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**Campus Sustainability Month Promotional Toolkit**

This Promotional Toolkit provides sample copy for you to use in website content, newsletters, emails and social media to promote events throughout Campus Sustainability Month!

**Social Media Posting Details**

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel** | **Post Caption Character Limit** | **Recommended Image Dimensions** | **Other Info** |
| **Instagram** | 2,200  (Truncated at 125) | 1080 x 1080 pixels | Consider adding a [LinkTree](https://linktr.ee/) to your Instagram bio to provide multiple links for your audience. |
| **Twitter** | 280 | 1024 x 512 pixels | AASHE does not recommend using a shortened or trackable URL with Twitter. |
| **Facebook** | 63,206 | 940 x 627 pixels | You can [schedule a post](https://www.facebook.com/help/389849807718635) on Facebook to be published at a later date. |
| **LinkedIn** | 3,000 | 1080 x 1080 pixels |  |

*\*AASHE recommends keeping post captions around 180 characters long plus a hyperlink.*

**Social Media Graphics**

Use the graphics linked below to promote Campus Sustainability Month on your social media channels! Download these files and upload them to an image editor like Canva to add information. Make sure to include your institution’s logo and that any text you add is large enough to read.

[**Download the Campus Sustainability Month Social Media Graphics!**](https://drive.google.com/drive/folders/1kBVCdjLRHA3y1qRoQAINTjoSGAwzYQ9i?usp=drive_link)

**Website/Newsletter Copy**

**CSM Announcement for Website/Newsletter**

Option 1:

[Institution] is proud to participate in [Campus Sustainability Month](https://www.aashe.org/get-involved/campus-sustainability-month/) throughout October. This annual event, hosted by the [Association for the Advancement of Sustainability in Higher Education (AASHE)](https://www.aashe.org/), celebrates higher education sustainability achievements while raising awareness of the value of sustainability in higher education. To celebrate and kickoff a new year of sustainability advancements, we are hosting [insert bulleted list of Campus Sustainability Month events that the institution is hosting here].

We hope you will join as we celebrate our sustainability successes and explore how we can encourage students to vote during this upcoming election throughout #CampusSustainabilityMonth!

Option 2:

This October kicks off Campus Sustainability Month! To celebrate, we are [insert Campus Sustainability Month events that the institution is hosting here]. Check out what other institutions are doing to celebrate and raise awareness of the value of sustainability in higher education by visiting AASHE’s [Campus Sustainability Month website](https://www.aashe.org/get-involved/campus-sustainability-month/) and searching #CampusSustainabilityMonth on social media. We hope you will join as we celebrate our sustainability successes!

**Email Copy**

**CSM Announcement for Email**

**Subject Line:** Celebrate Campus Sustainability Month with [INSTITUTION NAME]!

Dear [NAME],

October is [Campus Sustainability Month](https://www.aashe.org/campus-sustainability-month/)! Join us throughout October to celebrate sustainability successes and raise awareness of the value of sustainability at [INSTITUTION NAME]. To celebrate and kickoff a new year of sustainability advancements, we are hosting [insert bulleted list of Campus Sustainability Month events that the institution is hosting here].

During Campus Sustainability Month, post your celebrations on social media using #CampusSustainabillityMonth and submit your photos and videos to [AASHE’s Campus Sustainability Hub](https://hub.aashe.org/) for a chance to be featured in a blog post!

We’re excited to celebrate with you!

Sincerely,

[NAME]

**Post-Campus Sustainability Month Message for Email**

**Subject Line:** Submit your Campus Sustainability Month Celebrations!

Dear [NAME],

Thank you for celebrating Campus Sustainability Month with [INSTITUTION NAME]! We hope you had a great time participating in events like [LIST OF EVENTS] and that you feel inspired to continue being a change agent for sustainability at [INSTITUTION NAME].

