

# COP28 Social Media Advocacy Toolkit



The largest climate conference in the world, Conference of the Parties (COP28), is hosted by the United Nations from November 28th to December 12th in Dubai. World leaders, scientists and climate advocates from nearly 200 countries will come together to coordinate global climate action for the next year. It's critical for individuals, nonprofits and the private sector to join hands in amplifying the need for substantial climate action policies.

The climate crisis has reached unprecedented heights this year, with record-breaking wildfires, catastrophic floods, and unbearable heat waves. The time for action is running out! We must act now to tackle the impacts of climate change. Please join us in advocacy during the weeks of COP28 to shine a light on urgent needs surrounding the climate. Feel free to use the below social media template

## Suggested Captions

### *Facebook and Instagram*

🚨 Urgent Call to Action 🚨

Did you know NASA scientists predict that many parts of our world could become uninhabitable by 2050? The climate crisis is real, and the time to take action is now!

Join me and Girl Rising in reaching out to government leaders for immediate climate action. Share this post to raise awareness, spark conversations, and encourage others to join the movement for a safe and sustainable future.

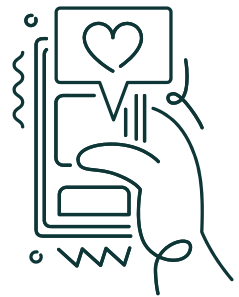
### *Instagram Stories*

NASA scientists predict that many parts of our world could become uninhabitable by 2050! We need to act now. Learn how you can get involved here:

<http://bit.ly/3sWBOWT>

### *Threads and X*

The biggest climate conference @COP28\_UAE is happening right now! Join me in demanding climate justice: <http://bit.ly/3sWBOWT>



## Share Graphics

Images and graphics will make your message more powerful. Download our custom designed graphics to elevate your social media posts: <https://bit.ly/47QaJU2>

## Use Hashtags

Here are some hashtags that COP28 participants and the Girl Rising Community will be using:

#COP28 #girlrising  
#learnrisisethrive