this GIF or video to show ways people can be involved in World Cleanup Day, no matter where they are.

[Click here to download in ENG, FR or SP](#)



Social post copy suggestions:

1. For many in the world with COVID-19 restrictions, this #WorldCleanupDay may be a bit different. But with three days left, you can find a way to get involved and #TrashHack your life with @UNESCO, no matter where you are. Find out how: www.trashhack.org

2. 3 days left til #WorldCleanupDay! Use this 19 Sept as a chance to #TrashHack your home, neighbourhood and the world with @UNESCO, no matter where you are. How 🙌 www.trashhack.org

WORLD CLEANUP DAY CONTENT

Share this content to inspire action, reflection and celebration on 19 September 2020 and beyond



Call to #TrashHack your life on World Cleanup Day

Download media to posts:

[Trash Hack facts campaign animation](#)

[Steps to #TrashHack animation](#)

[World Cleanup Day graphics](#)

[Shareable #TrashHack tips](#)

[#TrashHack Inspiration](#)

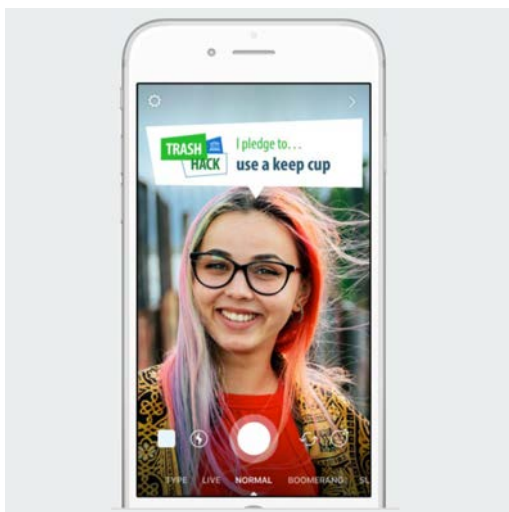
[Blog posts](#)

Invite your social media followers to join UNESCO to #TrashHack their lives on World Cleanup Day

Social post copy suggestions:

1. Each year the world generates over 2 billion tonnes of waste. Join @UNESCO to #TrashHack your life and be part of the solution. Find out how: www.trashhack.org
2. It's #WorldCleanupDay! Join the fight against waste by #TrashHacking your home, neighbourhood and the world. Find out more: www.trashhack.org
3. #TrashHacks are small steps you can make to reduce waste, which will lead to big ideas for the planet! Join @UNESCO to be part of the movement:

#TrashHack Pledge Instagram Filter



The #TrashHack Pledge Instagram filter will select a zero waste action for your Followers to take.

Create an Instagram Story of one of your team members using it to inspire others. Find a video of the filter being used [here](#)

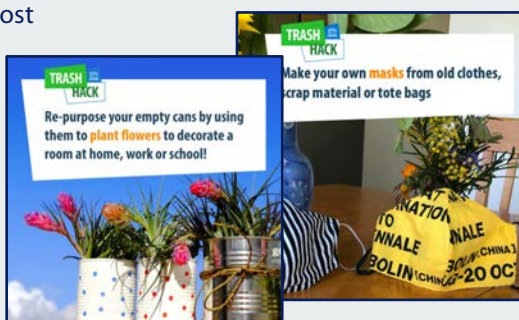
How to find and use the Filter:

1. Log onto Instagram
2. Head to UNESCO's page @UNESCO
3. Click the 🧐 button in the profile
4. Use your selfie cam to focus the filter on your face
5. Record a video and let the filter choose a Trash Hack for you
6. Post to followers asking them to do use to take a pledge, tagging @UNESCO

Shareable #TrashHack tips

[Click here to download](#) an editable template to create your own tips

[Click here](#) to find more #TrashHack examples you can post



#TrashHack shareable tips are "life hacks", tips, tricks or actions that are fun, creative ways people can reduce waste or upcycle trash.

Social post copy suggestions:

1. Check out this #TrashHack to upcycle waste. What's yours? Share with @UNESCO using #TrashHack and find more at www.trashhack.org
2. A #TrashHack is an easy action to start you on the path to zero waste and thinking big about sustainability. Share yours with #TrashHack www.trashhack.org



Share Trash Hack blogs

The Trash Hack blog is full of helpful, inspiring articles to help people reduce waste. They're always connected to the campaign fundamentals: Act, Reflect or Share.

[Read the blogs](#)
[Download images](#)

We're also looking for contributions to the blog. If you're interested, email trashhack@unesco.org



Trash facts to help us clean-up our act

[Download images](#)

Social post suggestions: Need motivation to start to #TrashHack the world? Here are 10 trash facts to motivate us to change: www.trashhack.org/trash-facts/



How to talk trash to you friends and family

[Download images](#)

Social post suggestions: Zero waste important to you? Follow these #TrashHack tips of how to talk to your friends and family about sustainability. Read: www.trashhack.org/talk-trash-to-friends/



Who's talking trash?

[Download images](#)

Social post suggestions: Young people around the world are standing up to waste. Want some inspiration? Look no further: www.trashhack.org/who-s-talking-trash-2/



10 hacks for the home

[Download images](#)

Social post suggestions: Even if you can't organise a cleanup outside, you can still #TrashHack your home with these 10 tips. More: www.trashhack.org/trashhack-your-life/

Trash Hack Inspiration

[Click here to download](#) an editable template to create your own

[Click here](#) to find Inspiration examples you can post



With so many young people changing the world when it comes to waste, you don't have to look far for inspiration. Share some we've made or create your own using our Twitter or Instagram

Social post copy suggestions:

1. Follow [NAME]'s lead and #TrashHack your life with @UNESCO. Find out how: www.trashhack.org
2. Everyone can make a difference with #TrashHack! Big ideas start with small steps. Be inspired, take action and be part of the transformation at www.trashhack.org

FIND OUT MORE



- Contact us via email at trashhack@unesco.org
- Go to the Trash Hack website www.trashhack.org
- Find out more about Education for Sustainable Development (ESD) [here](#)
- More about the United Nations Educational, Scientific and Cultural Organization (UNESCO) [here](#)

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