



Social Media Toolkit

SHORTENED LINKS

- State & Local Climate Policy Report landing page: bit.ly/seap-climate
- State & Local Climate Policy Full Report (pdf): bit.ly/seap-climate-report
- 10-pager: **[INSERT 10-PAGER LINK HERE]**

SAMPLE TWEETS

GENERAL PROMOTION:

When it comes to addressing the climate crisis, the South has something to say – and a lot of work ahead of us. Learn more about state/local policies to build a greener, healthier, and more resilient South (via @The_SEAP) [LINK]

Don't count us out: The South is ready to lead on #ClimateAction. @The_SEAP provides a blueprint: [LINK]

.@The_SEAP has more than a vision for a healthier, greener, more resilient South – their new report outlines the bold climate policies that will help make it happen. [LINK]



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View + download graphics [HERE](#).

Climate change is the greatest problem of the 21st century, and the South has untapped potential for climate leadership. Learn more about the policies that will propel the South forward in the new @The_SEAP report: [LINK]

Climate change is one of the most pressing issues of our time, and the South faces unique challenges – and unique opportunities – in addressing this crisis head-on. [LINK]

In every part of the country – and particularly in the South – the time for ambitious #ClimateAction is now. @The_SEAP explains: [LINK]



View + download graphics [HERE](#).

From energy efficiency investments to expanded public transit, the South has the potential to lead the U.S. through the climate crisis. Learn how in the new report from @The_SEAP: [LINK]

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The South is poised to make up for lost time by passing bold climate policy that protects the environment and propels the economy forward. @The_SEAP outlines those policies – from carbon pricing to greener urban planning – in a new report: [LINK]

MYTH: The South isn't stepping up to fight the climate crisis.

FACT: Many Southern cities are leading on climate, and the entire region has the potential to not only catch up, but also to blaze a new trail forward. @The_SEAP explains: [LINK]

From the Everglades to the Lowcountry, the Big Easy to Appalachia, the South is particularly vulnerable to the impacts of climate change. Now is the time to fight for bold action on climate that meets this moment and leaves no community behind. [LINK]

The South has the potential to lead on climate. Period. [LINK]



View + download graphics [HERE](#).

HASHTAG IDEAS

#SEAPClimateAction

#GreenNewSouth

#ActOnClimate / #LeadOnClimate

#SouthernClimateAction / #ClimateAction

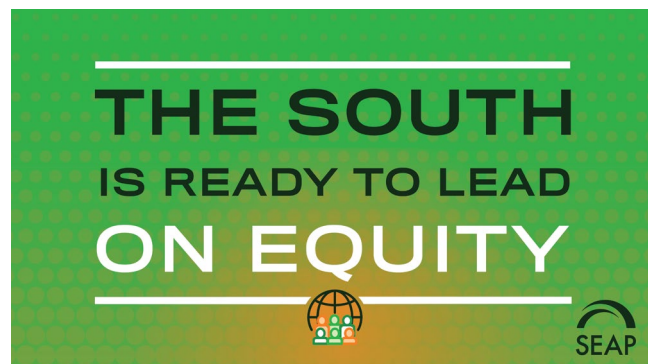
SAMPLE TWEETS

ECONOMIC INEQUALITY + JOBS:

The South can't tackle the #ClimateCrisis without also addressing economic inequality – and the new @The_SEAP report outlines bold climate policies that do both. Check it out: [LINK]

Any plan to tackle the climate crisis should also address energy insecurity and economic inequality head-on. The Southern Economic Advancement Project (@The_SEAP) outlines state and local policies for the South's unique challenges. [LINK]

The Southern Economic Advancement Project (@The_SEAP) understands that we can't talk about #ClimateAction without addressing equity. Read their new report: [LINK]



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A more resilient South means addressing the #ClimateCrisis AND tackling economic insecurity head-on. Check out @The_SEAP's new climate report to learn more: [LINK]

The South should use our people, our climate, and our ingenuity to lead on climate and create well-paying jobs. Read @The_SEAP's new report to learn how: [LINK]

Closing fossil fuel plants not only affects the workers at that plant – it also affects the regional economy. State and local govt. must provide transition assistance to ensure workers and communities aren't left behind as we move to renewable energy sources. [LINK]