Make sure to upload any photos and videos of your celebrations to the Association for the Advancement of Sustainability in Higher Education’s (AASHE) [Campus Sustainability Hub](https://hub.aashe.org/)! This year, your photos have a chance to be featured in a blog post on AASHE’s website.

Sincerely,

[NAME]

**Social Media Copy**

**CSM Announcement for Social Media**

**Facebook/LinkedIn:**

Option 1:

Join us for Campus Sustainability Month this October as we celebrate sustainability achievements! <https://www.aashe.org/campus-sustainability-month/>

Option 2:

To celebrate Campus Sustainability Month with AASHE we are [LIST OF CAMPUS EVENTS]! Learn more and participate: <https://www.aashe.org/campus-sustainability-month/>

**Instagram/Twitter:**

Option 1:

Join us and @AASHENews as we celebrate #sustainability during #CampusSustainabilityMonth <https://www.aashe.org/campus-sustainability-month/>

Option 2:

We’re celebrating #sustainability with institutions all over the world. Use #CampusSustainabilityMonth and celebrate with us! [https://www.aashe.org/campus-sustainability-month](https://www.aashe.org/campus-sustainability-month/)/

**Post-Campus Sustainability Month Message for Social Media**

**Facebook/LinkedIn:**

Option 1:

How did you celebrate #CampusSustainabilityMonth? Let us know! Don’t forget to upload photos and videos of your celebrations to AASHE’s Campus Sustainability Hub! <https://hub.aashe.org/>

Option 2:

We had a great time celebrating #CampusSustainabilityMonth at [INSTITUTION NAME]! How did you celebrate? Submit your photos, videos and other resources to AASHE’s Campus Sustainability Hub! <https://hub.aashe.org/>

**Instagram/Twitter:**

Option 1:

How did you celebrate #CampusSustainabilityMonth? Let us know and don’t forget to upload your photos and videos to AASHE’s Campus Sustainability Hub! <https://hub.aashe.org/>

Option 2:

We loved celebrating #CampusSustainabilityMonth at [INSTITUTION NAME]! How did you celebrate? Submit your photos to AASHE’s Campus Sustainability Hub! <https://hub.aashe.org/>

**Press Release**

**CSM Announcement Press Release**

FOR IMMEDIATE RELEASE

[CONTACT INFORMATION FOR CAMPUS SUSTAINABILITY REP.]

**[INSTITUTION NAME] Celebrates Campus Sustainability Month**

City, State (Date) – [INSTITUTION NAME] is proud to participate in Campus Sustainability Month. Throughout October, [INSTITUTION NAME] will be hosting events that celebrate and raise awareness of the value of sustainability in higher education and encourage students to vote in the upcoming elections.

“Campus Sustainability Month is an opportunity for the higher education community to generate enthusiasm and build momentum for implementing sustainability solutions throughout the year. We are happy to host this month-long celebration and enjoy hearing about all the sustainability plans from colleges and universities throughout the world,” said Meghan Fay Zahniser, executive director, the Association for the Advancement of Sustainability in Higher Education (AASHE).

This year [INSTITUTION NAME] will hold the following events:

* EVENT HERE
* EVENT HERE
* ETC.

[QUOTE FROM INSTITUTIONAL LEADER SUCH AS THE PRESIDENT OR PROVOST ON THE IMPORTANCE OF CAMPUS SUSTAINABILITY.]

For more information, please visit the [Campus Sustainability Month website](https://www.aashe.org/campus-sustainability-month/) and follow #CampusSustainabilityMonth on Twitter and Instagram.

**About AASHE**

AASHE empowers higher education administrators, faculty, staff and students to be effective change agents and drivers of sustainability innovation. AASHE enables members to translate information into action by offering essential resources and professional development to a diverse, engaged community of sustainability leaders. They work with and for higher education to ensure that our world’s future leaders are motivated and equipped to solve sustainability challenges. For more information, visit www.aashe.org. Follow AASHE on Facebook and Twitter.

