



## #LOVETHEBOOT SOCIAL MEDIA MESSAGING GUIDE

**About Love the Boot Week:** Love the Boot Week, April 17-25 2027, 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. Last year, 28,079 individuals volunteered a total of 77,648 hours at 1,624 events in all 64 parishes, leading to the removal of 566 tons of litter. In addition to litter removal, volunteers focused on community beautification, planting 1,546 trees and 4,231 plants, and refurbishing 396 gardens. An even greater impact is expected in 2027. Love the Boot Week is organized by Keep Louisiana Beautiful with support from the Office of the Lt. Governor.

When posting about your Love the Boot Week event, please tag @KeepLouisianaBeautiful on Facebook and Instagram, and @KeepLABeautiful on Twitter/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! 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. 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].

#### Twitter/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]. Sign up to volunteer for our event at [www.lovetheboot.org](http://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.].

#### 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 [community name] and Louisiana! @KeepLouisianaBeautiful

### Twitter/X

#### Post 1

Today is the big day @KeepLABeautiful! We are hosting our [litter 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 [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.

### Twitter/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.