

# Europe's environment 2025 | Social media template #1

EEA will produce 35 posts – one per thematic briefing – for social media outreach. Each post will be ready for country localisation by you and shared in the online toolkit. This template serves as an example of the final result.

- 1 **First paragraph** is meant to capture the attention of audiences.
- 2 **Second paragraph** highlights data from Europe's environment report (thematic briefings).
- 3 **Third paragraph** builds local relevance with a perspective drawn from your country profiles.
- 4 **Fourth paragraph** (optional) available for additional local context. participation).
- 5 **Fifth paragraph** is for tagging EEA and linking to report for more insights.
- 6 **Hashtags:** First one defined by EEA and then one or two additional hashtags of local relevance.
- 7 **Visuals:** Feel free to use the thematic one provided by EEA in the online toolkit or something relevant made by you featuring Europe's environment 2025 report branding and the Roboto fonts bold and regular (see example).

