



#LOVETHEBOOT SOCIAL MEDIA MESSAGING GUIDE

About Love the Boot Week: Love the Boot Week, April 18-26, 2026, is Louisiana's largest litter removal and beautification event, bringing awareness to the state's litter problem while empowering organizations and individual citizens to clean up and beautify their communities. This year, we are cleaning up in honor of America's 250th birthday! Keep Louisiana Beautiful and Lieutenant Governor Billy Nungesser ask you to show your love for your country and your community by participating.

During Love the Boot Week 2025, 26,935 individuals volunteered a total of 81,852 hours at 1,408 events in all 64 parishes, leading to the removal of 514 tons of litter. Diverted from the landfill and recycled were 16,503 aluminum cans and plastic bottles. In addition to litter removal, volunteers focused on community beautification, planting 1,204 trees and 3,672 plants, and refurbishing 477 gardens. An even greater impact is expected in 2026.

When posting about your Love the Boot Week event, please tag @KeepLouisianaBeautiful on Facebook and Instagram, and @KeepLABeautiful on X. This allows us to easily reshare your content. Included in this document are sample posts for promoting your event. Thank you for being a part of Love the Boot Week!

Sample posts for promoting your event:

Facebook/Instagram

Post 1

We are excited to partner with @KeepLouisianaBeautiful and participate in #LovetheBoot Week! We will be hosting a [litter cleanup/beautification] event on [date], from [time to time] at [location]. Only together can we clean up Louisiana! This year, we are cleaning up in honor of America's 250th birthday! Show your love for your country and our community by participating. Sign up to volunteer for our event on [date], from [time to time] at [location] at [your event url/or other instructions for signing up]

Post 2

[Organization] is hosting a [litter cleanup/beautification] event during #LovetheBoot Week, our state's largest litter removal and beautification effort held by @KeepLouisianaBeautiful every April. Let's work together to create a cleaner, greener, more beautiful Louisiana. This year, we are cleaning up in honor of America's 250th birthday! Show your love for your country and our community by participating. Sign up to volunteer for our event on [date], from [time to time] at [location] at [your event url/or other instructions for signing up].

X

We are excited to partner with @KeepLABeautiful and participate in #LovetheBoot Week! We will be hosting a [litter cleanup/beautification] event on [date], from [time to time] at [location]. This year, we are cleaning up in honor of America's 250th birthday! Sign up to volunteer for our event at www.lovetheboot.org.

Sample posts for the day of your event:

Facebook/Instagram

Post 1

Today is the big day @KeepLouisianaBeautiful! We are hosting our [litter cleanup/beautification] event in celebration of #LovetheBoot Week! Our passionate volunteers are working hard, [picking up litter, planting trees, etc.]. We are so proud to be involved in this important effort, especially as America celebrates its 250th birthday!

Post 2

Look at how much we #LovetheBoot! We [collected # of bags of litter/planted # trees] in our community. This year, we cleaned up in honor of America's 250th birthday! Thank you to all our volunteers for making this event possible. Together, we can clean up [community name] and Louisiana! @KeepLouisianaBeautiful

X

Post 1

Today is the big day @KeepLABeautiful! We are hosting our [litter cleanup/beautification] event in celebration of #LovetheBoot Week and America's 250th birthday

Post 2

Look at how much we #LovetheBoot! We [collected # of bags of litter/planted # trees] in our community. This year, we cleaned up in honor of America's 250th birthday! Together, we can clean up [community name] and Louisiana! @KeepLABeautiful

Sample posts for 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 litter clean removal and beautification initiative organized by @KeepLouisianaBeautiful. Don't stop now! Let's work together to create a cleaner, greener Louisiana.

X

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 litter clean removal and beautification initiative organized by @KeepLABeautiful.