

# ***OUR PLANET: EARTH* SOCIAL MEDIA TOOLKIT – FOR LIBRARIES**

**Important reminder:** Public libraries are encouraged to officially register to participate in *STAR Net’s* *Our Planet: EARTH* <http://www.starnetlibraries.org/our-planet-earth/> campaign in collaboration with ALA, NASA, and SciStarter. Using the campaign website, libraries can develop a variety of engaging earth science programs and share many types of resources with their patrons.

**General Copy:**

The STAR Library Network (*STAR Net*) with its *NASA@ My Library* program, the American Library Association (ALA), SciStarter, and NASA have created a virtual launch pad filled with many STEM resources, activities, and training opportunities that libraries can utilize to help inspire children of all ages to make amazing discoveries, inspire new projects, and help learners of all ages do real scientific research. **This campaign will coincide with the 50th anniversary of Earth Day on April 22, 2020 and Citizen Science Month.**

This will be a great opportunity for your community to celebrate earth science, with fun, hands-on and multimedia activities.

**Facebook**

**We’ve created some Facebook posts for you to use.** Feel free to copy and paste, but when you have time, be sure to share personal photos and stories about your *Earth Day* events.

* There is no Planet B. Be a Climate Action Superhero. Check out **[library list of programs]** to find out more ways our community can get involved #stem #NASA #OurPlanetEarth
* We’re partnering with *STAR Net* to raise awareness around sustainabilityand the environment through the campaign *Our Planet: Earth*. There are so many things we can do in our own backyard! For ideas on ways you can help, check out **[library website or list of programs]** or head over to our library for **[insert relevant program].** #stem #NASA #OurPlanetEarth
* We have some great activities you can do at home or here at the library for Citizen Science Month! Citizen scientists of all ages can make amazing discoveries, inspire new science projects, and help learners of all ages do real scientific research. Check it out: <https://scistarter.org/citizensciencemonth> for more ways to do science at the library! #stem #NASA #OurPlanetEarth #Citizenscientist
* Help us celebrate Earth Day at the library! **[web list of programs or library website]** #stem #NASA #OurPlanetEarth
* **[Library name]** will focus on positive, climate-friendly actions that our community can make such as planting trees, recycling efforts, protecting native species and their habitats, safeguarding clean air and water, and engaging in a variety of citizen science projects for the *Our Planet: Earth* campaign. You can help make a difference. Come visit the library for more info, or to help us experiment with some science! **[web list of programs]** #stem #OurPlanetEarth #Citizenscientist
* To be truly sustainable, we need to embody practices that are environmentally sensible, economically viable, and socially equitable! What are some of your ideas? Come to our community dialogue and let your voice be heard! **[web link to community dialogue event]** #stem #NASA #OurPlanetEarth
* We did science together and helped our community! **[pictures from events with description]** #stem #OurPlanetEarth #NASA #Citizenscientist

**Twitter**

**We’ve created some ready-to-use tweets to help you spread the word about *Our Planet: Earth!*** But we also encourage you to share personal photos and stories during your programming events taking place in libraries around the country. Use Twitter to tell your audience about previous earth science celebrations and share what you are planning this year. Do you have any great resources to share with libraries hosting events? Be sure to spread the word about those using the hashtag #OurPlanetEarth!

* There is no Planet B. **[library website in bitly form]** #stem #NASA #OurPlanetEarth #EarthDay2020
* We’re raising the awareness of creative ways out community can get involved! **[bitly link to library programs]** #stem #NASA #OurPlanetEarth
* Come be a citizen scientist! Check us out! **[library website]** #stem #NASA #OurPlanetEarth #Citizenscientist
* Help us celebrate Earth Day at the library! **[web list of programs]** #stem #NASA #OurPlanetEarth #EarthDay
* Come visit the library to help us experiment with some earth science! **[web list of programs]** #stem #OurPlanetEarth #NASA #Citizenscientist
* Come to our community dialogue and let your voice be heard about our changing planet and community earth and how we can get involved. #OurPlanetEarth #letyourvoicebeheard
* We did science together and helped our community! #stem #OurPlanetEarth #NASA #Citizenscientist
* Take action for a Sustainable World **[web list of programs]** #OurPlanetEarth #NASA

**blog**

When astronauts look down on our blue planet from above, they do not see national boundaries. They see our enormous ocean, large weather patterns, vast deserts, and majestic mountain ranges. Observations from the International Space Station, and other Earth-orbiting satellites, help researchers and the public discover new perspectives of our unique world.

