



## #LOVETHEBOOT SOCIAL MEDIA MESSAGING

Supported by the Governor and Lieutenant Governor, Love the Boot Week, happening April 18-24, 2022, is our state's week-long Earth Day initiative intended to bring awareness to Louisiana's litter problem while empowering organizations and individual citizens to participate in community cleanups and beautification events.

Here are general posts about Love Boot Week. We encourage you to add your own language about how you #LovetheBoot. Please tag Keep Louisiana Beautiful when you can on social media.

### Facebook/Instagram

Join me in cleaning up Louisiana! Sign up to participate in #LovetheBoot Week April 18-24! Organized by @KeepLouisianaBeautiful and supported by the Governor and Lt. Governor, Love the Boot Week is seven days of community cleanups and beautification events happening throughout the state. Register to organize your own event or sign up to volunteer at [www.lovetheboot.org](http://www.lovetheboot.org).

### Twitter

Join me in cleaning up Louisiana! Sign up to participate in #LovetheBoot Week April 18-24! Organized by @KeepLABeautiful, Love the Boot Week is seven days of community cleanups and beautification events. Register today at [www.lovetheboot.org](http://www.lovetheboot.org).

---

**Are you a Love the Boot event organizer? Here is social media messaging specifically for you:**

### **Leading up to your event:**

#### Facebook/Instagram

##### Post 1

We are excited to partner with @KeepLouisianaBeautiful and participate in #LovetheBoot Week! We will be hosting a [cleanup/beautification] event on [date], from [time to time] at [location]. Only together, can we clean up Louisiana! Sign up to volunteer for our event at [www.lovetheboot.org](http://www.lovetheboot.org).

## Post 2

[Organization] is hosting a [cleanup/beautification] event during #LovetheBoot Week, our state's week-long Earth Day initiative organized by @KeepLouisianaBeautiful. Let's work together to create a cleaner, greener, more beautiful Louisiana. Visit [www.lovetheboot.org](http://www.lovetheboot.org), to sign up to volunteer for our event on [date], from [time to time] at [location].

## Twitter

### Post 1

We are excited to partner with @KeepLABeautiful and participate in #LovetheBoot Week! We will be hosting a [cleanup/beautification] event on [date], from [time to time] at [location]. Sign up to volunteer for our event at [www.lovetheboot.org](http://www.lovetheboot.org).

## **Day of your event:**

## Facebook/Instagram

### Post 1

Today is the big day @KeepLouisianaBeautiful! We are hosting our [cleanup/beautification] event in celebration of #LovetheBoot Week! Our passionate volunteers are working hard, [picking up litter, planting trees, etc.].

### Post 2

Look at how much we #LovetheBoot! We [collected # of bags of litter/planted # trees] in our community. Thank you to all our volunteers for making this event possible. Together, we can clean up Louisiana! @KeepLouisianaBeautiful

## Twitter

### Post 1

Today is the big day @KeepLABeautiful! We are hosting our [cleanup/beautification] event in celebration of #LovetheBoot Week!

### Post 2

Look at how much we #LovetheBoot! We [collected # of bags of litter/planted # trees] in our community. Together, we can clean up Louisiana! @KeepLABeautiful

**After your event:**Facebook/Instagram

Thank you to everyone who came out to support our #LovetheBoot Week event! We [collected # of bags of litter/planted # trees], contributing to the significant impact of this statewide, week-long Earth Day initiative organized by @KeepLouisianaBeautiful. Don't stop now! Let's work together to create a cleaner, greener, more beautiful Louisiana.

Twitter

Thank you to everyone who came out to support our #LovetheBoot Week event! We [collected # of bags of litter/planted # trees], contributing to the significant impact of this statewide, week-long Earth Day initiative organized by @KeepLABeautiful.