

**EUROPEAN
CLIMATE
PACT**

Circle Pledge

Social media challenge for

Climate Pact Day of Action

29th June

**#MyWorldOurPlanet
#EUClimatePact**

EUROPEAN UNION



Join the Circle Pledge social media challenge!

The Climate Pact is organising a virtual event on 29 June to raise awareness of the progress and opportunities of the Pact, encourage pledging and share uplifting stories of climate action.

We invite you to take part in our endeavour to collect as many pledges for our planet as possible and start a conversation online by joining the Circle Pledge.

Our goal is to disrupt the normal social media news feed with the colourful circle image and raise awareness on the European Climate Pact and its purpose.

In this presentation you will find all the steps you need to take in order to participate in the challenge.



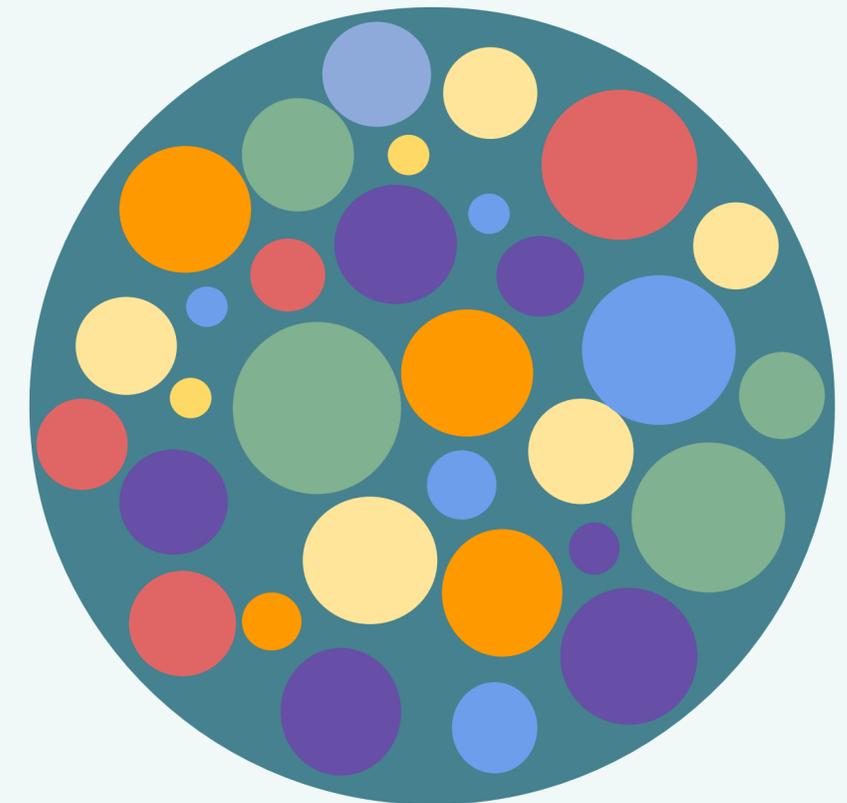
#MyWorldOurPlanet - Circle pledge

It's simple, at **10 AM (CET) on the 29th of June** you are invited to:

- 1. Choose a pledge (action) to reduce your carbon footprint** from <https://www.count-us-in.org/businesses/eu-climate-pact/campaigns/euclimatepact/>

- 2. Post one of the colourful circles** as a symbol of your world
- 3. Add the campaign hashtags**
- 4. Add a short caption** about your action and why you are joining

The circle can be posted on **Facebook** and/ or **Instagram** and/or **Twitter**



Facebook

Profile picture frame or temporary profile picture



On Facebook we ask you to change your **profile picture** with the Climate Pact circle image.

There are 2 ways you can change your profile picture to add the circle.

1. As a profile picture **frame**

- **Using your phone / desktop**

1. Go to Facebook app / open Facebook in browser.
2. Go to your profile.
3. Tap/ Click the  icon next to your profile picture.
4. Select ADD FRAME.
5. Search for the keywords 'Climate Pact circle' and choose one of the different colour circles for your new profile picture frame.
6. Write a short caption + add the 2 main hashtags (#EUClimatePact #MyWorldOurPlanet)
7. Tag **@EUClimateAction** ([link to page](#))
8. Publish profile pic with frame.

