



## People's Climate March– April 29, 2017

### Social Media Toolkit

#### **Overview**

On April 29th, Mothers Out Front will be marching in the People's Climate March in Washington DC as well as local marches in Boston, MA and other areas.

**We're asking for your support during this event:** marching, taking pictures on the march, posting those pictures and comments on Twitter and Facebook or Instagram and sharing posts from other mothers. And if you can't participate in any of the marches, you can still join in on social media!

#### **Goals**

Our goal is to stand in solidarity with the thousands of climate activists from across the country, reach out to connect and engage with mothers who are concerned about their children's future, and build the power necessary to show decision-makers that we need clean, renewable energy solutions now!

People are looking for a way to get involved in the climate movement. By participating with other groups across the country in front of a very large audience, we can make the most of this opportunity to increase our exposure and recruit more mothers.

- Spread the word; engage new mothers.
- Demonstrate who we are and what we believe in; help mothers imagine themselves in us.
- Create a social media echo-chamber to amplify mothers' voices in the climate change debate.
- Develop and deepen the digital skills of our mothers to help Mothers Out Front's organizing in the future go further.

## **Training opportunities**

Join us for one of our **webinars on digital organizing**. **Alex DiLalla of Civix Strategy Group** will be hosting 45 minute sessions on social media strategy and an introduction to email organizing.

### **Social Media 102**

- Wednesday, April 12, 2017 at 07:00PM
- Tuesday, April 18, 2017 at 12:00pm

### **Email 101**

- Tuesday, April 11, 2017 at 01:00PM
- Wednesday, April 19, 2017 at 7pm

See our calendar on the website to sign up! Recordings of the trainings will also be made available to everyone.

## **Posting - Hashtags - Tagging Mothers Out Front**

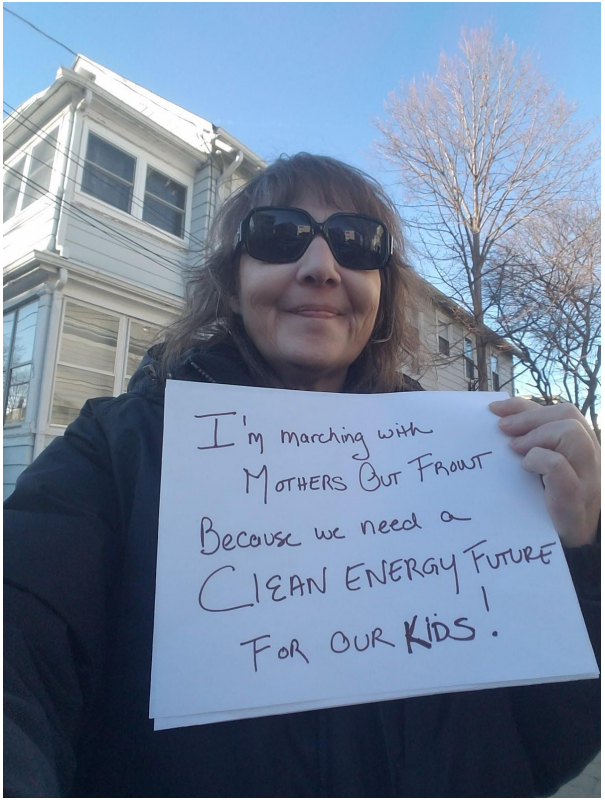
- You can **take photos or record** video *prior* to April 29th; you can post these before the march, but please also post them **on April 29th**.
- **Please tag @MothersOutFront and use both hashtags #MothersProtectClimate and #ClimateMarch in your posts.** (Sample tweets and posts coming up in the next section.)
- You can **make a sign** that says, "I'm marching with Mothers Out Front because....." and finish that sentence for us! Then take a selfie or a group shot holding the sign and post it with the hashtags and tag @Mothers Out Front. If you are not marching, your sign could say, "I'm marching (in spirit) with Mothers Out Front because...."
- Accounts for Mothers Out Front and People's Climate March:
  - **Mothers Out Front:**
    - **FB:** @mothersoutfront
    - **Twitter:** @mothersoutfront
    - **Hashtag:** #MothersProtectClimate
  - **People's Climate March**
    - **FB:** [@peoplesclimate](#)
    - **Twitter:** @Peoples\_Climate
    - **Hashtags:** #ClimateMarch

## **What you'll do on social media...whether you're on the march or not!**

- If you have 1 minute: you will send a tweet or post to Facebook
- If you have 3 minutes: you will take a picture and post it on Twitter and Facebook
- If you have 10 minutes: search #MothersProtectClimate and retweet all the tweets you see
- If you have 20 minutes: you will post a video on Twitter and Facebook, and then share and retweet other mothers' posts

