



Let's tweet about it

Collective messaging to maximise impact

Nudge your friends and family to take action or get them to sit up and listen to what's happening in the world. Get the people you've talked to in 'Let's talk about it' together and share a message collectively across Instagram or Twitter. Send it at the same date and time to maximise your impact. Social media reaches people you might not on a daily basis – your impact can be huge.

How to do it

1. Get your group together

Think of asking people who have different online followers to you. It'll help spread your message further.

2. Pick an image

As a group, choose an image that will capture people's attention. Go to @GreenpeaceUK on Instagram, click on our story titled 'Create a Story', take a screenshot of the image you want and add it to your own story or tweet.

3. Share a positive message

Write a clear and concise message. Make it solutions-focused as the reader is more likely to listen. For example:

- The Amazon is burning – we can help stop this. Eat less meat and more plants.
- Use less plastic to help protect our oceans.

4. Include @GreenpeaceUK

This will share it to our channels.

5. Post it

Post it on your Instagram story or Twitter at the same date and time.



What's next?

Have more to say? Check out 'Let's write about it' to find out more.

Want to find out more about the environmental challenges we face and what you can do to help? Ask your group leader or teacher to invite a Greenpeace Speaker at www.act.gp/speakers.

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