



TAKE ACTION FOR WETLANDS

SOCIAL MEDIA TOOLKIT

#RestoreWetlands

ABOUT

The content and information within this **social media pack** are designed to support the launch of www.ramsar50.org – a new platform aimed at supporting Contracting Parties to the Convention on Wetlands, organisations and individuals in celebrating and raising awareness about wetlands throughout the Convention's 50th Anniversary year.

www.ramsar50.org allows the creation, customisation and social sharing of media tiles. It also gives you access to a variety of 50th Anniversary communication resources, and invites you to stay up to date with the latest Anniversary news and actions.

- Use www.ramsar50.org to share tiles or create your own, and tell the world about precious wetlands and why they matter to you.
- Use **#RestoreWetlands** for a chance to have your social posts featured on the homepage of ramsar50.org.

Join the celebrations and be part of the online conversation!

HASHTAG AND HANDLES

Priority Hashtag:

#RestoreWetlands

Secondary Hashtags:

#wetlands - #wetland - #biodiversity - #climatechange

Handles:

Twitter: [@RamsarConv](https://twitter.com/RamsarConv)

Facebook: [@RamsarConventionOnWetlands](https://www.facebook.com/RamsarConventionOnWetlands)

Instagram: [@ramsar_convention_on_wetlands](https://www.instagram.com/ramsar_convention_on_wetlands)

KEY DATES TO JOIN THE CONVERSATION

March 22nd – World Water Day

May 8th – World Migratory Bird Day

May 22nd – International Day for Biological Diversity

June 8th – World Ocean Day

August 12th – International Youth Day

October 13th – International Day for Disaster Risk Reduction

November 1st – 12th – UNFCCC COP 26



TWITTER

It is more important than ever that measures are taken to ensure the protection of critical #wetland habitats. #Wetlands are important to [insert @handle of org] because they are a natural solution to climate change and biodiversity loss. www.ramsar50.org #RestoreWetlands

WEBSITE LAUNCH! @RamsarConv has launched a brand-new interactive platform to raise awareness for #wetlands – essential habitats for the health and functioning of our planet and humankind. Take a look: www.ramsar50.org #RestoreWetlands

#DYK? #Wetlands provide more than a billion livelihoods across the world in an array of activities that also deliver food, water supplies, transport, and leisure. Learn more about #wetland habitats with @RamsarConv: www.ramsar50.org #RestoreWetlands

#Wetlands are all part of the unique areas that occur where land meets water. From your favourite local river to the whole of the Antarctic, #wetland habitats span the globe. Share why it matters to you to #RestoreWetlands with the new @RamsarConv site: www.ramsar50.org

Explore @RamsarConv's brand new platform for creating and sharing content to raise awareness for #wetlands! While wetlands habitats come in many forms, all provide essential habitats and services to the whole world. www.ramsar50.org #RestoreWetlands

From mangroves to marshlands and rivers to peatlands, the place where land meets water creates a unique and special area. These #wetlands are worldwide and work together to support and protect life. Learn more with @RamsarConv: www.ramsar50.org #RestoreWetlands

This #WetlandsWednesday, head over to @RamsarConv's new platform about #wetlands! It's a space where you can create and share your own content to increase global understanding about their importance in our world. www.ramsar50.org #RestoreWetlands

Why are #wetlands important? Head to @RamsarConv's recently-launched platform and learn about the importance of these rich ecosystems. www.ramsar50.org #RestoreWetlands

#Wetlands are among the most diverse and productive ecosystems on Earth. Freshwater wetlands cover about 6% of the planet's surface but are home to 40% of all species. Learn more about these habitats this #WorldWildlifeDay! www.ramsar50.org #RestoreWetlands

It's #WorldWaterDay – the day to celebrate all #wetlands! There is more #biodiversity in wetlands than any other major ecosystem in the world, and preserving these habitats is a natural solution to climate change and biodiversity loss. www.ramsar50.org #RestoreWetlands



FACEBOOK

Wetlands are important because they are a natural solution to climate change and biodiversity loss. It is critical that measures are taken to #RestoreWetlands. We're joining @RamsarConventionOnWetlands [Tag RAMSAR's Facebook page] in sharing what makes them so valuable: www.ramsar50.org – Join us too!

Explore @RamsarConventionOnWetlands's [Tag RAMSAR's Facebook page] brand new platform for creating and sharing content to raise awareness for critical wetland habitats! Share why it matters to you to #RestoreWetlands! www.ramsar50.org

This year, as part of the 50th Anniversary of the Convention on Wetlands, we join @RamsarConventionOnWetlands in sharing what makes them so valuable to us! www.ramsar50.org [PUBLISH WITH TILE CREATED VIA THE WEBSITE]

INSTAGRAM

WEBSITE LAUNCH! @ramsar_convention_on_wetlands has launched a new interactive platform to raise awareness for wetlands – essential habitats for the health and functioning of our planet and humankind.

Follow the link in our bio – www.ramsar50.org - and join us and others in sharing what makes wetlands so valuable!

#RestoreWetlands #wetlands

Explore @ramsar_convention_on_wetlands's new platform for creating and sharing content to raise much needed awareness for wetlands!

Head over to the link in our bio – www.ramsar50.org - to learn more and celebrate the critical role that #wetlands play for people and planet!

Fill in the blank to join the #RestoreWetlands conversation:
Wetlands are important to me because _____