KEEP AMERICA BEAUTIFUL®

Great American Cleanup® 2020

SOCIAL MEDIA TOOLKIT
#cleanYOURblock

ABOUT THE GREAT AMERICAN CLEANUP 2020:

Cleaning, greening, and beautifying America.

After suspending the Great American Cleanup (GAC) 2020 due to the COVID-19 pandemic, Keep America Beautiful has rescheduled the signature community improvement program for June 1 – Oct. 18. As the country begins to reopen and individuals are getting back to spending time outdoors, it is as important as ever to help end litter across the nation. This means that we should all make sure that waste (including PPE) gets placed in the trash.

The Great American Cleanup, which marks its 23rd year in 2020, prompts individuals to take greater responsibility for their local environment by conducting grassroots community service projects that engage volunteers, local businesses, and civic leaders. A successful Great American Cleanup project must fulfill the needs of the local community; that's why we work with local community and business leaders, as well as other key stakeholders to gain knowledge about the community's needs and carefully select and execute appropriate projects.

Regarding litter collection, Great American Cleanup event organizers have been provided clear guidance to ensure that volunteer health and safety is the top priority. All cleanups should adhere to guidelines from federal, state, and local public health officials so timely and accurate information can guide safe and appropriate activities in each location.

When sharing GAC events and activities on social media platforms, use the hashtag #cleanYOURblock. This social theme encourages volunteers to learn from participating in a Great American Cleanup event and promote awareness, commitment, and action in their own neighborhoods.

SHARE GRAPHICS:

[Download graphics here](#).

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SPREAD THE WORD ON SOCIAL:

LEAD UP TO EVENT: *Posts leading up to the event should boost enthusiasm, share key information, and encourage people to volunteer.*

- o Are you ready to create a cleaner, greener, and more beautiful community for your friends and neighbors? Join the action on [INSERT DATE] and help clean up [INSERT TOWN/CITY NAME]! LINK TO EVENT #cleanYOURblock #DoBeautifulThings

- o Behavior change starts at home. Learn how you can start creating a cleaner, greener, more beautiful [INSERT TOWN/CITY NAME] by joining us at our cleanup event at [INSERT LOCATION] on [INSERT DATE]. LINK TO EVENT #cleanYOURblock #DoBeautifulThings

DAY OF EVENT: *Day-of-event posts help generate last-minute interest for your event and can encourage others to get involved at your next event.*

- o We're excited to create a cleaner, greener, and more beautiful community today! Join us as we [INSERT PROJECT TYPE] at [INSERT LOCATION AND TIME]. LINK TO EVENT #cleanYOURblock

- o Bags? Check. Gloves? Check. We're ready to clean up! Join us at [INSERT LOCATION AND TIME]. LINK TO EVENT #DoBeautifulThings #cleanYOURblock

POST EVENT: *Following the event, share posts with results, as well as acknowledgment of your volunteers' efforts.*

- o Our cleanup event at [INESRT LOCATION] had some great results! We [COLLECTED X POUNDS OF LITTER, CLEANED X NUMBER OF ACRES, ETC.]. If applicable: Join us at our next event at [INSERT LOCATION] on [INSERT DATE]. Include event link. #cleanYOURblock #DoBeautifulThings

- o Thank you to all our volunteers who helped [PLANT X TREES, CLEAN UP X POUNDS OF LITTER, ETC.]. Tell us how you plan to continue your commitment to help create a cleaner, greener, and more beautiful [CITY/TOWN NAME] in the comments! #cleanYOURblock #DoBeautifulThings