- **Using link for desktop:**

1. Go to <https://www.facebook.com/profilepicframes> and follow the steps there
2. Write a short caption + add the 2 main hashtags #EUClimatePact #MyWorldOurPlanet

2. As a **temporary** profile picture

1. Download one of the different colour circles from https://europa.eu/climate-pact/resources/day-action-toolkit_en
2. Go to Facebook app / open Facebook in browser.
3. Go to your profile.
4. Tap/ Click the  icon next to your profile picture.
5. Choose the circle image you've downloaded.
6. Tap/ Click the button under the profile picture called Make Temporary.
7. Choose a minimum of **1 week** period for its availability.
8. Write a short caption + add the 2 main hashtags #EUClimatePact #MyWorldOurPlanet.
9. Tag **@EUClimateAction** ([link to page](#))
10. Publish temporary profile picture



Instagram

News feed post (+/- IG story with official sticker)



On Instagram we ask you to upload a news feed post and, if you want, you can also create an IG story with the circle stickers that will be available in the official IG sticker library.

- Posting the circle as a **news feed post:**

1. Download one of the different colour circles from https://europa.eu/climate-pact/resources/day-action-toolkit_en
2. Upload the circle image to your news feed post
3. Write a short caption + add the 2 main hashtags #EUClimatePact #MyWorldOurPlanet

- Posting the circle as an **Instagram Story:**

1. Open Instagram app
2. Tap the  at the top right corner of your screen
3. Select STORY from the bottom right corner
4. Upload your downloaded circle image from https://europa.eu/climate-pact/resources/day-action-toolkit_en
5. Add the 2 main hashtags: #EUClimatePact #MyWorldOurPlanet
6. Add text to it - example:
I pledge to bike to work.
I pledge to eat plant-based meals for 1 month.
1. Tag **@ourplanet_eu** Instagram account ([link to account](#))
2. Publish story

- Posting the circle on Instagram Stories using the **circle sticker:**

1. Open Instagram app
2. Tap the  at the top right corner of your screen
3. Select STORY from the bottom right corner
4. Upload any visual (image/ video) from your media library
5. Tap  from the top right corner
6. Search for the official circle sticker by typing in any of the keywords '**circle pledge / climate pact / EUClimatePact / Climate Pact Day of Action**' in the top search bar*
7. Select one of the different colour circles
8. Place it wherever you want on your IG story visual
9. Add the 2 main hashtags: #EUClimatePact #MyWorldOurPlanet
10. Add text to it - example:
I pledge to bike to work.
I pledge to eat plant-based meals for 1 month.
11. Tag **@ourplanet_eu** Instagram account ([link to account](#))
12. Publish story



Twitter

Tweeting the circle image



On Twitter you can create a tweet and attach to it one of the colourful circle image you choose.

Creating a tweet with an image

1. Download one of the different colour circles from https://europa.eu/climate-pact/resources/day-action-toolkit_en
2. Go to Twitter app or open Twitter in browser
3. Type your tweet into the compose box at the top of your Home timeline, or click the Tweet button in the navigation bar (up to 280 characters without link, or 257 characters when adding link)
4. Write a short caption + add the 2 main hashtags (#EUClimatePact #MyWorldOurPlanet)
5. Tag **@EUClimateAction** ([link to page](#))

6. Add the downloaded colourful circle image to your tweet by clicking the image icon at the bottom of your tweet box
7. Tap/ click the tweet button to post the tweet to your profile



Facebook, Instagram & Twitter

Example captions + Campaign hashtags



Whether you post the circle image on Facebook or on Instagram news feed we ask you to add a short description of your action and the pledge you have selected from [count-us-in](#) together with the 2 main hashtags:

#EUClimatePact

#MyWorldOurPlanet

For this challenge please **keep the hashtags in English** in order for your posts to be easily found.

The caption can be written in English or in your native language.

Below are some examples of what your description can look like. Feel free to adapt in your own words based on the pledge you are choosing to take.

1. For a long time I thought that what we do as individuals doesn't affect the bigger picture, but if the past year has taught me anything, it's that there's no limit to what we can achieve when we all act together.

This is why today I join the EU Climate Pact and I take my first pledge: I pledge to switch to a plant based diet for one month.