**About [INSTITUTION NAME]**

**Host a Campus Sustainability Month Webinar - Email Copy**

**Steps to Host a CSM Webinar - Email**

*\*For event planning tips and ideas, see* [*Campus Sustainability Month Tips*](http://aashe.events/csm-toolkit)*.*

**Step 1. Call for Webinar Speakers**

**Subject Line:** Speak at [INSTITUTION NAME]’s Campus Sustainability Month Webinar

Dear [NAME],

This October is [Campus Sustainability Month](https://www.aashe.org/get-involved/campus-sustainability-month/)! To celebrate, [OFFICE/DEPARTMENT NAME] is putting together a list of events to take place throughout October. We wanted to reach out to you specifically to ask if you would be interested in speaking at a webinar to celebrate and inspire sustainability on our campus.

The purpose of this webinar is to celebrate sustainability at [INSTITUTION NAME] and inspire our students, staff and faculty to be change agents for sustainability. This webinar will take place on [DATE] at [TIME] over [PLATFORM (ex. Zoom)]. We would love it if you could speak for [LENGTH OF TIME] about [TOPIC] and answer audience questions.

If you would be interested in speaking at a webinar to celebrate Campus Sustainability Month, please let me know by [DATE]! I appreciate your time and look forward to working with you on this exciting event.

Sincerely, [NAME]

**Step 2. Confirm the Event Listing When a Speaker Accepts**

**Subject Line:** [WEBINAR NAME] Webinar Information

Dear [NAME],

Thank you for offering to speak at the [WEBINAR NAME] Webinar to celebrate [Campus Sustainability Month](https://www.aashe.org/get-involved/campus-sustainability-month/) on [DATE] at [TIME] over [PLATFORM (ex. Zoom)]! To finalize this event, please provide the following information:

* Your full name and title:
* Relevant links:
* Etc.

We greatly appreciate your commitment to inspiring sustainability at [INSTITUTION NAME]. We’re excited to celebrate sustainability with you in October!

Sincerely, [NAME]

**Step 3. Announce the Webinar via Email** (Make sure to include your registration link!)

**Subject Line:** Attend the [WEBINAR NAME] Webinar to celebrate Campus Sustainability Month!

Dear [INSTITUTION NAME] Community,

To celebrate [Campus Sustainability Month](https://www.aashe.org/get-involved/campus-sustainability-month/) in October, [INSTITUTION NAME] is hosting the [WEBINAR NAME] Webinar on [DATE] at [TIME] over [PLATFORM (ex. Zoom)]!

Attend this webinar to hear from speakers like [SPEAKER NAME 1 & TITLE, Speaker Name 2 & Title, etc] speak on topics like [WEBINAR TOPIC(S)]. Don’t forget to register for this exciting event by [DATE] at [TIME]. We’re excited to see you there!

Sincerely,

[NAME]

**Step 4. Pre-Event Reminder** (Day before the webinar - make sure to include your registration link!)

**Subject Line:** Register for the [WEBINAR NAME] Webinar Today!

Dear [NAME],

Tomorrow, [INSTITUTION NAME] is hosting the [WEBINAR NAME] Webinar to celebrate [Campus Sustainability Month](https://www.aashe.org/get-involved/campus-sustainability-month/) at [TIME] over [PLATFORM (ex. Zoom)]. Don’t forget to register and hear from speakers like [SPEAKER NAME 1 & TITLE, Speaker Name 2 & Title, etc] speak on topics like [WEBINAR TOPIC(S)].

We can’t wait to celebrate sustainability with you!

Sincerely,

[NAME]

**Step 5. Post-Event Message** (day after the webinar)

**Subject Line:** We Appreciate your Participation in the [WEBINAR NAME] Webinar

Dear [WEBINAR PARTICIPANT],

Thank you for attending the [WEBINAR NAME] webinar! We hope you enjoyed hearing from our incredible speakers and that you feel empowered to continue advancing sustainability at [INSTITUTION NAME].

