



SOCIAL MEDIA KIT

So you're hosting a cleanup event or are helping promote one in your community?

ADD YOUR EVENT TO THE KTB CALENDAR

Share your event on our statewide community calendar, so our audiences can learn about your event right from our website. Click [here](#) to add an event to our calendar

CONTACT YOUR COMMUNITY

Spread the word! Use emails, e-vites (such as Eventbrite), flyers, and of course, social media. Get in touch with your local friends, colleagues, newspaper, schools, libraries, small businesses, and organizations to share and get involved

Increase your outreach: Connect with Keep Texas Beautiful on social media - tag us in your event photos



KEEP TEXAS BEAUTIFUL



@KEEPTXBEAUTIFUL

Use #hashtags to increase engagement and a chance to highlight your event on our socials!

- # BEAUTIFYTX
- # KTBFALLSWEEP
- # KEEPTEXASBEAUTIFUL

Create a Facebook event for your Fall Sweep Event



Creating a FB event allows you to invite your connections and potential volunteers to attend your event in a click of a button. It also allows them to spread the word through their social networks, and invite their friends to participate. Don't forget to communicate event details!



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FACEBOOK & INSTAGRAM

A few weeks before the event

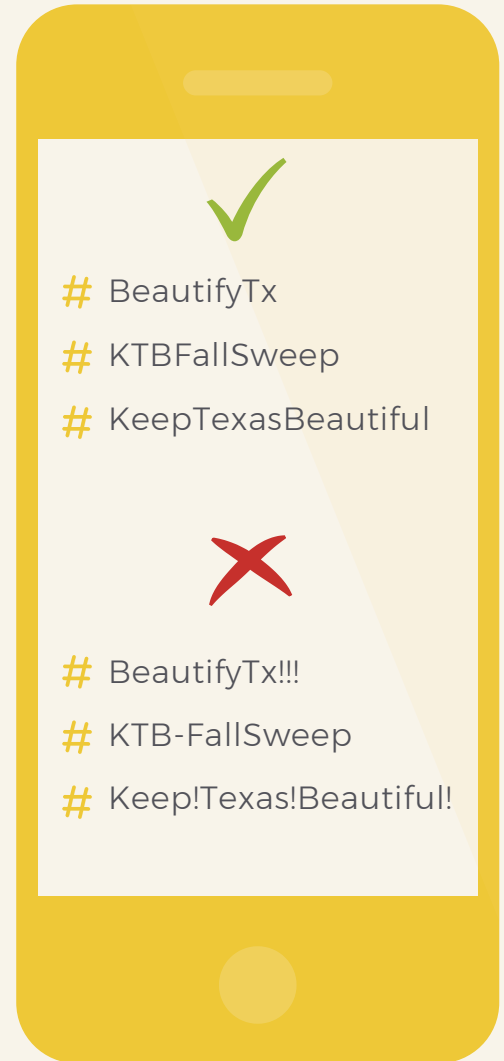
Want to make an impact in your community? Join our [Name of Event] to help us keep [Name of Community] beautiful! Sign up to participate on [Date of Event]: [Event link]
@KeepTxBeautiful #KTBFallSweep #BeautifyTX

The week before the event:

Last year, over 10,000 volunteers helped pick up 900,000 pounds of trash & recycling and 746 tires. We are proud to host our own Fall Sweep on [Date of Event] and contribute to making our state clean and beautiful. There's still time to sign up! Register now to join us in keeping [Name of Community] clean: [Event Link] #KTBFallSweep #BeautifyTX

The day before the event:

Ready? Set. Cleanup!! Our #KTBFallSweep is tomorrow! Are you ready? Join us [Location] to help us keep [Name of Community] clean. There's still time to register! Invite your friends, family, neighbors to help. [Event Link] [In this post, you can also remind your audience of any last minute details they may need i.e. 'Don't forget to wear closed toe shoes', etc.] #KTBFallSweep #BeautifyTX



Hashtags do not contain any spaces or special characters. They are used as labels on social media platforms to group similar content together, which makes it much easier to find information on these platforms with a theme or specific content.



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