



SOCIAL MEDIA TOOLKIT: FIVE DAYS, FIVE POSTS

Wetlands Action for People and Nature: Theme World Wetlands Day 2022

The 2022 global campaign aims to mobilize investments and actions to save the world's wetlands and restore those we have already lost.

Coming at a critical time for all of society to commit further actions to overcoming the climate and biodiversity crises, this campaign seeks to raise awareness of the vital services wetlands provide us and their importance for regulating our climate, reversing biodiversity risk and ensuring a sustainable future for people and nature.

Three Main Messages

1. **Value** wetlands for the multiple benefits and nature-based solutions they provide for human well-being and a healthy planet.
2. **Manage** wetlands wisely and use them sustainably so we can conserve them and maintain the health of these critically important ecosystems.
3. **Restore** lost and degraded wetlands to revive the rich biodiversity and life found in these life-sustaining ecosystems.

Five Days, Five Posts




The five days, five posts, invites all partners of the Convention on Wetlands to join our campaign by sharing our unified campaign messages on your Twitter, Facebook, Instagram and LinkedIn channels: championing wetlands actions for people and nature.



The campaign runs **from 27 January until 2 February 2022**. It excludes weekends but we encourage any extra posts you can schedule – every little helps!

- **Website:** www.worldwetlandsday.org
- **Hashtags:** #WorldWetlandsDay #ActforWetlands

- **Twitter Handles:** @RamsarConv @martharojasu1 (Secretary General of Convention on Wetlands)
- **FaceBook:** <https://www.facebook.com/RamsarConventionOnWetlands>
- **Instagram:** https://instagram.com/convention_on_wetlands/

Download all the visuals from the campaign website [here](#).

Date	Suggested post	Proposed visual
27 January	<p>Wetlands are 🌍 life providers:</p> <ul style="list-style-type: none"> → Rice for 3.5 billion people → 1 billion livelihoods → Most efficient land-based carbon stores → Host 40% of global species <p>#ActForWetlands to act for people and nature.</p> <p>#WorldWetlandsDay</p> <p>👉 worldwetlandsday.org</p>	<p>GIF</p> 
28 January	<p>Wetlands are powerful climate solutions</p> <ul style="list-style-type: none"> → Store 2 x carbon of all global forests → Safeguard coastal communities from disasters → Regulate water flows to prevent floods and droughts <p>Wetlands action is climate action.</p> <p>#ActForWetlands</p> <p>#WorldWetlandsDay</p> <p>👉 worldwetlandsday.org</p>	<p>GIF</p> 
31 January	<p>Wetlands sustain life. They provide 47 trillion USD worth of services annually 🐟 🌿 🌱</p> <p>But they're disappearing faster than any other ecosystem.</p> <p>It's time to rewet, reforest and restore 🌍 wetlands</p> <p>#ActForWetlands</p> <p>#WorldWetlandsDay</p>	<p>GIF</p> 
1 February	<p>Tomorrow is #WorldWetlandsDay ☐</p> <p>Act now to</p>	<p>Poster or GIF</p>

	<p>✓Value ✓Manage ✓Restore, and</p> <p>♥LOVE ♥our most valuable ecosystem for people and nature 🐟 🌿 🌱</p> <p>#ActForWetlands 🌐 worldwetlandsday.org</p>	
<p>2 February</p>	<p>🌐 Today is #WorldWetlandsDay 🌐</p> <p>Act now to protect, manage restore and LOVE wetlands – our most valuable ecosystem for people and nature 🐟 🌿 🌱</p> <p>#ActForWetlands #WorldWetlandsDay</p> <p>🌐 worldwetlandsday.org</p>	<p>GIF</p> 

Further campaign assets

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

For more information or any questions about the Social Media Guide, please contact: Sophie Hall - Hall@ramsar.org