This only works if we are all in. Visit this link (link in bio) to get involved: <https://www.count-us-in.org/businesses/eu-climate-pact/campaigns/euclimatepact/>

#EUClimatePact #MyWorldOurPlanet

[@EUClimateAction](#) (on FB)

[@ourplanet_eu](#) (on IG)

2. Imagine what we can do if everyone truly believed their action makes a difference. Today I have decided I want to play my role in ensuring a healthy and thriving planet for us and those who come after us. That is why I have joined the EU Climate Pact and I took my first pledge: I pledge to walk & cycle more for the next month.

One small step by each and every one of us is an extremely large change! Join the movement and take your own pledge!

Check the link (link in bio) to get involved: <https://www.count-us-in.org/businesses/eu-climate-pact/campaigns/euclimatepact/>

#EUClimatePact #MyWorldOurPlanet

[@EUClimateAction](#) (on FB)

[@ourplanet_eu](#) (on IG)



Facebook, Instagram & Twitter

Example captions + Campaign hashtags



3. In the past year, there have been fewer people commuting to work so I enjoyed cleaner air in my neighborhood. I directly experienced how our actions impact our world. That's why today I pledge to walk & cycle more during the next month.

<https://www.count-us-in.org/businesses/eu-climate-pact/campaigns/euclimatepact/>

#EUClimatePact #MyWorldOurPlanet

[@EUClimateAction](#) (on FB)

[@ourplanet_eu](#) (on IG)

Post for Twitter under 280 characters:

4. Today I've decided I want to play my role for a healthy planet for us and those who come after us. That is why I've joined the #EUClimatePact and I took my pledge: I pledge to walk & cycle more for the next month. Take your own pledge:

<https://www.count-us-in.org/businesses/eu-climate-pact/campaigns/euclimatepact/>

#MyWorldOurPlanet

[@EUClimateAction](#) (on TW)



FB post (of new profile pic)

