



## #cleanYOURblock Social Media

The social theme of Great American Cleanup® — “#cleanYOURblock” — encourages volunteers to learn from participating in a public space Great American Cleanup event, and promote awareness, commitment and action in their own neighborhoods. When sharing on social media platforms, use the Great American Cleanup hashtag #cleanYOURblock to share event details, such as the location and time.

Create your own posts or use the sample posts below for easy sharing. Posts leading up to the event should boost enthusiasm, share key information, and encourage people to volunteer. Day-of-event posts can help generate last-minute interest for your event and can encourage others to get involved at your next event. Following the event, share posts with results, as well as acknowledgement of your volunteers’ efforts.

### Sample Posts:

	Facebook/Instagram	Twitter
<b>Lead-Up to Event</b>	Are you ready to create a cleaner community for your friends & neighbors? Join us [INSERT DATE] and help #cleanYOURblock! <i>Optional: Link to event information</i>	RETWEET if you’re looking to make a difference in your community. Join us [INSERT DATE] to clean and beautify [INSERT LOCATION]. #cleanYOURblock <i>Optional: Link to event information</i>
	Behavior change starts at home. Learn how you can start creating a cleaner, greener, more beautiful neighborhood by joining us at our cleanup event at [INSERT LOCATION] on [INSERT DATE]. #cleanYOURblock <i>Optional: Link to event information</i>	Create a more beautiful neighborhood by joining us at our cleanup event at [INSERT LOCATION] on [INSERT DATE]. #cleanYOURblock <i>Optional: Link to event information</i>
<b>Day of Event</b>	We’re excited to create a cleaner, greener and more beautiful community today! Join us at [INSERT LOCATION AND TIME] and learn how to #cleanYOURblock today and every day!	We’re ready to create a more beautiful neighborhood today by cleaning up [INSERT LOCATION] at [INSERT TIME]. #cleanYOURblock
	Bags? Check. Gloves? Check. We’re ready to #cleanYOURblock! Join us at [INSERT LOCATION AND TIME].	Bags? Check. Gloves? Check. We’re ready to #cleanYOURblock at [INSERT LOCATION AND TIME]. Join us!
<b>Post-Event</b>	Our cleanup event at [INSERT LOCATION] had some great results! We [COLLECTED X POUNDS OF LITTER, CLEANED X NUMBER OF ACRES, ETC.]. <i>If applicable: Join us at our next #cleanYOURblock event at [INSERT LOCATION] on [INSERT DATE]. Link to event.</i>	We [COLLECTED X POUNDS OF LITTER, CLEANED X NUMBER OF ACRES, ETC.] at our #cleanYOURblock event at [INSERT LOCATION]! <i>If applicable: Join us at our next #cleanYOURblock event at [INSERT LOCATION] on [INSERT DATE]. Link to event.</i>
	Thank you to all our volunteers who helped [PLANT X TREES, CLEAN UP X POUNDS OF LITTER, ETC.]. Tell us how you plan to continue your commitment to #cleanYOURblock in the comments!	Great work by all our volunteers who helped [PLANT X TREES, CLEAN UP X POUNDS OF LITTER, ETC.]. Thank you!