

Europe's environment 2025 | How to spread the word on social media

Thank you for supporting our campaign by sharing about Europe's environment 2025. Social media is a powerful tool to spread the word, promote key findings of the report and encourage engagement on sustainability issues. This how-to guide is part of our toolkit providing practical tips on localising social media content.

1 Activate your local social media stakeholders and channels

Think of communication officers, social media managers, and partnering institutions who could help amplify the key messages of Europe's environment 2025 on social media. Please, share this guide with them. Then consider which of your social media channels are best suited to engage an audience around these messages.

2 Choose the post(s) in the toolkit that best align with your topics of interest

In the online toolkit, you'll find suggestions for content to communicate and promote Europe's environment 2025. You are free to choose which posts align best with local public discussions and the topics of interest of your organisation.

Try planning social media content around:

- The official launch of the report (30 Sept.)
- National or local events you're organising
- Environmental days of local/global relevance
- Relevant political or societal developments

3 Design your own country/audience specific messages

Besides ready-made key messages, the toolkit also offers content templates for thematic and country-specific insights. You may use these templates and tailor your own content to make it more relevant to current public discussions in your audience.

Consider adding these elements:

- Quotes from local stakeholders or speakers
- Insights from or references to local news
- Polls or questions to encourage engagement
- Other perspectives of local relevance

4 Translate into local languages

Before publishing on your social media channels, we encourage you to translate the messages from the toolkit to your local language(s) and style used on relevant social media platform(s).

5 Add campaign identity and hashtags

Consistent branding helps your local social media posts connect to the broader campaign. Please, use the visuals, logos, and branded templates available in the online toolkit.

Always include:

- Campaign hashtag: #EuropesEnvironment2025
- Hashtag(s) of local relevance and language
- Mention or tag @European Environment Agency where applicable

6 Engage with social media content published by the EEA

Help boost the overall visibility of Europe's environment 2025 by engaging with social media content shared by the EEA – and feel free to add your own perspective when reposting.

Consider these simple actions:

- Like, comment or share the EEA's content
- Add a sentence of your own when sharing
- Mention or notify stakeholders, colleagues and organisations who may also be interested
- Monitor the hashtag #EuropesEnvironment2025 to engage with content being published across EU

7 In case of an event, coordinate pre-, during and post-event SoMe content

Before your event, promote the date, time, and location. Share what topics will be discussed and who's involved.

During your event, live post quotes or photos. Tag speakers and your event location when applicable.

After your event, post highlights or a recap video. Link to any press release or media coverage. Encourage responses or feedback.

Use our hashtag #EuropesEnvironment2025 plus any local hashtags of relevance to heighten exposure and impact.

8 Share content highlights with us

After your campaign or event period, please reach out to the [EEA team](#) and share any content or engagement highlights. This will help the EEA understand the collective impact of Europe's environment 2025 and your invaluable help in this endeavour. This could be top-performing posts, screenshots or summaries of comments, examples of media mention, or influencer engagement.

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