



World Vision
**Climate Change
Challenge**

#CCC2023

Let's Get Loud about Climate Change!

Using social media is a great way to advocate for climate justice and invite others to join you in the Climate Change Challenge. Let people know that it is possible to combat climate change if we all take just a little action.

Here are some downloadable shareables and sample captions that you can use to get the message out! Feel free to customize the captions to fit your own voice, or create your own posts.

Although these posts are formatted for Instagram, we would love for you to get creative on TikTok too! Creating content on the issue of climate change, the Climate Change Challenge, and asking people to support you, are all great topics.

Be sure to use our hashtags and tag us so we can see all your great advocacy work!
Note: This is how the winner of the Climate Advocate Award will be determined.

HASHTAGS:

#climatechangechallenge
#CCC2023

TAG US:

Instagram: @worldvisioncan @wvyouthcanada
TikTok: @worldvisioncan

POST 1

Purpose: Introduce the Climate Change Challenge to your networks, invite people to visit the site.

Caption: Tackling climate change is more than #SaveTheTurtles.

This spring, I'm teaming up with @worldvisioncan to do something about the climate crisis by participating in the #ClimateChangeChallenge

Learn more about how schools across Ontario are taking action at www.teamworldvision.ca/event/climatechangechallenge
#CCC2023

Image:



POST 2

Purpose: Introduce the Climate Change Challenge to your networks, invite them to join/donate.

Caption: Chad. Almost a third of this country is in the Saharan Desert and has one of the highest levels of hunger in the world. In recent years, climate change has intensified the frequency and severity of droughts in this country, increasing food insecurity.

This month, I am joining World Vision Canada in the #ClimateChangeChallenge. Big Change starts with small acts. Visit the link in my bio to learn more about the Climate Change Challenge. #CCC2023 @worldvisioncan

Images:



POST 3

Purpose: Inform people about FMNR strategy

Caption: Did you know that pruning old tree stumps can regenerate an ENTIRE FOREST? It's called #FMNR – Farmer Managed Natural Regeneration. It's one of the ways World Vision is working with farmers worldwide to help them adapt and thrive through a changing climate. Scroll to learn more. #ClimateChangeChallenge #CCC2023

Images:



POST 4

Purpose: Educate people on the specific goals of the project in Chad and share a fact.

Caption: Did you know one mature tree can absorb 48lbs. of carbon in one year? The climate project in Chad aims to plant approximately 3,000 fruit trees, resulting in an estimated 144,000 lbs. reduction of global carbon emissions!

Visit the link in my bio to support me as I participate in World Vision Canada's #ClimateChangeChallenge #CCC2023

Images:

