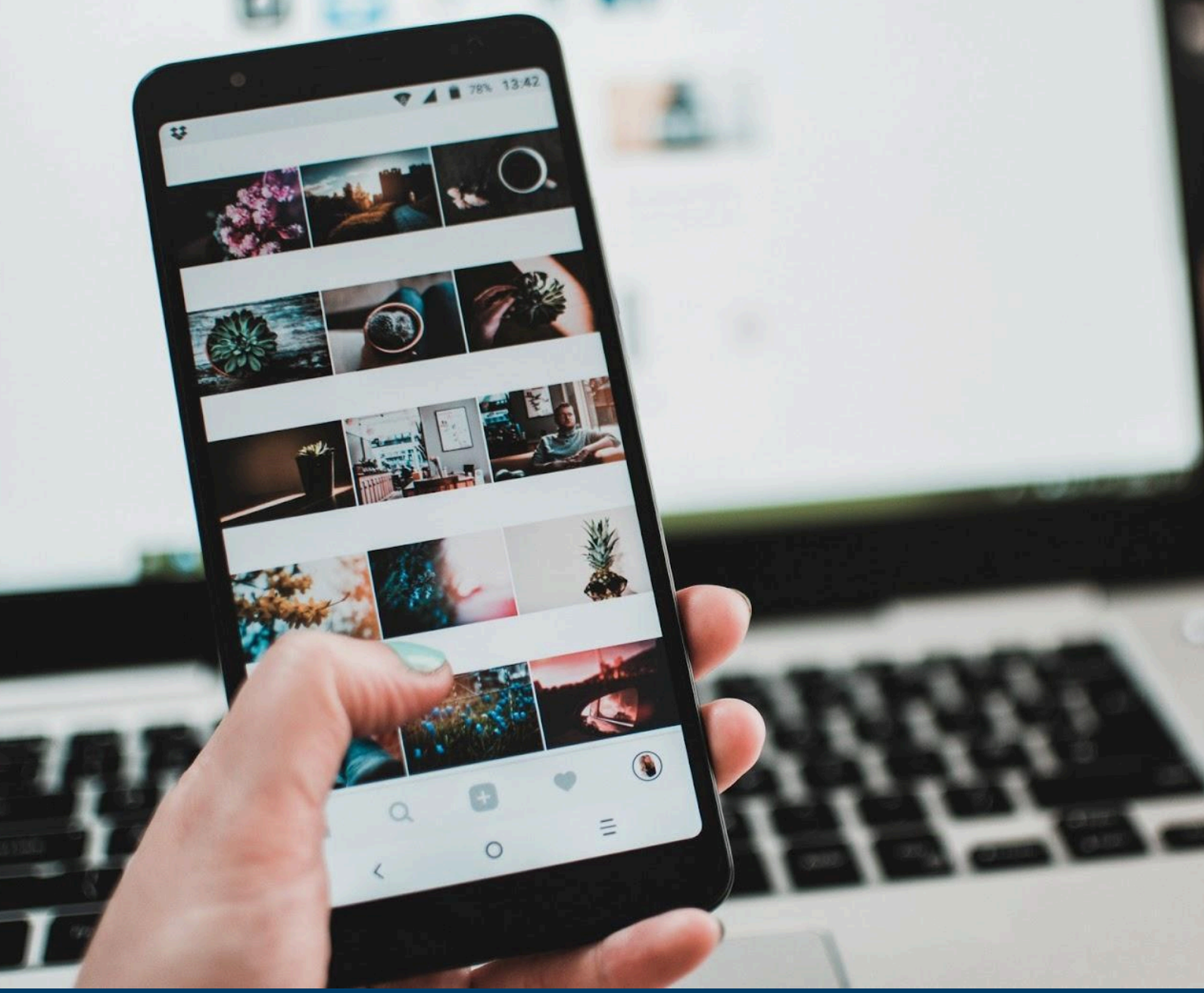

OCTOBER 2026, v1.7.