INTERSECTING ISSUES:

Jobs and economic inequality, conservation, public transit, renewable energy, urban planning – it's all connected – and to address the climate crisis in the South, we need to consider every angle. A new report by @The_SEAP breaks it down: [LINK]

The South can create safe, healthy communities and tackle the #ClimateCrisis at the same time. Read @The_SEAP's report for more: [LINK]

AGRICULTURE + FARMING:

The climate crisis is already impacting farmers in the South – but they also have a unique opportunity to make farming a critical part of climate change mitigation. [LINK]

From reduced tillage, composting, cover crops, and rotational crops, modern farms have the potential to become carbon sinks – reducing more atmospheric pollution than they release. Learn more about agricultural policies that drive #ClimateAction: [LINK]

How can farmers fight climate change? Regenerative farming practices – composting, crop rotation, reduced tillage – to sequester carbon in the soil and protect rural lands. Learn more in the new @The_SEAP #ClimateAction report: [LINK]

COASTAL ECOSYSTEMS:

To lead on climate, the South must regulate coastal ecosystems to protect the ocean's natural ability to store carbon. Coastal ecosystems also provide one of the first lines of defense against sea level rise and stronger, more damaging hurricanes. [LINK]

CLEAN ENERGY TARGETS:

To address climate change, Southern states should aim for 50% clean electricity by 2030, and 100% by 2045. That's not a pipedream – it's policy, and a great first step to a greener, healthier South. Learn more: [LINK]

INFRASTRUCTURE / BUILDING SECTOR / HOUSING:

Good energy efficiency policies can create a win-win-win: promote cost savings for households & businesses, reduce greenhouse gas emissions, and create local jobs. @The_SEAP provides a blueprint for the South: [LINK]

Want more people to drive electric cars? Build it (electric vehicle infrastructure, like charging stations) and they will come: [LINK]

Cities and counties should encourage walking and bike mobility with accessible sidewalks and protected bike lanes. This is a small but important part of our climate solution. [LINK]

Atlanta is “electric vehicle ready.” Is your city? Learn more (via @The_SEAP): [LINK]

Housing can be a part of the climate solution, too. Southern states and cities should implement upzoning (limiting single-family housing developments) to reduce sprawl and meet this moment. @The_SEAP covers that policy solution and more in a new report: [LINK]



The building sector is currently one of the largest sources of carbon pollution in the U.S. To reduce pollution, buildings must be fully electrified + undergo energy efficiency retrofits to run on less electricity. Learn more: [LINK]

PUBLIC TRANSIT:

Public transportation can do more than get us from A to B – it can help us tackle the climate crisis head-on. Learn how the South is already using green public transit to reduce pollution and connect healthy communities (via @The_SEAP): [LINK]

Expanding public transit not only reduces traffic. It can also help Southern states address the climate crisis. Check out the @The_SEAP climate action report to learn more: [LINK]

Lawmakers should make it easier for more people to buy electric vehicles – one more way to tackle the climate crisis. [LINK]



FOR LAWMAKERS / ADVOCACY

As @The_SEAP explains, the South has the potential, the people, and the ingenuity to tackle the climate crisis head-on. All we're missing are lawmakers with plans and the political will to make it happen. [LINK]

With many communities already feeling the effects of climate change, the South has no time for business as usual. Read @The_SEAP's #ClimateAction plan and urge your legislators to do the same. [LINK]

This #ClimateAction report by @The_SEAP is a must-read. [TAGGING ELECTED OFFICIALS]: We need bold climate policies now to tackle the climate crisis and build a stronger, more resilient South. [LINK]

Tell state and local leaders in the South: We need #ClimateAction, not more of the same. [LINK]

The climate crisis poses unique challenges for the South – and unless lawmakers take bold action now, the region will only fall further behind. @The_SEAP explains what's at stake, what's working elsewhere, and how the South can rise to the challenge: [LINK]



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ADDITIONAL GRAPHICS (click to download)



THANK YOU FOR SHARING!

***Read the full 50-page report HERE
with references for the citations.***

***Read the condensed report
(10 pages) HERE***