



## Social Media Toolkit

### 1t.org U.S. Chapter Launch

Thursday, August 27, 2020

Thanks for visiting the **1t.org U.S. Chapter launch** social media toolkit.

The following sections include information about 1t.org, the U.S. Chapter and social media posts for your use:

1. [View Sample Social Content](#)
2. [Learn About 1t.org and the U.S. Chapter](#)

**Our primary call to actions on social media are to:**

- (1) Raise awareness of 1t.org's first regional chapter launched in the United States to support the global mission to conserve, restore and grow 1 trillion trees by 2030.
- (2) Celebrate the multi-sectoral, bipartisan leadership and support – by entities that made the first round of pledges to the 1t.org U.S. Chapter to support the trillion-tree goal.
- (3) Hear from individuals on what trees mean to them – especially right now – and why we should do all we can to protect them.

### Sample Posts

#### Post #1 (Entities who have made pledges to the 1t.org U.S. Chapter)

Today, X is proud to support the launch of the U.S. Chapter of @1t\_org and join the #TrillionTrees community to create healthy and resilient forests for future generations. Learn more about our pledge to #ConserveRestoreGrow: [\[Link: https://us.1t.org/view-pledges/\]](https://us.1t.org/view-pledges/)

#### Post #2 (Individuals)

Governments and businesses can no longer afford to view protecting forests as counter to our prosperity. In the U.S., forest restoration can generate as many as 40 jobs per million dollars invested. Ask your organization to join the #TrillionTrees movement [\[Link: us.1t.org\]](https://us.1t.org)

#### Post #3 (All)

Today, the first regional chapter of @1t\_org launched in the U.S. Forests are one of the best natural solutions for the climate crisis – critical for job security, clean water and air, and carbon storage. Join the #TrillionTrees movement [\[Link: us.1t.org\]](https://us.1t.org)

## Post #4 (All)

Making our cities, states and country greener is a key part of restoring the economy and improving human health. Today, the U.S. is stepping up to the challenge to #ConserveRestoreGrow one #TrillionTrees worldwide by 2030. You can too. Join the movement: [[Link: us.1t.org](https://us.1t.org)]

## Hashtags

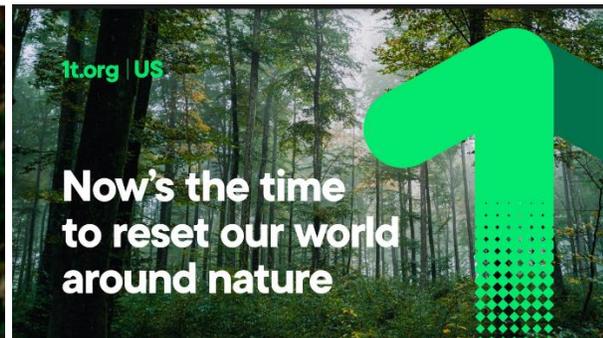
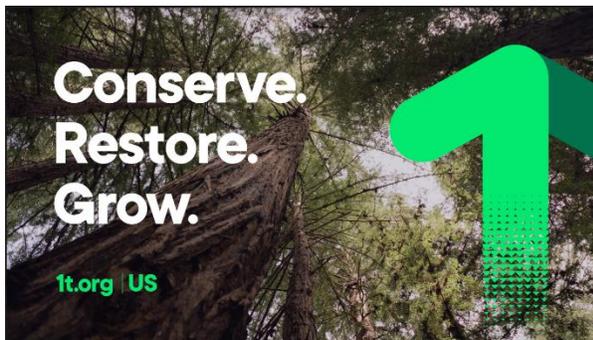
#TrillionTrees (primary)

#ConserveRestoreGrow (optional)

#1torg (optional, please do not use the 'period' in 1t.org for the hashtag to work properly)

## Graphics

[Download graphics here.](#)



## Key Messages

- **Our ability to thrive depends on forests, but forests are under immense threat.**
  - An estimated [six trillion trees](#) used to cover our planet. Now, only about half remain. Globally, we continue to lose [15 billion trees](#) every year.
  - In the U.S. our forests are threatened by the growing impacts of climate change.
  - Restoring healthy forests creates **jobs** – every million dollars we invest in tree planting and other forest restoration activities [creates almost 40 jobs in the United States](#).
  - Forests contribute to the **health and well-being** of people. In the U.S., alone, [trees absorb 17.4 million tons of air pollutants](#), preventing 670,000 cases of asthma and other acute respiratory symptoms annually.
  - Healthy forests are a critical nature-based solution to **climate change**. U.S. forests and forest products currently [capture almost 15 percent](#) of the nation’s carbon dioxide emissions from burning fossil fuels. Pledges, such as those announced by the 1t.org U.S. Chapter, can help trees have double this impact in the years to come.
  
