



SUSTAINABLE DEVELOPMENT GOALS  
**ACTION  
CAMPAIGN**

# COP26 CREATOR COMMUNITY

SHARE YOUR CLIMATE EXPERIENCE  
DURING COP26

1-12 NOVEMBER 2021



**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY



# BE OUR EYES & EARS ON THE GROUND AT COP26!



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Be our eyes and ears on the ground at COP26 and **join a network of activists!**

As world leaders convene, this is the opportunity to **engage the global SDG Action community** and **showcase your compelling and authentic COP26 experience** with the world.

The UN SDG Action Campaign wants to **pass the mic** and **amplify your voice and stories** on our social media channels.

@SDGACTON

UN SDG ACTION CAMPAIGN  
CHANNELS & FOLLOWERS



44.6K



312K



113K



22.3K



4.2K

HASHTAGS: #TURNITAROUND #ACT4SDGS

# SHARE BEHIND-THE-SCENES AT #COP26

Some ideas to get you started:

- Photo/video of you at the COP26 venue
- Photo/Video or a live video of a speaker/session that inspires you
- Interview someone you meet, such as a fellow activist, exhibitor, speaker
- Meeting leaders or fellow activists
- Livestream of yourself sharing your experience on camera
- Photo/videos of exhibits/installations



## NOTE

- Tag @SDGAction & use #TurnItAround #Act4SDGs
- Send us your behind the scene photos and/or videos via Instagram DM to @SDGaction.
- Our team will pick your content up and amplify widely

## SHARE YOUR COP26 MESSAGE WITH THE WORLD

**Here are some guiding questions that you can use in your own coverage or to ask others that you meet!**

- 1.) What's your message to the COP26 decision-makers?
- 2.) What solutions do you want to propose to your government to adapt to the climate crisis?
- 3.) How important is COP26 in achieving the 2030 Agenda?

# HOW TO SHARE YOUR EXPERIENCE

- **Share your COP26 key learnings, experience, inspiring moments and call to action in any medium and format you feel comfortable with** - Facebook, Twitter, Instagram posts and stories, Tik Tok, YouTube, LinkedIn, blogs and more!
- **Join a network of activists** - You can also join our [WhatsApp Group](#) to be connected to fellow activists on the ground and share your videos, photos and more.

When sharing content on the WhatsApp group, make sure to tell us who and what you are capturing. You can also use the group to organize meetups with each other at COP.

## To share your experience and content with us:

- Tag @SDGAction & use #TurnItAround #Act4SDGs in your content
- Send us your photos and/or videos via Instagram DM to @SDGaction.
- Share your content and materials on the WhatsApp group
- Our team will pick your content up and amplify widely

## Ideas you can use for different types of formats

### VIDEO

Record a video of your experience - of a session, speaker, venue, exhibit, event or of yourself or someone else. Feel free to also go LIVE and tag @SDGAction

### PHOTO GALLERY

Share a photo gallery on IG, Facebook, or any other platform with a caption about what you are capturing and tag @SDGAction

### TWITTER THREAD

Capture your experience through tweets through a twitter thread - feel free to include photos as well.

### BLOG POST

Write and post a blog post and include some photos about your experience. Feel free to send us the link @SDGAction

### INTERVIEW

Interview someone else you meet that inspires you through video, audio, or any format.

### THE SKY'S THE LIMIT!

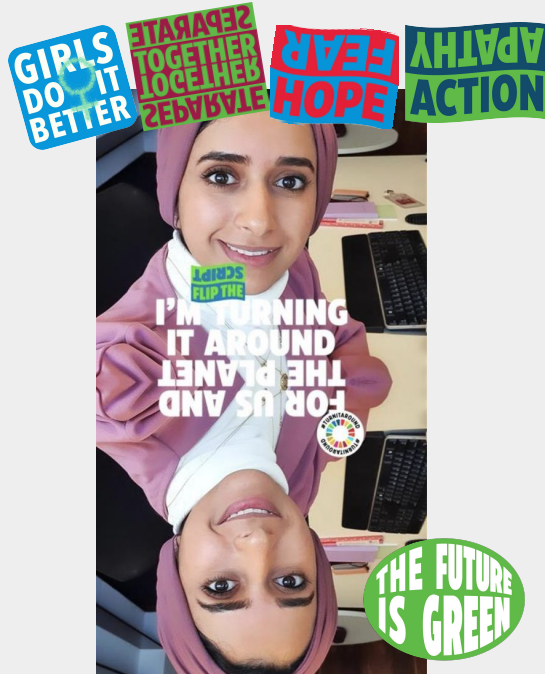
Get as creative as you want! Write a poem, create a song, dance, create art or any type of format that helps you share your voice and experience!

# ADDITIONAL TOOLS YOU CAN USE TO SHARE YOUR EXPERIENCE

If you are using social media stories, check out our #TurnItAround filter, social media stickers, and climate butterfly filter to illustrate your posts.

## The #TurnItAround FB and IG filter and stickers

Filter links: [Facebook](#): | [Instagram](#)  
Stickers: search for SDGAction or Act4SDGs



## Climate Action Butterfly Wings

Facebook:

<https://www.facebook.com/fbcameraeffects/trvit/904779487026599/>

Instagram:

<https://www.instagram.com/ar/904779487026599/>







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# THANK YOU!

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