SOCIAL MEDIA GUIDELINES

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Resources

Here is a list of resources referred to in this guide. If something is missing or needs to be updated, you are welcome to change it in the living document.
Otherwise, let the #wiki Slack channel know.

Resources - Social Media Posts
Caption Doc for Social Media Posts Here
Search for THRIVE Blog posts / Articles Here
Content Creation Form Responses Here
List of Quotes to use for Social Media Posts: Here
Other channels we can share content from: Here
UN International Days: Here
Animated GIF pack / Viv Avatar: Here
THRIVE branding guidelines Here
Volunteer Testimony Info: Here

Resources - Permalinks and UTM codes:
Permalinks Spreadsheet: Here
List of UTM Codes: Here
List of Hashtags: Here

About THRIVE Social Media / Brand Voice

> The THRIVE Project promotes **thrivability**, taking action for a better future, by sharing inspiring, evidence-based, and easy-to-understand content. Posting **six times weekly (Mon–Sat)**, THRIVE aims to inform, teach, or entertain with meaningful, theme-aligned content connected to relevant **SDGs** and real-world solutions.

We create social media images and videos using Canva.

THRIVE Accounts:

Links to the THRIVE accounts can be found by clicking the images on our Social Media Wiki Page.

LinkedIn: The Thrive Project.

Facebook: ThrivabilityMatters.

Instagram: ThrivabilityMatters.

TikTok: Thrivability_Matters.

Twitter: thrivability_m.

Reddit: r/thrivability.

YouTube: Thrivability Matters.

Account Management Tools:

Links to the THRIVE account management tools can be found by clicking the links on our Social Media Wiki Page.

The tools we use are:

- **Metricool**
- **Capcut**
- **Meta Business Suite**

Providing access

All the above accounts can be accessed using shared login details, except for Facebook and LinkedIn, which require access through a linked personal account - if you need login details, ask the #it-support Slack channel for them by copying and pasting the below into the channel.

Hi #it-support,

I require access to our *(name of social media platform)* **account, so that I may create posts as part of the #social-media team.**

Access type: Write, Edit (posts)

Account: *(Your THRIVE Email address)*
Endorsed by*: (ask someone in the #social-media channel to endorse before you post; if not, write: Needs endorsement.)*

Monthly Themes

Each month, we highlight a different theme, as follows:

Month	Theme	Related SDGs
January	*Discoveries: Education, Employment & Economies*	SDG 4 & 8 - Quality Education, Decent Work & Economic Growth
February	*Strategies: Production & Consumption*	SDG 12 - Responsible Consumption & Production
March	*Metrics: Health & Well-Being*	SDG 3 - Good Health & Well-Being
April	*Climate Action: Mitigation & Adaptation*	SDG 13 - Climate Action
May	*Sharing & Solidarity: Equity & Equality*	SDG 5 & 10 - Gender Equality & Reduced Inequalities
June	*The Biosphere: Water, Sanitation & Pollution*	SDG 6 - Clean Water & Sanitation
July	*Infrastructure: Thrivable Living*	SDG 9 - Industry, Innovation & Infrastructure
August	*Life on Earth: Human Impacts*	SDG 9 - Industry, Innovation & Infrastructure
September	*Globalisation: Smart Communities*	SDG 11 - Sustainable Cities & Communities
October	*Innovation: Poverty, Hunger, & Livelihoods*	SDG 1 & 2 - No Poverty & Zero Hunger
November	*Science & Technology: Energy & Material Flows*	SDG 7 - Energy
December	*Policies: Peace, Justice, & Partnerships*	SDG 16 & 17 - Peace, Justice & Strong Institutions, and Partnerships for Goals

Social Media Roles

Popular social media channels depend on people working together.

