

SOCIAL MEDIA TOOLKIT FOR GREEN JOBS YOUTH



PLT is an initiative of SFI 

SHARE YOUR STORY

Congratulations on landing your Green Job! Use this toolkit to share your #MyGreenJob story on social media. Post photos, videos and stories to inspire the next generation of forest and conservation leaders.

Tag us on Twitter, Instagram, Facebook, or LinkedIn and we might retweet or share your post!

TIPS FOR POSTING

1. **Prioritize visuals.** Let others see what your “office” looks like through videos and high-quality photos.
2. **Be conversational.** Give us your perspective on your Green Job. We want to hear your voice shine through!
3. **Share your skills or knowledge.** Tell us what you have learned through your Green Job so that others might be inspired to learn the same things.
4. **Tag accounts.** Tag your employer, school, or community’s social media profiles. Don’t forget to also tag us! (See our handles in the “**FOLLOW US**” section.)
5. **Use relevant hashtags.** Connect to others with similar interests using hashtags, like #conservation and #forestry.
6. **Geotag your location.** Geotag your posts to get more engagement when others search for your location.
7. **Always include #MyGreenJob.** Use #MyGreenJob in your post so that we can retweet and share it.



CONNECT WITH US



@PLTCanada



@PLT_Canada



@PLTCanada.official



@PLT-Canada

613-747-2454

greenjobs@pltcanda.org

pltcanda.org | #MyGreenJob

ABOUT US

Project Learning Tree Canada (PLT Canada) advances environmental literacy, stewardship, and career pathways using trees and forests as windows on the world. We are committed to using the outdoors to engage youth in learning about the world around them—in rural, Indigenous and urban communities—and we inspire youth to take action for sustainable forests and a sustainable planet.



POST SAMPLES



My time at @DucksUnlimitedCanada has allowed me to learn a lot about my area of study. Through #MyGreenJob I have been fortunate enough to continue to grow my knowledge surrounding the issues and modes of #wetland #conservation, and it will be carried with me into the remainder of my education and future employment.

I'm a summer student with @Mosaicforests. I am a lover of the outside, and it's important to conserve and preserve our #environment. The more young people are involved, the better it will be for our future generations. #MyGreenJob

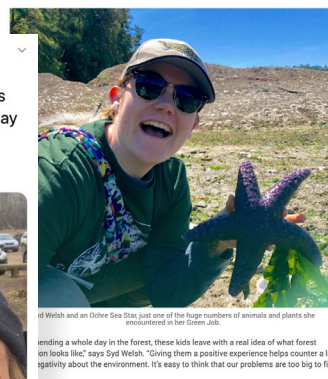
I work as a Silviculture Technician with @haliburton_forest assisting with #silviculture research projects and with the regulation of timber harvesting and operational logistics. During #MyGreenJob I learned about the challenges of modern forest management, and the importance of problem-solving. #forestry #sustainability.

OTHER WAYS TO SHARE YOUR STORY

- Do a social media takeover of our Twitter or Instagram profiles. Show our followers what a day in your Green Job looks like! Contact us if you're interested.
- Write about your Green Job for our "Youth Spotlights" section of our website. Check out our instructions on that page for how to tell an engaging story.



GREEN JOB SPOTLIGHT: SYD WELSH, ENVIRONMENTAL EDUCATOR, GALIANO CONSERVANCY ASSOCIATION
September 20, 2019
Green Job spotlight: Syd Welsh, Environmental Educator, Galiano Conservancy Association



RELATED NEWS



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