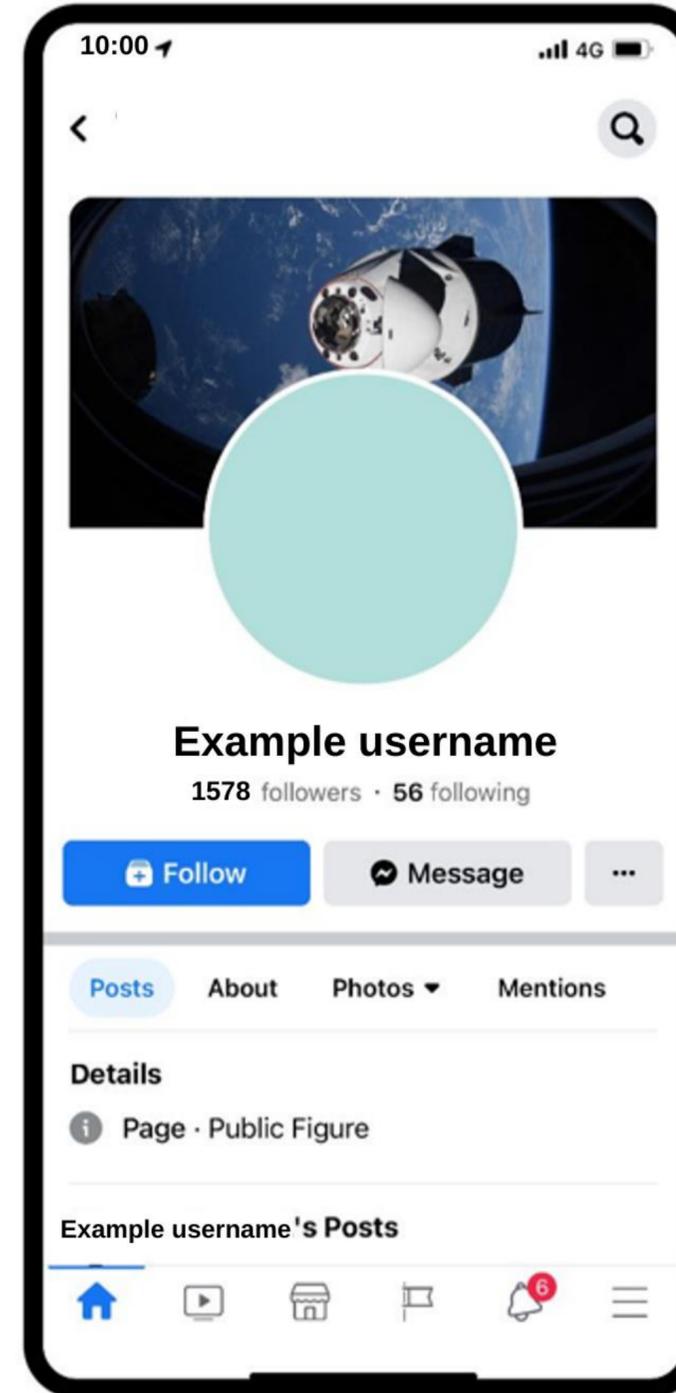


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#EUClimatePact #MyWorldOurPlanet



