

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

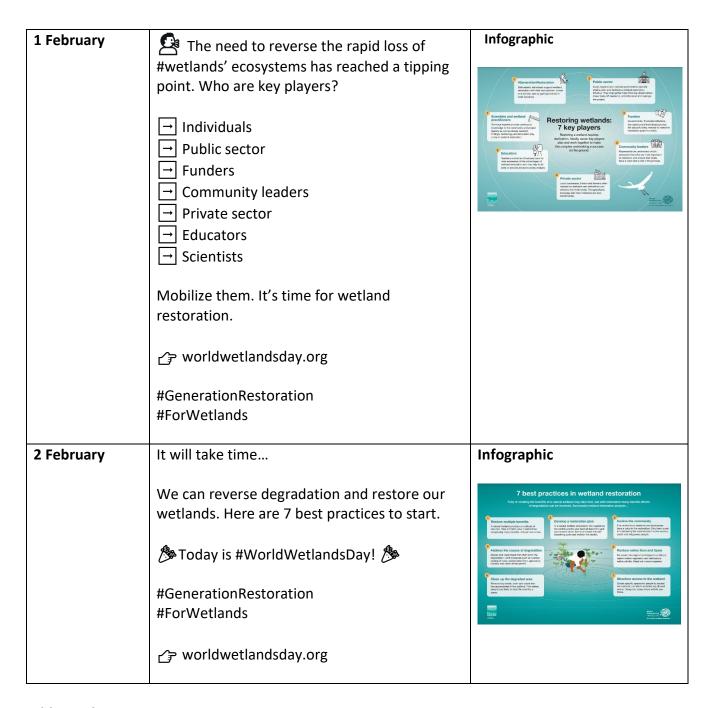
The 5 days, 5 posts prompts are an invitation to join us and amplify our key messages on your Twitter, Facebook, Instagram and LinkedIn channels: encouraging people to do their part for wetland restoration.

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: <u>www.worldwetlandsday.org</u>
- Hashtags: #GenerationRestoration #For Wetlands #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/

All information related to World Wetlands Day can be accessed on the dedicated website <u>here.</u>

Date	Suggested post	Proposed visual
29 January	Our individual & collective actions have an impact. One small action can have a ripple effect in your communities and beyond \$\\\$\\$#GenerationRestoration #ForWetlands \$\alpha\$ worldwetlandsday.org	It's time for wetland restoration
30 January	Why is now the time for #wetland restoration? → 35% of the world's wetlands have disappeared in the last 50 years. This is a trend that must be reversed. #ForWetlands, do your part. #GenerationRestoration → worldwetlandsday.org	Wetland Restoration: Why is it time? Wetland for humanity. Service the proof of t
31 January	Wetland restoration benefits us in multiple ways, here's 7 of them: → Revive biodiversity → Improve water supply → Store carbon → Reduce extreme weather → Improve livelihoods → Boost eco-tourism → Enhance well-being #GenerationRestoration #ForWetlands → worldwetlandsday.org	Therefits of restoring wetlands Are demonstrated window and the content and t



Additional campaign content

All campaign materials including the campaign toolkit, social media visuals, poster and infographics are available at worldwetlandsday.org

For more information or any questions, please contact: wwd@ramsar.org