



Justice40 - Social Media Toolkit

Purpose of this toolkit:

To introduce partner organizations and climate advocates to **#Justice40** and help drive engagement and action among their base of supporters via social media platforms such as Facebook, Twitter, and Instagram. It is crucial to radically reimagine a climate justice framework that prioritizes the most vulnerable rural, urban, and historically neglected communities and change the larger narrative and culture to empower our communities as leaders for climate action.

How can I help:

- Copy and paste the suggested social media posts, or develop your own customized posts to share out the content.
- Add the **#Justice40** hashtag to your social media posts, and engage with via your personal or organizational accounts.
- Visit www.thejustice40.com for the full report and share its content by using the **#Justice40** hashtag!
- Upload a photo to Instagram and caption it with one of the suggested captions. NOTE: Instagram does not support hyperlinks in captions. You must add the link to your Bio (Click “Edit Profile” to add a website URL). Then, direct your followers to the link by adding “Click the link in my bio to read all about it!” to your caption.
- Look out for other ways to get involved in the future, like Twitter chats and by following the hashtag #Justice40 on your social media channels.

Hashtags to use:

#Justice40

#FullfillJustice40

#ClimateJustice

Graphics to use:

https://drive.google.com/drive/folders/1t9Km0RAd_q3ezuonNrV3PSnHI67swlGf?usp=sharing

1. #Justice40 is about environmental justice.
2. #Justice40 is about systemic change rooted in environmental justice.
3. I seek transformational climate investments with #Justice40
4. 40% of federal climate investments must empower under-resourced communities
5. Environmental, Racial, & Economic Justice - #Justice40

Suggested posts:

Any social media platform (Facebook, Instagram, Twitter):

1. Join us and climate leaders from across the country to ensure the Biden-Harris Administration fulfills its campaign promise to direct 40% of federal climate investments in underserved communities. #Justice40
2. Join us in empowering communities to build local resilience, capacity, and accountability through environmental justice. Learn more at www.thejustice40.com #Justice40
3. #Justice40 is about environmental justice. The time is now to prioritize, resource, empower, and protect the most vulnerable rural, urban, and historically underserved communities. This is a critical moment and movement. Learn more about how to support at www.thejustice40.com
4. The Justice40 Initiative can be transformational, but it must be designed with clear objectives and an accountability framework rooted in equity and go beyond investments. Join us in creating this change. Visit www.thejustice40.com #Justice40 #ClimateJustice

Facebook and Instagram only:

1. The time is now to prioritize, resource, empower, and protect the most vulnerable rural, urban, and historically neglected communities. The “Making Justice40 a Reality” report provides a road map that will guide policymakers in the design and implementation of an equitable Justice40. www.thejustice40.com #Justice40 #ClimateJustice

Special thanks to the movement leaders and organizations who have supported the “Making Justice40 a Reality” report. Please feel free to tag any and all of the following:

1. @UCLALuskin - UCLA Luskin School
2. Partner Organizations
 - a. @GreenLatinos
 - b. @APEN4EJ
 - c. @chisholmproject

d. @kftc

3. Our Movement Leaders:

- a. @cassiaspeaks - Cassia Herron, Kentuckians For The Commonwealth
- b. @miya_yosh - Miya Yoshitani, Asian Pacific Environmental Network
- c. @JacquiPatt - Jacqueline Patterson, The Chisholm Legacy Project
- d. @markmagana - Mark Magaña, GreenLatinos
- e. @Communities_1st - Helen Chin, Communities First

4. Our Researcher Partners

- a. @CCallahan_UCLA - Colleen Callahan, Deputy Director, Luskin Center for Innovation (LCI) at the University of California, Los Angeles (UCLA)
- b. @DanCCoffee - Daniel Coffee, Associate Project Manager, LCI
- c. @JRDeshazo - J.R. DeShazo, Ph.D.; Dean, LBJ School of Public Affairs, University of Texas
- d. @silvia_gee - Silvia Gonzalez, Ph.D., senior researcher, LCI; research director, UCLA Latino Policy and Politics Initiative

5. Advising Scholar

- a. Sacoby Wilson, Ph.D., associate professor, University of Maryland

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