

ENVIRONMENTAL EDUCATION SOCIAL MEDIA TOOLKIT

With Earth Day approaching, join us to celebrate afterschool's role in environmental education! This April, we want to recognize the work the afterschool field is already doing to emphasize environmental education, and we want to connect all programs with resources and information that can help strengthen and grow environmental education in out-of-school time spaces.

HOW TO GET INVOLVED

First, sign up to join our [Earth Day tweetchat](#) (get the details below). We'll send you an email reminder in the days leading up to the chat to make sure you don't miss it—and to share the names of the expert partners who will be joining us.

We also encourage you to explore our collection of [environmental education resources](#) to get inspiration for your program—and share your favorites on social media.

If your program already offers environmental education, we want to hear from you throughout April!

- Share photos or stories on social media to give a firsthand look at the impact environmental education can have, and how it can be implemented in an afterschool setting.
- Have resources or curricula in mind that helped you implement your environmental education programming? Share them to help other afterschool programs get started.
- Join our Earth Day tweetchat to share your experiences and hear from environmental education experts.

If you're new to environmental education, we want you to get involved all month, too!

- Ask your questions about environmental education on social media.
- Join our Earth Day tweetchat to engage directly with environmental education leaders and access the valuable resources they'll be sharing.
- Keep an eye on the Afterschool Snack for a blog series focusing on established environmental education programs and tools for success.

SOCIAL MEDIA RESOURCES

HASHTAGS

We encourage you to use the hashtag **#AfterschoolEE** when you're tweeting about environmental education this month. You might also find useful resources or ideas about environmental education in general if you search for the hashtag **#EEWeek**, the official hashtag for the National Environmental Education Foundation's [Environmental Education Week](#).

TWEETCHAT

On April 22 at 2PM Eastern Time, we'll host an hour-long conversation on Twitter for afterschool programs and environmental education experts to come together and share insights and resources to help grow environmental education in out-of-school time spaces.

Never joined a tweetchat before? No problem. It's simple: We'll ask a series of open-ended questions over the course of the hour, and several partners will be on hand and ready to answer. If you have your own answers to share, jump in and respond to as few or as many questions as you want! You can also participate by asking follow-up questions or otherwise engaging with our expert partners and other participants. Just search for the hashtag #AfterschoolEE to keep an eye on the conversation.

PROMPTS

We want you to share your environmental education experiences and questions throughout the month! Some prompts to get you started:

- **If you've already offered environmental education:** What are your favorite resources?
- **If you've already offered environmental education:** What was the most helpful advice you received when you were first implementing an environmental education curriculum?
- **If you're new to environmental education:** How familiar are you with environmental education? What's your biggest question about it?
- **If you're new to environmental education:** Have you considered offering environmental education? Have you faced any challenges?

When to post: Anytime in April, but especially during National Environmental Education Week (April 17 to 23).

SAMPLE POSTS

We encourage you to share your own questions or experiences, but you can also get involved by spreading the word about the upcoming tweetchat.

Twitter: Join @afterschool4all on 4/22 @ 2PM ET to talk about environmental education!
<http://tiny.cc/AfterschoolEE> #AfterschoolEE

Facebook: Celebrate Earth Day by joining the @Afterschool Alliance for a tweetchat on 4/22 at 2PM ET! Explore the current state of environmental education and how it can be implemented in afterschool programs.
<http://tiny.cc/AfterschoolEE>

When to post: Three to ten days before the tweetchat.