



# Social Media Bluebook

River Cleanup



# 1. Tone of Voice

When **writing content or copy** we bear **3 attitudes** in mind:

**Finish** your copy with a **call to action**:

- ❖ Join the movement
- ❖ Become part of the change
- ❖ Become a river warrior
- ❖ Register now
- ❖ Donate/support

For specific examples, have a look at the copy on our posts on our main River Cleanup [Instagram](#) or [Facebook](#) account.



PROFESSIONAL

River Cleanup aims for global impact. We're aware of the responsibility that comes along with our mission. Every step along our path is clearly thought through. We want to show expertise and respectability through a clear and open style that clearly states who we are and what we stand for.



INCLUSIVE

We develop solid partnerships based on mutual respect and shared values. We work together with every organization and individual willing to contribute in a positive way to a better and cleaner world. We stand next to our partners, side by side and share our successes.



POSITIVE

We focus on the solution instead of the problem. We thrive on positivity so by celebrating our victories we boost the motivation and involvement of volunteers. We're a community of people ready to change the world for the better.

## 2. Imagery

The **imagery** we show on our **social media channels** are based on the following **principles**.

For specific examples, have a look at the copy on our posts on our main River Cleanup [Instagram](#) or [Facebook](#) account.

### ❑ People above waste

Focus on the people rather than the waste/garbage bags.



### ❑ Smiling faces

As positivity is one of our main tone of voice attitudes, we depict people smiling, showing a thumbs up or cheering loudly for what they have just accomplished.



### ❑ Variation

Try to use as much variation possible when carefully selecting imagery for your post. Alternate between a big group of people, an individual, a nice scenic river, technology, close-ups etc.

# 3. (Hash)tags

When **posting** about an event, always **tag River Cleanup** & the organisations/associations/supporters/partners/photographers/videographers/people who helped you fulfill the action.

Use **hashtags** in your post to **broaden your audience**. Mention the **specific event** in a hashtag. E.g. #worldcleanupday #riversunday

## ★ Tags:

**Instagram:** @rivercleanup & @...

**Facebook:** @rivercleanuporg & @...

**LinkedIn:** @River Cleanup & @...

## ★ Hashtags:

**Facebook & LinkedIn:**

#rivercleanup #cleanlocally #celebrateglobally #...

= primary hashtags

**Instagram:** (for example)

#rivercleanup #cleanlocally #celebrateglobally #acleanriverstartswithyou #giveacleanriver #riverwarrior #cleanuphero #cleanuptheworld #cleanitup #environmentalprotection #zerowaste #plasticpollution #banplastic #environmentaleducation #everydayisearthday #waronplastic #oceanplastic #plasticfreeliving #protecttheenvironment #earthguardians #cleanuptime #thereisnoplanetb #savetheplanet #nosingleuseplastic #choosetoreuse #stoppollution #restoreourearthchallenge

= secondary hashtags

# Thank you!

For **taking action** with us.

 rivercleanup

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River Cleanup Vimeo:

<https://vimeo.com/user109017211>

Download River Cleanup logos:

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