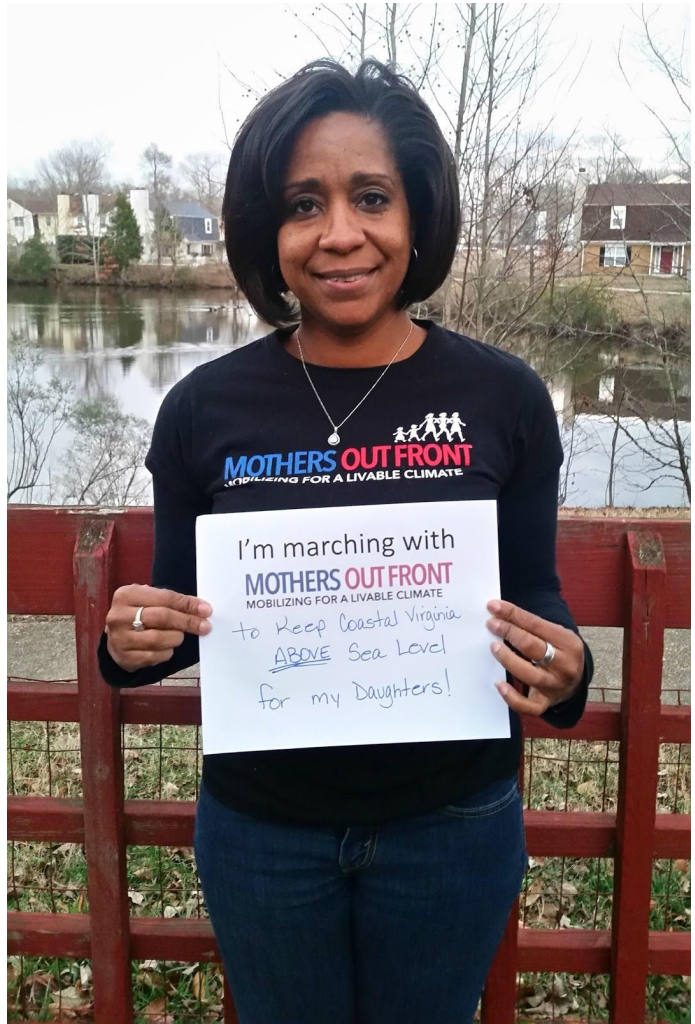
**AT TIMES, THE CELLULAR NETWORK MAY BE OVERWHELMED FROM HEAVY USAGE. IF THAT OCCURS, TAKE PHOTOS AND POST AFTER THE MARCH WHEN THE NETWORK IS AVAILABLE**

## SAMPLE POSTS

Platform	Sample Posts	Example
Twitter	We are @MothersOutFront! We want a livable climate for all kids! #MothersProtectClimate #ClimateMarch [ATTACH IMAGE]	
Twitter	The only future 4 our kids is a clean energy future. #MothersProtectClimate #ClimateMarch @MothersOutFront [ATTACH IMAGE OF KIDS]	
Twitter	Their future is at stake. I march to protect my children from #climatechange. #MothersProtectClimate #WhyIMarch #ClimateMarch [Attach IMAGE OF KIDS WITH SIGNS]	
Twitter	I march with @MothersOutFront because #climatechange is not waiting, but my children are. #MothersProtectClimate #ClimateMarch	
Twitter	Proud of my fellow @MothersOutFront & all #women for taking #ClimateAction today. #MothersProtectClimate #ClimateMarch	
Instagram	[FOR IMAGE OF KIDS WITH SIGNS} Their future is at stake. We will	

protect our children no matter what it takes. @MothersOutFront #MothersProtectClimate #ClimateMarch

[FOR IMAGE WITH GROUP OF MOMS]  
Instagram  
.@MothersOutFront from [TOWN] are marching today to protect our children and hold our leaders accountable to #ClimateAction. #MothersProtectClimate #ClimateMarch



Facebook

Ex:  
 I am marching with @MothersOutFront because climate change is directly impacting my #children and families all over the world RIGHT NOW. We cannot wait another moment on this issue.  
 #MothersProtectClimate  
 #ClimateMarch #WhyIMarch

Ex:  
 As a mother, the first thing I think about every day is protecting my children. Today that means #IMarch so that our leaders know we are expecting them to #ActOnClimate just like my children are counting on me.  
 #MothersProtectClimate  
 #ClimateMarch #WhyIMarch



Graphic

Graphic to be made to share for those without pictures.

Graphic

(see above)

Video (cellphone or camera!)

Suggestion for Video Script:

“Hi I’m [FIRST NAME] and I’m a mother/parent of [#children] from [TOWN]. Today I am acting to protect my child(ren)’s health and prospects for a happy future by marching with people from all over the country. Please take action on climate and help us hold our leaders accountable. Every time we make a choice for how we will fuel our future, it should always be for clean, renewable energy. Every time.