Everyone should know their roles and how to contribute effectively. A list of roles is provided, and team members can be found in the #social-media Slack channel.
If you are stuck, refer to this table:

Who?	What they do:	How often?
Teamlead	• Oversee all social media content. • Form plans on what to post. • Build relationships with like-minded organisations and social media channels. • Form partnerships to promote their content in return for them promoting ours. • Support and guide team members when needed.	As needed.
@postmakers (are accountable for each platform)	Each site has its own postmaker. They: • Create engaging social media posts for their channel based on social media plans and channel requirements. • Discuss what to post if no plans exist. • Interact with their channels' audience as The THRIVE Project. • Work with @graphics to make posts with images.	6 times per week.
@analytics (multiple)	• Extract follower and post engagement data to find out post effectiveness. • Make data clear and accessible for others, such as potential partners.	Weekly.
@graphics (multiple)	• Create graphics for each post (mostly the same person as the postmaker) • Create graphics within each channel's different requirements in Canva.	Every time a @postmaker makes a post.

Posting Overview

Each social media channel has different audiences and needs.

Therefore, to succeed, we must adapt our content for each channel. This includes changing image sizes, content, and how we write descriptions. More details are in the table below:

	LinkedIn	Facebook	Instagram	TikTok	Twitter (X)	Reddit	YouTube
What to post	A wide range of content.	A wide range of content.	A wide range of content (as long as there is an image/video)	Video content - this should be quick and snappy with short and rapid cuts.	Short text and image posts. Can post anything with TwitLonger.	Posts and articles that start discussion, or lighthearted memes.	Videos and live streams.
Character limits	3000 characters (standard post) N/A (article)	N/A	2200 characters.	N/A (note that video is the main focus of this platform, so use text to reinforce the video's message)	280 characters. (Use Twitlonger for longer posts)	N/A (300 characters for image posts)	N/A
Recommended picture sizes (width x height in pixels)	1200 x 627 (for LinkedIn articles, use 1280 x 720 image. Do not use this for other platforms).	Use LinkedIn's picture size.	Up to 6 images (1080 x 1080 each)	**Video only:** 1920 x 1080	1200 x 627	**Cannot post pictures** (unless an image-only post).	Thumbnail: 1920 x 1080. Video: 1280 x 720 or 1920 x 1080.
Our posts should	Be analytical and factual.	Be informative and/or entertaining.	Be light-hearted and to the point.	Capture attention immediately. Rely on quick cuts between many shots.	Capture attention immediately.	Motivate discussion.	Be videos. Informative and/or entertaining.
How to post	Post on site. Only the first 3 lines are visible until users click the post, so place the most important content first.	Use Meta Business Suite. Ask #social-media team on Slack for access.	Use Meta Business Suite. Ask #social-media team on Slack for access.	Post on site.	Post on site.	Post on site.	Post on site.

Post Template:

We suggest you follow the template below:

Headline/Body: Start with a clear, one-sentence headline stating the main point. Then provide context and expand on it, using supporting facts and information. For platforms beyond Instagram, list each point, explain it in detail, and connect everything back to the headline.

Call to action: Guide viewers on the next action, such as visiting a link, registering, or answering a question, and provide any relevant times in GMT+10. Example: “Tap the link in bio to learn more 🔗.”

Hashtags: #strive2thrive #THRIVEProject #ThrivabilityMatters #forathrivablefuture #SDG[X] #[nameofSDG] (Up to 4 new hashtags about your topic)

Example post:
🌵🌳🌲 WORLD ENVIRONMENT DAY 🐋🍄🐟

Our #Earth is home to around 400 unique ecosystems, with the main types being freshwater, marine, forests, grassland, and desert. Just to name a few.

Each ecosystem relies on the other, directly and indirectly. Some more than others - with its health relying on the living organisms within. However, species are going extinct exponentially faster than natural, losing around 150 species per day.

However, we CAN make a difference. Change begins with us.

Tap the link in bio for more information on how you can get involved with us at THRIVE. 🔗 How will YOU make a difference today?