IG post

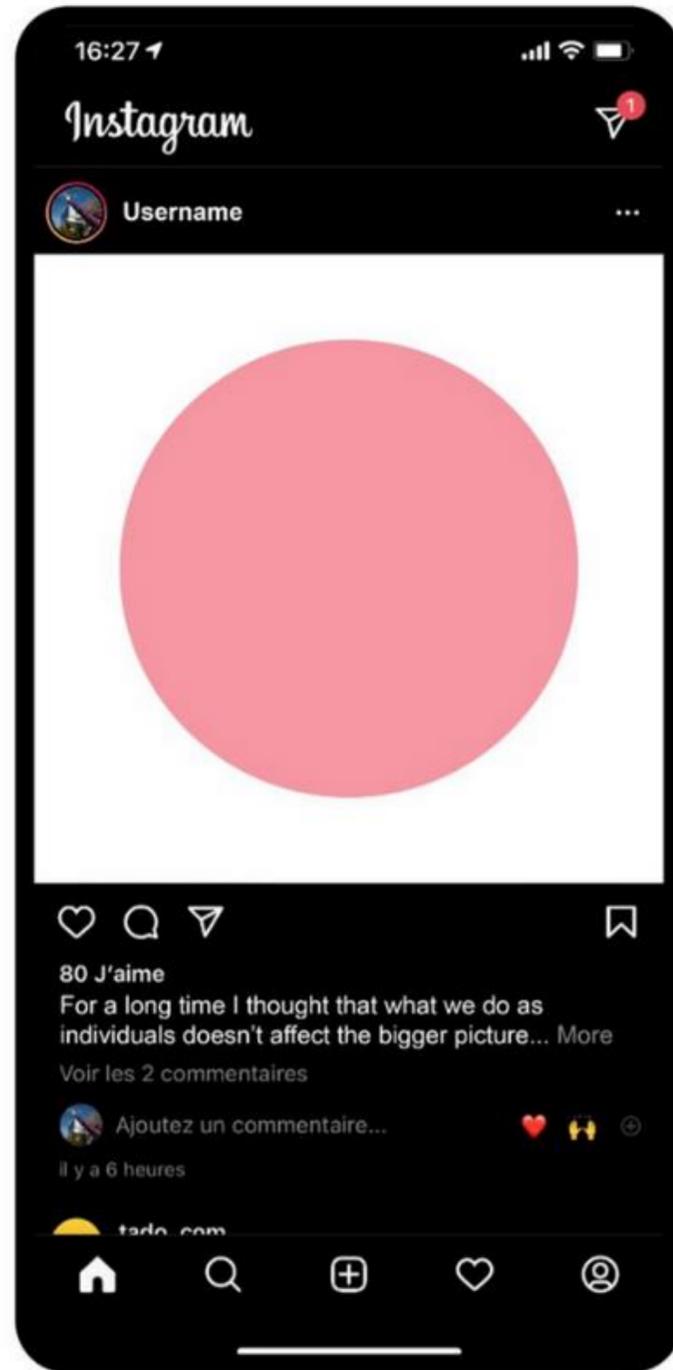
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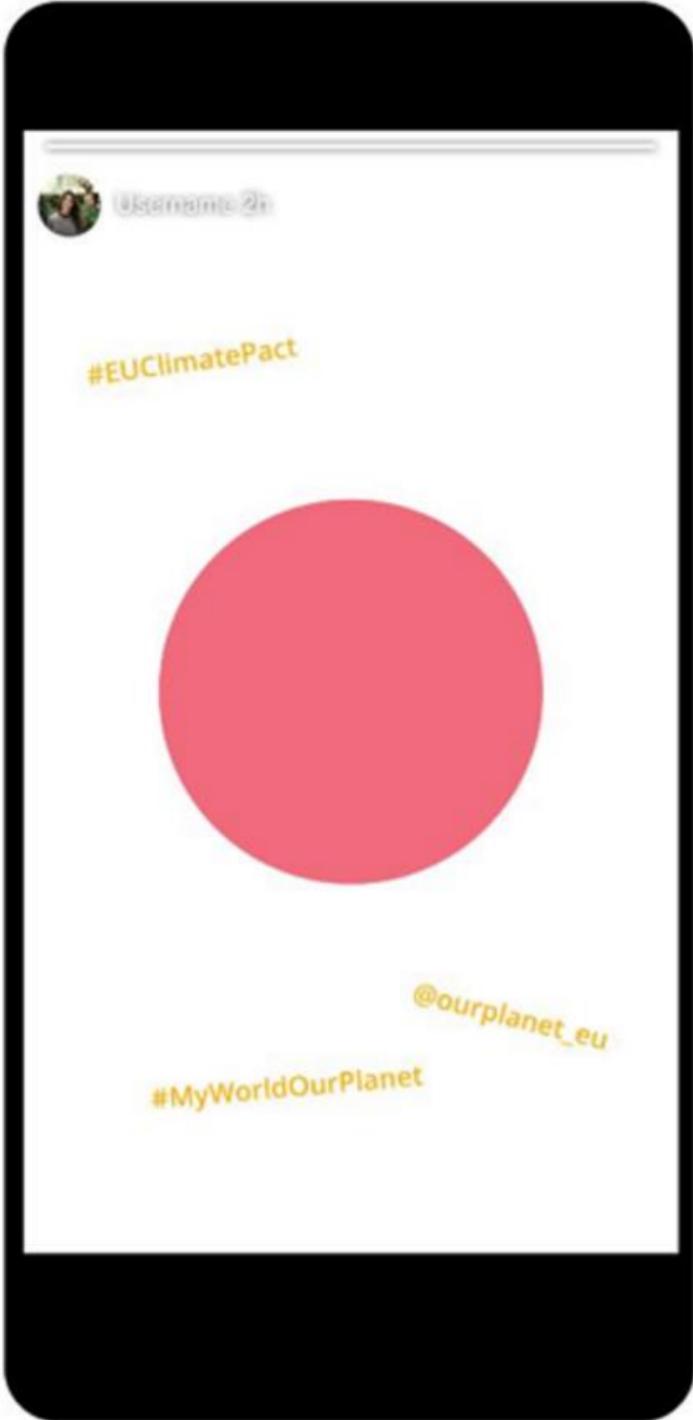
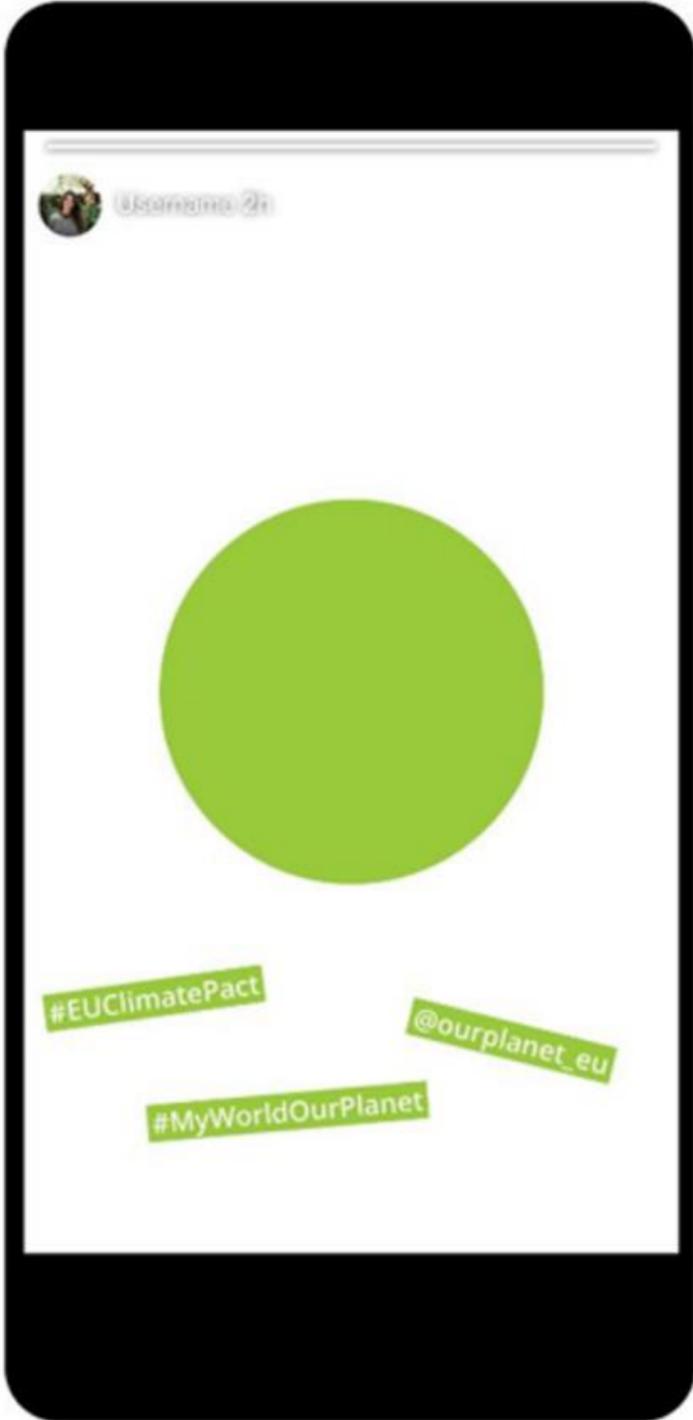
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[#EUClimatePact](#) [#MyWorldOurPlanet](#)



