



## World Wetlands Day 2023 Social Media Toolkit: 5 Days, 5 Posts

### Wetlands Restoration

This year's theme "**It's Time for Wetland Restoration**" highlights the urgent need to prioritize wetland restoration, and calls on all generations to revive and restore degraded wetlands.

More than 35% of the world's wetlands have been degraded or lost since 1970. Reversing this trend is critical.

This campaign seeks to **raise awareness** and understanding of what wetlands are and how they can contribute towards restoring them through making **conscious choices**, becoming **persuasive voices** and taking **bold actions**.

### Join us for 5 Days, 5 Posts

The 5 days, 5 posts prompts are an invitation to join us and amplify our key messages on your Twitter, Facebook, Instagram and LinkedIn channels: encouraging people to do their part for wetland restoration.

This World Wetlands Day campaign begins on **29 January through until 2 February 2023**. We encourage you to schedule posts and retweet relevant content. Please highlight to the Secretariat any particular posts you would like us to share across our social media channels.

- **Website:** [www.worldwetlandsday.org](http://www.worldwetlandsday.org)
- **Hashtags:** #GenerationRestoration #ForWetlands #WorldWetlandsDay
- **Twitter Handles:** @RamsarConv @MumbaMusondam (Secretary General of Convention on Wetlands)
- **Facebook:** <https://www.facebook.com/RamsarConventionOnWetlands>
- **Instagram:** [https://www.instagram.com/ramsar\\_convention\\_on\\_wetlands/](https://www.instagram.com/ramsar_convention_on_wetlands/)

All information related to World Wetlands Day can be accessed on the dedicated website [here](https://www.worldwetlandsday.org).

Date	Suggested post	Proposed visual
<p><b>29 January</b></p>	<p>Our individual &amp; collective actions have an impact. One small action can have a ripple effect in your communities and beyond 🌍</p> <p>#GenerationRestoration #ForWetlands</p> <p>👉 worldwetlandsday.org</p>	<p><b>Gif</b></p> 
<p><b>30 January</b></p>	<p>🚧 Why is now the time for #wetland restoration?</p> <p>➡ 35% of the world's wetlands have disappeared in the last 50 years. This is a trend that must be reversed.</p> <p>#ForWetlands, do your part.</p> <p>#GenerationRestoration</p> <p>👉 worldwetlandsday.org</p>	<p><b>Infographic</b></p> 
<p><b>31 January</b></p>	<p>Wetland restoration benefits us in multiple ways, here's 7 of them:</p> <ul style="list-style-type: none"> <li>➡ Revive biodiversity</li> <li>➡ Improve water supply</li> <li>➡ Store carbon</li> <li>➡ Reduce extreme weather</li> <li>➡ Improve livelihoods</li> <li>➡ Boost eco-tourism</li> <li>➡ Enhance well-being</li> </ul> <p>#GenerationRestoration #ForWetlands</p> <p>👉 worldwetlandsday.org</p>	<p><b>Infographic</b></p> 

<p><b>1 February</b></p>	<p> The need to reverse the rapid loss of #wetlands' ecosystems has reached a tipping point. Who are key players?</p> <ul style="list-style-type: none"> <li> Individuals</li> <li> Public sector</li> <li> Funders</li> <li> Community leaders</li> <li> Private sector</li> <li> Educators</li> <li> Scientists</li> </ul> <p>Mobilize them. It's time for wetland restoration.</p> <p> <a href="http://worldwetlandsday.org">worldwetlandsday.org</a></p> <p>#GenerationRestoration #ForWetlands</p>	<p><b>Infographic</b></p> 
<p><b>2 February</b></p>	<p>It will take time...</p> <p>We can reverse degradation and restore our wetlands. Here are 7 best practices to start.</p> <p> Today is #WorldWetlandsDay! </p> <p>#GenerationRestoration #ForWetlands</p> <p> <a href="http://worldwetlandsday.org">worldwetlandsday.org</a></p>	<p><b>Infographic</b></p> 

**Additional campaign content**

All campaign materials including the campaign toolkit, social media visuals, poster and infographics are available at [worldwetlandsday.org](http://worldwetlandsday.org)

For more information or any questions, please contact: [wwd@ramsar.org](mailto:wwd@ramsar.org)