In communities across the country sustainability, environmental impacts, and climate change are becoming important conversations among families and neighbors. Whether it’s planting trees, local recycling efforts, protecting native species and their habitats, safeguarding clean air and water, or engaging in a variety of citizen science projects, local communities can make positive, climate-friendly impacts that benefit everyone. In order to achieve a healthy community, we have to start with creating a healthy environment at home.

That is why **[Library Name]** is partnering with the STAR Library Network (*STAR Net*) to celebrate our planetary home with a special month-long campaign called, *Our Planet: Earth*. This national campaign is an outgrowth of three converging events during April 2020: Citizen Science Month, the 50th Anniversary of Earth Day, and the recent adoption by the American Library Association (ALA) of “sustainability” as a new core value. As described by ALA, to be truly sustainable, libraries and their communities need to embody practices that are environmentally sensible, economically viable, and socially equitable. There is no Planet B, so we want to make sure we take care of the one we’ve got.

We plan to do our part by developing a variety of climate friendly programs for our community such as **[list or description of relevant programming]**. Whether it’s through local citizen science projects, small changes you do at home, or holding those in power accountable, we can all make an important difference here and beyond. Every community in the World can make a difference. Help us be a Climate Action Warrior and take action now for a sustainable World.

Join us at **[library]** to learn more about ways you can help make our community stronger for the future. For more information, please visit: **[library website]**

**graphics**

Download the *Our Planet: Earth*  logo, *STAR Net* logo, social banners and many other graphics at: <http://www.starnetlibraries.org/our-planet-earth/promotional/media-tool-kit/>

**e-Newsletter**

The copy below can be used to help create your newsletter article.

**Come Celebrate *Our Planet: EARTH* This Spring**

During the month of April, [Library Name] will be partnering with the STAR Library Network (*STAR Net*) to take action for a sustainable world!

***Our Planet: EARTH*,** a national campaign supported by ALA and NASA, will coincide with [Citizen Science Month](https://scistarter.org/citizensciencemonth) and the [50th anniversary of Earth Day](https://www.earthday.org/earthday/countdown-to-2020/). During this month-long celebration, our library will be focusing on sustainable practices that we, as a community, can implement in our homes, our neighborhoods and our places of work.

Come join us and participate in engaging programming activities and learn more about how we, together, can protect our planetary home for many generations to come!

**Taglines**

* Every community in the World can make a difference.
* You can make a difference.
* You have the power to change the World.
* Climate Action Warrior
* Climate Action Superhero
* Lead on climate
* Healthy Climate/Healthy Community
* Take Action Now!
* Improve our World, one action at a time
* Take Action for a Sustainable World
* Climate Friendly Actions
* There is No Planet B

**QUOTES**

*“One individual cannot possibly make a difference, alone. It is individual efforts, collectively, that makes a noticeable difference—all the difference in the world!”*  
**—Dr. Jane Goodall**

*“The Earth is what we all have in common.”*  
**—Wendell Berry**

*“Progress is impossible without change, and those who cannot change their minds cannot change anything.”***—George Bernard Shaw**

*“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”***—Margaret Mead**

*“The environment is where we all meet; where we all have a mutual interest; it is the one thing all of us share.”***—Lady Bird Johnson**

*“Like music and art, love of nature is a common language that can transcend political or social boundaries.”***—Jimmy Carter**

*“You cannot get through a single day without having an impact on the world around you. What you do makes a difference and you have to decide what kind of a difference you want to make.”*  
**—Dr. Jane Goodall**

*As I walk with Beauty  
As I walk, as I walk,  
The universe is walking with me,  
In beauty it walks before me,  
In beauty it walks behind me,  
In beauty it walks below me,  
In beauty it walks above me,  
Beauty is on every side.*

**—Traditional Navajo Prayer**

*“The good man is the friend of all living things.”*

***—*Gandhi**

*“An understanding of the natural world and what’s in it is a source of not only a great curiosity but great fulfillment.”*

***—*David Attenborough**

*“Humankind has not woven the web of life. We are but one thread within it. Whatever we do to the web, we do to ourselves. All things are bound together … all things connect.”*

***—*Chief Seattle**

“We can judge our progress by the courage of our questions and the depth of our answers, our willingness to [embrace what is true](https://everydaypower.com/7-important-but-uncomfortable-truths-about-life-and-love-2/) rather than what feels good.”

—**Carl Sagan**