



CLIMATE ACTION PLAN

Social Media Toolkit

Help us raise awareness about the Columbus Climate Action Plan! This is our community's roadmap for achieving carbon neutrality by 2050, reducing emissions by 45% by 2030, and imparting equity, environmental and racial justice as we reach our goals.

How to Participate

Use the provided social media sample posts or share a photo and tag us! Use these hashtags in your posts so that we may share, like or retweet them. Additionally, we encourage you to like, share and retweet our posts to help raise awareness about the Climate Action Plan.

City Platforms: Twitter, Facebook, Next Door, Instagram

Key Social Handles

Twitter: @SustainableCol1 (Sustainable Columbus) @ColumbusGov (City of Columbus) @MayorGinther (Mayor Andrew J. Ginther)

Facebook: @SustainableColumbus

Instagram: @SustainableColumbus

#HashTags

#SustainableColumbus

#climateaction

#cleanenergyfuture

#cleanjobscolumbus

Key Links

www.columbus.gov/sustainable/cap

www.columbus.gov/sustainable

Sample Social Media Posts

Here are sample posts you can use on your own social media channels—you can cut and paste or edit to add a personal touch and better match the interests and concerns of your audience. [The shorter posts are best suited to Twitter while the longer form posts can be used for other platforms such as Facebook.](#) Also, don't forget to share posts and photos from Sustainable Columbus.

Short Form: Twitter

1. ColumbusGov released our community's first ever Columbus Climate Action Plan! Let's make Columbus carbon neutral!
2. The final Columbus Climate Action Plan is out! Our community is upping its ambition, and is committed to bold goals like a 45% emissions reduction by 2030 to ensure Columbus is doing its fair share to combat global climate change.
3. The Columbus Climate Action Plan is our community's roadmap for being carbon neutral by 2050 and imparting environmental justice. Everyone has a role to play. How can you be part of the solution?
4. Environmental justice. Racial justice. Equity. That's what acting on climate is all about, and why our Columbus Climate Action Plan is so important. Now is the time for our leadership and community to come together and act boldly for a just future.

Long Form: Facebook, Instagram & LinkedIn

Climate change in Columbus impacts, and puts at risk, communities of color and low-income residents disproportionately. That's why climate action is an equity and racial justice issue. That's why the Columbus Climate Action plan is so important for our community. We must reach our goals of reducing emissions by 45% by 2030 and become carbon neutral by 2050, all while centering and imparting environmental justice along the way. Together we can create a more just future for Columbus.

The Columbus Climate Action Plan, developed with the input of the environmental community, residents, the business community and many others, has a goal to reduce emissions by 45% by 2030 and become carbon neutral by 2050 – ensuring our community is doing its fair share to combat climate change and limit global temperature rise. Just as critically, the plan also puts in place equitable strategies for the City of Columbus to adapt and build local resilience in response to a changing climate. As Columbus faces more frequent hotter days, and more frequent increased rain we must be prepared to ensure the vitality, livability and prosperity of our community.