#strive2thrive #THRIVEProject #thrivabilitymatters #forathrivablefuture #SDG6 #environment #stopextinction #worldenvironmentday #actionnow

Social Media Planning

To plan our social media posts, we use the Content Creation Calendar spreadsheet here.

To effectively plan our content, the Team Lead should do the following:

1. Organise regular meetings (think every week) with Social Media staff (including **@postmakers, @graphics and @analytics**) to discuss what to post. Each platform favours different content, but the following is suitable for all the platforms:
    - **THRIVE Blog posts:** Look for blog posts and pull out the most important information, or use blog writers' responses from the Content Creation form).
    - **Quotes**: We have a list of quotes here. Check to see if we've used a quote before posting it.
      Once you use a quote, *mark it off with the yellow highlighter tool.*
    - **Infographics:** Statistics and facts on a topic arranged in an engaging way. Graphics designer should work together with researchers from our #researchers Slack channel to make these.
    - **Sharing posts from other thrivability and sustainability organisations/individuals:** Some examples of these are in this Google Sheet.
    - **Event promotion posts:** See the 'Social Media" section in this guide.
    - **Posts about commemorative days:** The UN has created several commemorative days that aim to bring attention to various issues, such as National Bird Day on Jan. 5th.
    - Each channel should post six times weekly (or more),, with the A role accountable for all activities. For events or blog posts, one person may create content across all platforms.

Trend Research for Social Media Content

Purpose

Trend research helps the Social Media team identify current sustainability and thrivability topics that can inspire relevant, engaging, and informative content for THRIVE. It also helps the team connect current real-world issues with THRIVE's existing articles, research, and ideas.

How to Find and Research Trends

1. **Review the monthly theme.** Check THRIVE's current monthly theme and related SDGs to identify topics that may be relevant to the team's content.
2. **Explore current topics.** Browse social media platforms, news articles, and other reliable sources to identify recent developments, discussions, and emerging trends related to sustainability and thrivability.
3. **Focus on specific trends.** Select around 4–6 specific trends or real-world developments rather than broad topics. Prioritise trends that have a clear issue, development, or public discussion behind them.
4. **Gather supporting examples.** Find reliable sources or examples that show what is happening. Include around 2–3 links per trend to support the research without overwhelming the reader.
5. **Connect trends to THRIVE.** Search THRIVE's existing articles, blogs, and resources for related ideas, insights, or potential solutions. Explain how the trend relates to THRIVE's work and, where relevant, the current monthly theme.
6. **Record the findings.** For each trend, include its name, a short explanation of what is happening, supporting links, why it matters, and its connection to THRIVE.
7. **Record trends in the Social Media Planning Calendar.** Add the trends researched each month to the Social Media Planning Calendar, including the relevant monthly theme, a brief description of each trend, and links to the supporting research. This creates a record of past research that the team can revisit when the same themes come around in future years.

Turning Trends into Social Media Posts

Use researched trends as starting points or inspiration for social media content.

- Identify the main issue, key finding, or question that could interest the audience.
- Explore whether an existing THRIVE article, blog, or resource could provide further insight or be shared with the audience.
- Suggest a suitable content format, such as an infographic, carousel, short video, discussion post, or link to a THRIVE article.
- Prepare a draft explaining the trend and its relevance, using reliable sources and connecting it to THRIVE's work where appropriate.
- Share the research and draft with the Social Media team for discussion and feedback before proceeding with content creation.
- Trends that are not relevant to the current monthly theme can be saved for consideration in future months.

How to make LinkedIn posts

- **What to post:** Anything.
- **Character limits:** 3000 characters (standard post), N/A (article)
- **Picture sizes:** 1200 x 627 (standard post), 1280 x 720 (article)
- **Posts should be:** Analytical and factual.
- **Post with:** Directly on site or via Metricool

Our LinkedIn page is **The THRIVE Project**.
The THRIVE Project's LinkedIn targets academics and professionals, so posts should be analytical and professional, focusing on facts rather than hashtags or emojis. Suitable content includes long-form articles, discussion posts, inspirational quotes, recruitment posts, event promotions, tips for thrivability, blog links, shoutouts, shared content from other sustainability organizations, and YouTube videos.

