

# SOCIAL MEDIA TOOLKIT

GREEN  
RIDE for  
JOBS

PROJECT  
LEARNING  
TREE  
CANADA<sup>SM</sup>  
PLT is an initiative of SFI 

#MyGreenJob



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# HELP SPREAD THE WORD

PLT Canada's Zac Wagman, Manager of Green Jobs, is cycling across the country this summer on a wooden bike, going all the way from Victoria, B.C., to St. John's, Newfoundland. Along the way, he's meeting up with employers and youth who are working in Green Jobs funded through PLT Canada to tell their stories and share their experiences on social media.

As a sponsor, partner, or employer, we encourage you to get involved. No matter where you are in the country, we can encourage Zac, celebrate and bring green jobs to life together on social media!



**#MyGreenJob**

# SAMPLE TWEETS



*(Employer/City/Town)* welcomes Zac for the Green Ride for Green Jobs! We are excited for the opportunity to be part of the Green Jobs Program! #MyGreenJob @PLT\_Canada

Supporting green jobs for youth means investing in the future. As a *(Green Ride Sponsor/Green Jobs Employer)*, we are excited to support Zac on the Green Ride for Green Jobs! #MyGreenJob @PLT\_Canada

Can't wait to see Zac bike through *(City/town)*! Wishing him an amazing journey as he helps promote Green Jobs for youth across Canada! #MyGreenJob @PLT\_Canada

Take a sneak peak into *(Employee name)'s* Green Job as a *(job title)*! #DYK that all PLT Canada's Green Jobs require youth to be outside at least 50% of the time? #MyGreenJob

*(Employee to include Picture)*

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# SAMPLE FACEBOOK POSTS



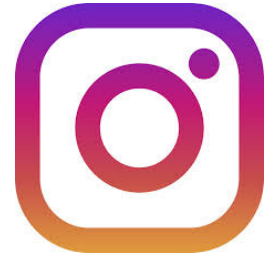
Today is an exciting day! Zac will be biking through our **(city/town)** and we will get the chance to meet him during the Green Ride for Green Jobs!  
#MyGreenJob

Curious to know where Zac is? Check out MyGreenJob.ca for the most updated map with Zac's location for the Green Ride for Green Jobs!  
#MyGreenJob

We are happy to be supporting future forest and conservation leaders like **(Employee name)** and can't wait for future updates for the Green Ride for Green Jobs journey! #MyGreenJob

#DYK that Zac from PLT Canada is cycling over 8,750 kms across Canada this summer in support of Green Jobs for youth? Go Zac! #MyGreenJob

# SAMPLE INSTAGRAM POSTS

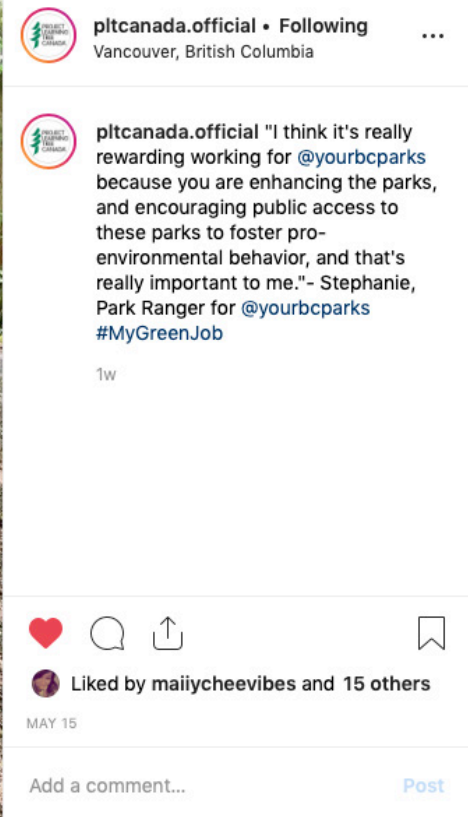


#DYK that Project Learning Tree's Green Jobs program will support funding for over 2,000 jobs for youth? These opportunities help educate and empower youth from all backgrounds to have the opportunity to further their green job career! We are excited to support the Green Ride for Green Jobs journey and wish Zac the best of luck! #MyGreenJob @pltcanada.official #GreenJobs

Excited to speak to Zac about #MyGreenJob when he bikes through **(city)**! Zac will be biking a wooden bicycle across Canada for the Green Ride for Green Jobs! The bikes are local, and sustainably made in Montreal. Check out <http://www.picolovelo.com/> for more information! @pltcanada.official @picolovelo #GreenJobs

There are endless opportunities in the forest! We are excited to follow the Green Ride for Green Jobs journey. Interested in the cause? Follow the journey on @pltcanada.official #MyGreenJob @pltcanada.official #GreenJobs

Wishing Zac the best of luck during the Green Ride for Green Jobs! PLT Canada's Green Jobs is a wonderful opportunity to help youth find meaningful outdoor work and learn about all the opportunities to grow in the green sector! #MyGreenJob @pltcanada.official #GreenJobs



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# PHOTOS AND VIDEOS

Amp up your social media by including engaging photos or videos. Use your own real photos and videos as much as possible, especially ones featuring your own Green Jobs youth. Get them to answer real questions about their work, like:

- “What are you studying at school?”
- “What is your job all about?”
- “What are you going to do after your Green Job?”

If you don't have any photos or videos of your own, feel free to use anything you find at [MyGreenJob.ca](https://www.mygreenjob.ca). You can save and post the photos as your own, or link to the videos from our social media posts!

## FOR MORE INFORMATION

For more information or to speak with someone from our team, email us at [info@pltcanada.org](mailto:info@pltcanada.org).



This project is funded in part by the Government of Canada's Summer Work Experience Program.



**#MyGreenJob**