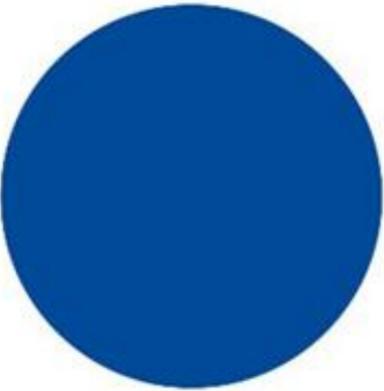
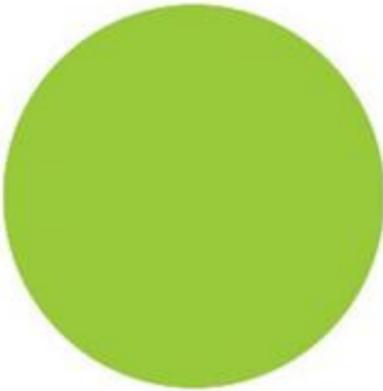
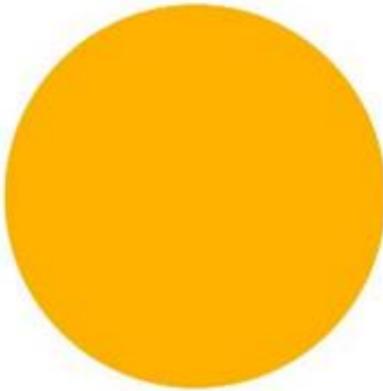
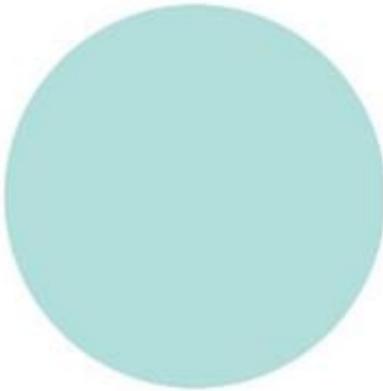
IG stories