Posts are made directly on LinkedIn as standard posts or articles. Standard posts are shorter and schedulable, while articles allow longer content with multiple links but cannot be scheduled. When posting, check the weekly plan, vary content types, highlight key points in the first three lines, and engage the audience with meaningful questions or calls to action.

For example:



1. Use **Canva** to create graphics, follow the Branding Guidelines here.

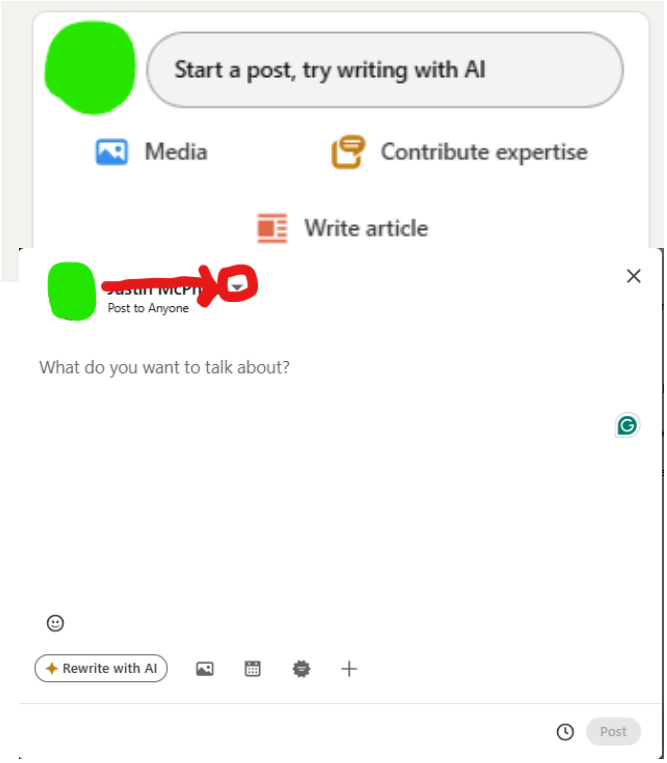
   Show the most important part of the content here; this changes depending on your content:

   - **Inspirational quotes:** Show the quote and who said it.
   - **Memes:** Show the meme.
   - **Links to THRIVE Blogs / Videos / Anything else of interest:** Show 2-3 important points, and a link to the post.
   - **Discussion/tip posts**: Show the issue/event/tip you are discussing.
   - **Shoutout posts:** Show what the other organisation/individual is doing.

