

## **Together For Our Planet Digital Toolkit**

This document introduces the COP26 Together for our Planet campaign and explains how your organisation can help to amplify it through social media channels.

### **The campaign**

We cannot afford to wait to act against the threat of climate change. We must work together to protect our planet and people and ensure a greener, more resilient future for us all.

The UK will host the UN climate change conference COP26 with our partners Italy in November 2021 to bring together world leaders to commit to urgent global climate action.

Many people from all over the UK are already doing their bit on climate change. With the Together For Our Planet campaign we want to celebrate them and inspire more to join them.

### **When is this launching?**

We are launching the campaign online at 10am on 10 November 2020. We are aware that many people face challenges due to the COVID-19 pandemic and so we will be ramping up activity throughout 2021 in the build-up to the summit.

### **How can I help?**

We're asking you to support us by sharing content from our channels, or by creating your own content using the messaging and assets provided.

Follow and share the content from our channels:

- Twitter - @COP26
- Instagram - @COP26UK
- LinkedIn - COP26 - UN Climate Change Conference

Create your own content using the asset provided, if doing this, please remember the following:

- Use the tag line: "Together For Our Planet"
- Use the hashtags #TogetherForOurPlanet #COP26Ambition
- Tag our central channel where relevant:
  - Twitter - @COP26
  - Instagram - @COP26UK
  - LinkedIn - COP26 - UN Climate Change Conference
- Link to our website
- The Together For Our Planet logo should be used in conjunction with the UK Government logo.
- If you wish to use photography in your social posts, we'd encourage you to use images of people (underlining the 'together' part of the brand) in active settings in the UK.

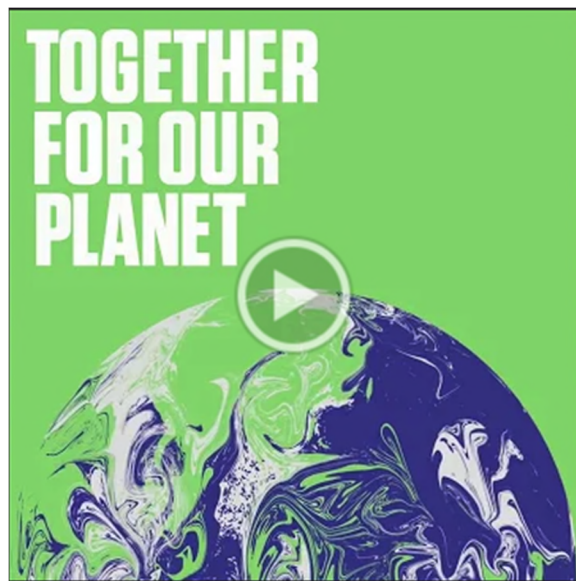
### **Contact**

For any questions about the campaign or branding please contact either

[COP26brand@cabinetoffice.gov.uk](mailto:COP26brand@cabinetoffice.gov.uk) or [TogetherForOurPlanet@cabinetoffice.gov.uk](mailto:TogetherForOurPlanet@cabinetoffice.gov.uk)

## Example posts

### INSTAGRAM



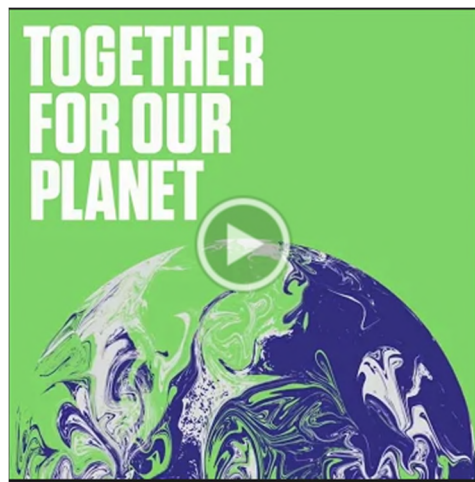
#TogetherForOurPlanet will inspire positive action on [#climatechange](#) in the run-up to [#COP26](#).

We'll be celebrating all the ways people across the UK are protecting our planet.

□ Together we can all make a difference.

Head over to the COP26 website to learn more □ (link in bio) □

### TWITTER



With one year to go to [#COP26](#) we want to involve everyone in the climate conversation.

That's why we're launching [#TogetherForOurPlanet](#) to celebrate action on [#climatechange](#) from across the UK.

See how you can get involved:

[www.ukcop26.org/TogetherForOurPlanet](http://www.ukcop26.org/TogetherForOurPlanet)

## **Other links**

### **Count Us In**

[Count Us In](#) global action aggregator.

Make your action count and inspire others to do their bit by sharing what you are doing using #TogetherForOurPlanet on all social media platforms and joining others through the Count Us In campaign.

### **Race to Zero**

We are continuing to invite businesses from every corner of the UK to join us in the [#RacetoZero](#). Race To Zero is a global campaign, backed by science-based targets, to commit businesses, cities, regions, investors and universities to achieve net zero emissions by 2050 at the very latest. More information on Race to Zero is available [here](#).