- **The U.S. is stepping up to the challenge to conserve, restore, and grow healthy and resilient forests.**
  - The 1t.org U.S. Chapter provides the tools and community to accelerate and scale ambition and action.
  - Climate change—as well as more recent issues making headlines, such as COVID-19 and the importance of equity and justice—drives home the need to put people and the planet at the heart of how we reset our world to create a healthier, equitable and prosperous future.
  - It will take government officials, business leaders, Indigenous Peoples and local communities, scientists, conservationists, philanthropists, youth, and you to enact the protect and strengthen our forests.
  
- **It’s time to secure our forests for our future. Join the movement:**
  - Learn more at [www.us.1t.org](http://www.us.1t.org)

## Accounts

1t.org

- Twitter: [@1t\\_org](#)
- LinkedIn: [1t.org](#)



## World Economic Forum

- Twitter: [@wef](#)
- LinkedIn: [World Economic Forum](#)
- Facebook: [World Economic Forum](#)
- Instagram: [World Economic Forum](#)
- Blog: [The Agenda](#)

## American Forests

- Twitter: [@AmericanForests](#)
- Facebook: [American Forests](#)
- LinkedIn: [American Forests](#)

## Style Guide

- Please call it **1t.org** (not 1T.org or TTI or 1TT)
- Please refer to it as the “**trillion trees platform**” (not to be confused with the “Trillion Trees Initiative”, “Trillion Trees Campaign” or “Trillion Trees Challenge” which is an existing and distinct entity)
- Please use every opportunity to reiterate that 1t.org is working to “**conserve, restore and grow**” and to promote “**conservation, restoration and reforestation**” (always list them in that order to highlight the importance of prioritizing conservation)
- Please refer to **1t.org as the global platform** and **1t.org U.S. as the first regional chapter** to launch

## Learn about 1t.org and the U.S. Chapter

### Overview

On **Thursday August 27, 2020**, American Forests and the World Economic Forum will announce the launch of **U.S. Chapter of 1t.org – the global trillion trees platform** – that was launched at the World Economic Forum Annual Meeting in Davos in January, 2020. The U.S. Chapter will be the first regional chapter of the global initiative.

The global platform is designed to support the UN Decade of Ecosystem Restoration 2021-2030.



## Communications Plan - 1t.org U.S. Chapter Launch

Given the current COVID-19 context, there will not be an in-person event associated with the launch. Instead, on **Thursday, August 27th** at 10:00am Eastern, the 1t.org U.S. Chapter website will be published, and go live [\[Link: Us.1t.org\]](https://us.1t.org/).

- The website will include a dynamic webpage dedicate to the launch, including:
  - o Joint American Forests /World Economic Forum press release
  - o List of governments, corporates and nonprofits who have made a pledge prior to the launch, including their recorded video statements and quotes [\[Link: https://us.1t.org/press-toolkit/\]](https://us.1t.org/press-toolkit/)
  - o Social media toolkit and B-roll footage of forests
  - o FAQs about the 1t.org U.S. Chapter

## 1t.org U.S. Chapter Secretariat

### World Economic Forum

The [World Economic Forum](https://www.weforum.org/), committed to improving the state of the world, is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.

### American Forests

American Forests is the first national nonprofit conservation organization created in the United States. Since its founding in 1875, the organization has been the pathfinder for the forest conservation movement. American Forests' mission is to create healthy and resilient forests, from cities to wilderness, that deliver essential benefits for climate, people, water and wildlife. The organization advances its mission through forestry innovation, place-based partnerships to plant and restore forests, and movement building.

### Any questions?

The 1t.org U.S. Chapter Secretariat stands ready to help you with questions about the launch of the first regional chapter of the global trillion trees movement. To inquire about **communications**, please email Jill Schwartz ([jschwartz@americanforests.org](mailto:jschwartz@americanforests.org)) Vice President of Marketing and Communications, American Forests. If you're interested in submitting a **pledge** to the U.S. Chapter, please contact Betty Cremmins, Lead, 1t.org North America ([Betty.Cremmins@weforum.org](mailto:Betty.Cremmins@weforum.org)).