As [INSTITUTION NAME] is an [Association for the Advancement of Sustainability in Higher Education (AASHE)](https://www.aashe.org/) member, we have access to any and all resources available through AASHE’s [Campus Sustainability Hub](https://hub.aashe.org/). As a part of Campus Sustainability Month, AASHE is accepting photos and videos of your celebrations for a chance to be featured in a blog post on AASHE’s website! Consider sharing any photos and videos from the webinar to AASHE’s [Campus Sustainability Hub](https://hub.aashe.org/) today.

Sincerely,

[NAME]

**Host a Campus Sustainability Month Webinar - Social Media Copy**

**Steps to Host a CSM Webinar - Social Media**

*\*For event planning tips and ideas, see* [*Campus Sustainability Month Tips*](http://aashe.events/csm-toolkit)***.***

**Step 1. Call for Webinar Speakers**

**Facebook/LinkedIn:** [INSTITUTION NAME] is hosting a[WEBINAR NAME] webinar to celebrate #CampusSustainabilityMonth! Please contact [EMAIL] if you are interested in speaking at this webinar on [DATE] at [TIME] over [PLATFORM (ex. Zoom)]. <https://www.aashe.org/get-involved/campus-sustainability-month/>

**Instagram/Twitter:** [INSTITUTION NAME] is hosting a[WEBINAR NAME] webinar to celebrate #CampusSustainabilityMonth! Interested in speaking at this webinar? DM us! <https://www.aashe.org/get-involved/campus-sustainability-month/>

**Step 2. Announce the Webinar on Social Media Channels**

**Facebook/LinkedIn:** Join the [OFFICE/DEPARTMENT NAME] for the [WEBINAR NAME] webinar on [DATE] at [TIME] over [PLATFORM (ex. Zoom)] to celebrate #CampusSustainabilityMonth! Hear from speakers like [SPEAKER NAME 1 & TITLE, Speaker Name 2 & Title, etc] who will speak on topics like [WEBINAR TOPIC(S)]. Register today at [REGISTRATION LINK]!

**Instagram/Twitter:** [OFFICE/DEPARTMENT NAME] is excited to announce the [WEBINAR NAME] webinar to celebrate #CampusSustainabilityMonth! Hear from [NUMBER OF SPEAKERS] amazing speakers about [TOPIC(S)]! [REGISTRATION LINK]

**Step 3. Pre-Event Reminder**

**Facebook/LinkedIn:** Don’t forget![INSTITUTION NAME] is hosting the [WEBINAR NAME] webinar TOMORROW [DATE] at [TIME] over [PLATFORM (ex. Zoom)]! Register today at [REGISTRATION LINK] to hear from [NUMBER OF SPEAKERS] amazing speakers about [TOPIC(S)]!

**Instagram/Twitter:** Don’t forget![INSTITUTION NAME] is hosting the [WEBINAR NAME] webinar TOMORROW over [PLATFORM (ex. Zoom)]! Join us to celebrate #CampusSustainabilityMonth [REGISTRATION LINK]

**Step 4. Post-Event Message**

**Facebook/LinkedIn:** Thank you to everyone who attended our [WEBINAR NAME] webinar! As an AASHE member, we have access to any and all resources available through AASHE’s Campus Sustainability Hub. This year, AASHE is accepting photos and videos of Campus Sustainability Month celebrations to the Hub for a chance to be featured in a blog post on AASHE’s website! Consider sharing any photos and videos from the webinar the Hub today https://hub.aashe.org/

**Instagram/Twitter:** We had a great time celebrating #CampusSustainabilityMonth at our [WEBINAR NAME] webinar! Share your photos and videos from the event to AASHE’s Campus Sustainability Hub for a chance to be featured in a blog post on their website later this year <https://hub.aashe.org/>