**Social Media Guidelines and suggested posts for the**

**International Day for Biological Diversity**

**22 May 2018**

**Theme: “Celebrating 25 Years of Action for Biodiversity”**

**Website:** [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018)

If you could register your IDB celebration and/or social media campaign on our website [www.cbd.int/idb/2018/celebrations](http://www.cbd.int/idb/2018/celebrations) that would be great – to give it additional visibility, and for our reporting purposes, thank you.

**Trello board:** <https://trello.com/b/oO47HPxT/international-day-for-biodiversity-2018>

*Note: A zip file containing the entire social media kit is available on the* [*IDB website*](https://www.cbd.int/idb/2018/)*.*

**Main hashtag:** #Biodiversity25Years

Secondary hashtags: #‎IDB2018 #IntlBiodiversityDay‬

Please feel free to customize the hashtags and contents below for your own needs and audiences. More materials (e.g. videos) are on the [website](https://www.cbd.int/idb/2018/messages/).

These are our social media channels, from which you can easily share content:

<https://www.facebook.com/UNBiodiversity/>

<https://www.facebook.com/CristianaPascaPalmer/>

<https://twitter.com/unbiodiversity>

<https://twitter.com/cristianapascap>

<https://www.instagram.com/unbiodiversity/>

<https://www.linkedin.com/company/unbiodiversity>

****

**Suggested Posts**

****

**Twitter**

1. The International Day for Biological Diversity is just around the corner - on 22 May! This year’s theme "Celebrating 25 Years of Action for Biodiversity" marks 25 years of safeguarding life on Earth. [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018) #Biodiversity25Years #IntlBiodiversityDay
2. Happy Int'l Day for Biological Diversity! Today we celebrate nature's beauty & wonder, and all the people working hard to safeguard it. Much progress has been made, but there’s still much to do. Let’s redouble efforts to preserve Earth, our only home #Biodiversity25Years

1. For the past 25 years, Parties to @UNBiodiversity have been undertaking actions to conserve biodiversity, use it sustainably, and equitably share the benefits from the use of genetic resources. Working hard for a better world! #Biodiversity25Years [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018)
2. @UNBiodiversity Convention entered into force 25 yrs ago. The CBD is much more than ‘just’ an environmental treaty: it is a convention for sustainable development. Biodiversity and ecosystems contribute directly to human wellbeing and development priorities #Biodiversity25Years
3. On this Int'l Day for Biological Diversity, biodiversity continues to decline around the world at alarming rates. This can lead to catastrophic outcomes for humans. We must do everything in our power to stop the destruction of nature #Biodiversity25Years [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018)
4. Let innovation & creativity inspire our solutions and practical ideas to safeguard life on Earth. Let’s create the necessary conditions for humans to thrive & develop in harmony with nature. Happy Int'l Day for Biological Diversity! #Biodiversity25Years [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018)
5. [*Attach countdown card corresponding to appropriate day*]

XX days until #IntlBiodiversityDay – 22 May. Join us and celebrate 25 years of action for biodiversity. [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018) #Biodiversity25Years



**Facebook**

1. Happy International Day for Biological Diversity! Today we celebrate the beauty and wonder of nature, and all the people working hard to safeguard it. The Convention on Biological Diversity celebrates its 25th anniversary this year, and while much progress has been made, there’s still much to do. Let’s redouble our efforts to preserve our beautiful Earth, our only home. Keep up the good work!

See how people are celebrating in your country: [www.cbd.int/idb/2018/celebrations](http://www.cbd.int/idb/2018/celebrations)

#Biodiversity25Years #‎IDB2018 #IntlBiodiversityDay

1. For the past 25 years, Parties to the Convention on Biological Diversity have been undertaking actions to conserve biodiversity, use it sustainably, and equitably share the benefits from the use of genetic resources. Working hard for a better world! #Biodiversity25Years #IntlBiodiversityDay

Find out more: [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018)

1. The Convention on Biological Diversity entered into force 25 years ago. The Convention is much more than ‘just’ an environmental treaty: it is a convention for sustainable development. Biodiversity and ecosystems contribute directly to human well-being and development priorities, and they are at the centre of many economic activities. Find out more: <http://bit.ly/2GhUh1D> #Biodiversity25Years
2. There has been a lot of progress in the 25 years since the Convention on Biological Diversity entered into force: biodiversity and ecosystem services are at the heart of the 2030 Sustainable Development Agenda. The Paris Agreement includes biodiversity. The @worldeconomicforum recognises biodiversity loss as a critical risk. The @UNFAO works on biodiversity. @Paris has declared itself the capital of biodiversity, and all around the world, countries, local governments and civil society are stepping up their actions to safeguard biodiversity. Keep up the good work! #Biodiversity25Years #IntlBiodiversityDay

Find out more: [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018)

1. On this International Day for Biological Diversity, biodiversity continues to decline in every region of the world at alarming rates. This can potentially lead to catastrophic outcomes for humans. We must do everything in our power to stop the destruction of nature! #Biodiversity25Years #‎IDB2018

Find out more: [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018)

1. Let innovation and creativity inspire our solutions and practical ideas to safeguard life on Earth. Let’s create the necessary conditions for humans to thrive and develop in harmony with nature. Happy International Day for Biological Diversity! #Biodiversity25Years #‎IDB2018

Find out more: [www.cbd.int/idb/2018](http://www.cbd.int/idb/2018)



**Instagram**

1. Happy #IntlBiodiversityDay! Today we celebrate the beauty and wonder of nature, and all the people working hard to safeguard it. While much progress has been made, there’s still much to do. Let’s redouble our efforts to preserve our beautiful Earth, our only home. Keep up the good work! #Biodiversity25Years #‎IDB2018
2. On this #IntlBiodiversityDay, biodiversity continues to decline in every region of the world at alarming rates. This can potentially lead to catastrophic outcomes for humans. We must do everything in our power to stop the destruction of nature! #Biodiversity25Years #‎IDB2018
3. Let innovation and creativity inspire our solutions and practical ideas to safeguard life on Earth. Let’s create the necessary conditions for humans to thrive and develop in harmony with nature. Happy #IntlBiodiversityDay! #Biodiversity25Years #‎IDB2018