Circle colours



Circle colours

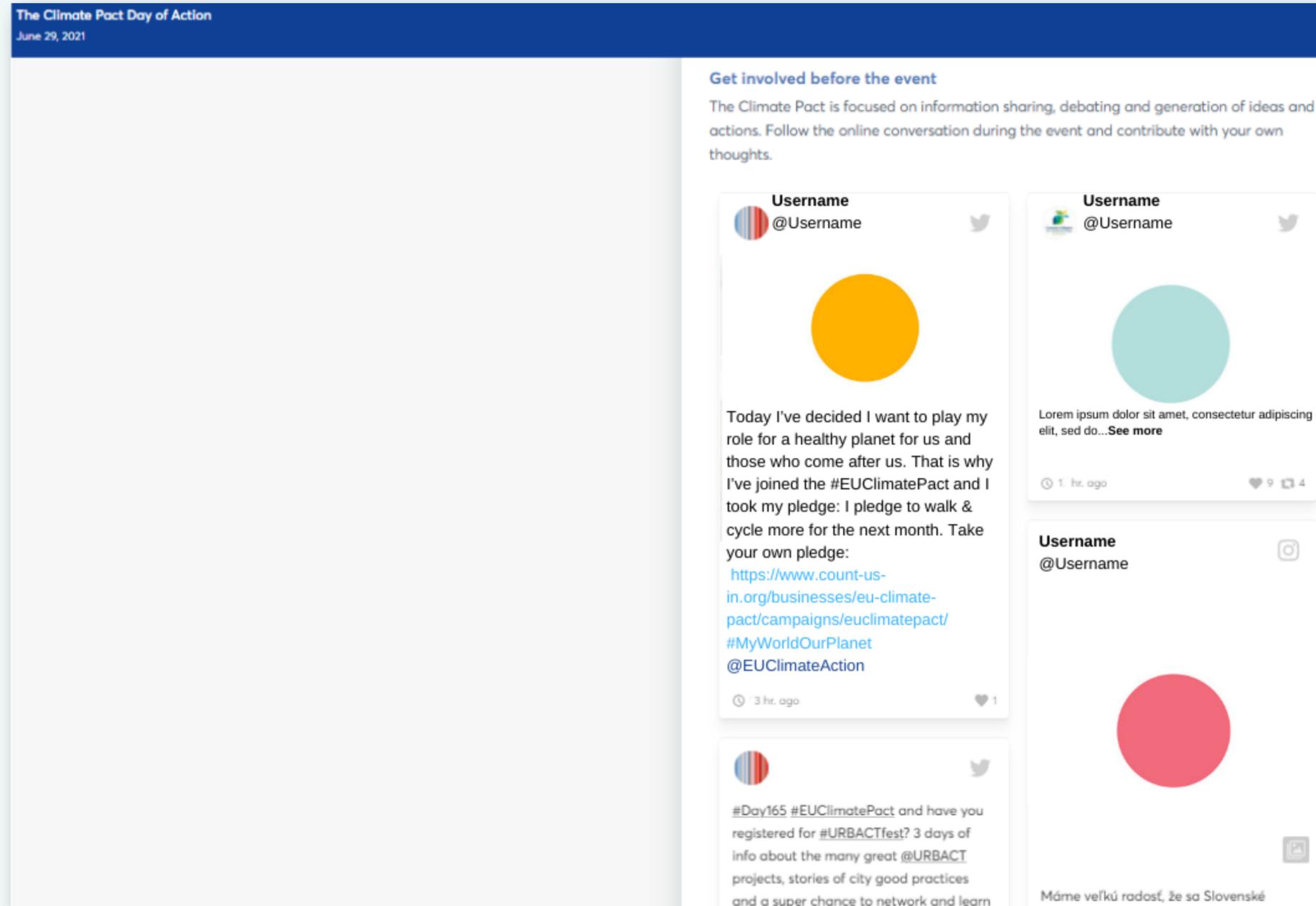


Social media wall on the Climate Pact Day of Action website.

Pledge and inspire others to act too! Your posts will be shared on the Climate Pact Day of Action website.

<https://climate-pact-2021.b2match.io/home>

Make sure you use the two hashtags:
#EUClimatePact and
#MyWordOurPlanet



**Every action counts,
no action is too small!
Thank you for your
contributions!**



<https://europa.eu/climate-pact>



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



[@EUClimateAction](https://twitter.com/EUClimateAction)



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



[@EU Environment and Climate](https://www.linkedin.com/company/eu-environment-and-climate)



[@EUClimateAction](https://www.youtube.com/EUClimateAction)