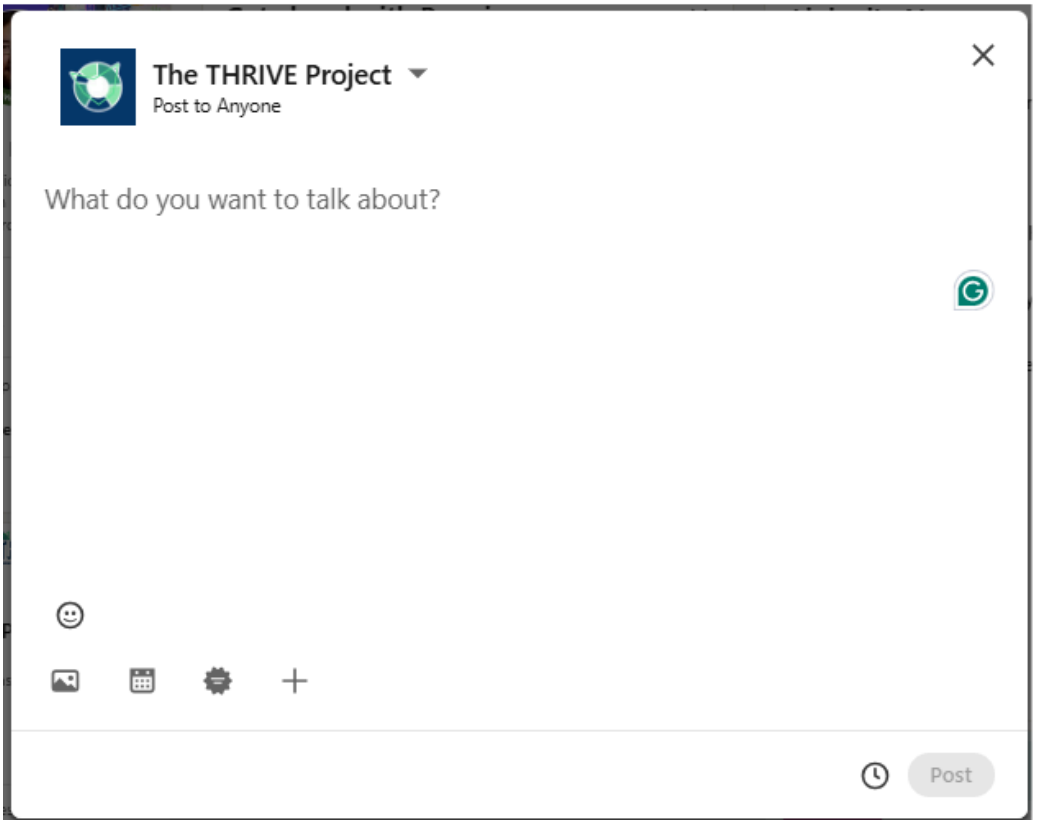
- **Sharing other organisations' posts:** Summarise the other post's content and show the most important thing about it.
- **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.
- **Recruitment posts:** Information about the role, reasons why viewers should join THRIVE, and a call to action encouraging people to apply.

2. Once you have a post and image ready, you may show your post to the #Quality-check Slack channel for approval.

- From the LinkedIn home page, click the "Start a post" button in the centre - it should look similar to the image on your left.



- A pop-up will appear. Click the triangle next to your name. A menu will appear.
- Click your name again, then select "The THRIVE Project" from the list that appears.
- This will allow you to post as The THRIVE Project. Click "Done" at the bottom-right of the pop-up to save changes (otherwise you will be posting as yourself).
- If the THRIVE Project account does not appear, ask the #it-support Slack channel for LinkedIn credentials.



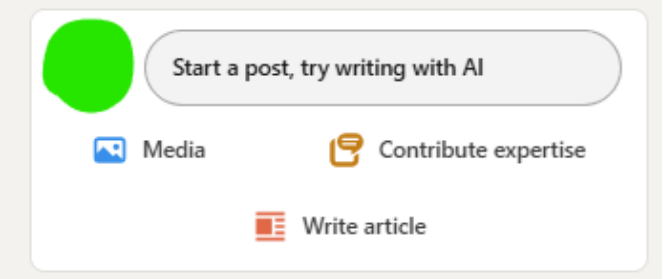
- A window will appear where you can write down your post. Copy (Press CTRL and C) from where you wrote the source, and paste (Press CTRL and V) it here.
- If an image is provided, add this by dragging the image into the popup.
- Click the clock symbol at the bottom-right of the popup to schedule it for later. Change the date and time of the post to the time stated in the social media plan, or the next day if no date/time is assigned.
- Once you're happy with the post, click the "Schedule" button at the bottom-right of the popup. If it says "Post", clicking it will cause whatever you write to appear on our page immediately.

To Note:

Before scheduling a LinkedIn post, ensure it includes a relevant image (1200 × 627 px) that represents the content. The post should be clear, concise, engaging in the first three lines, include a call to action, use relevant hashtags, and be free of spelling or grammar errors.

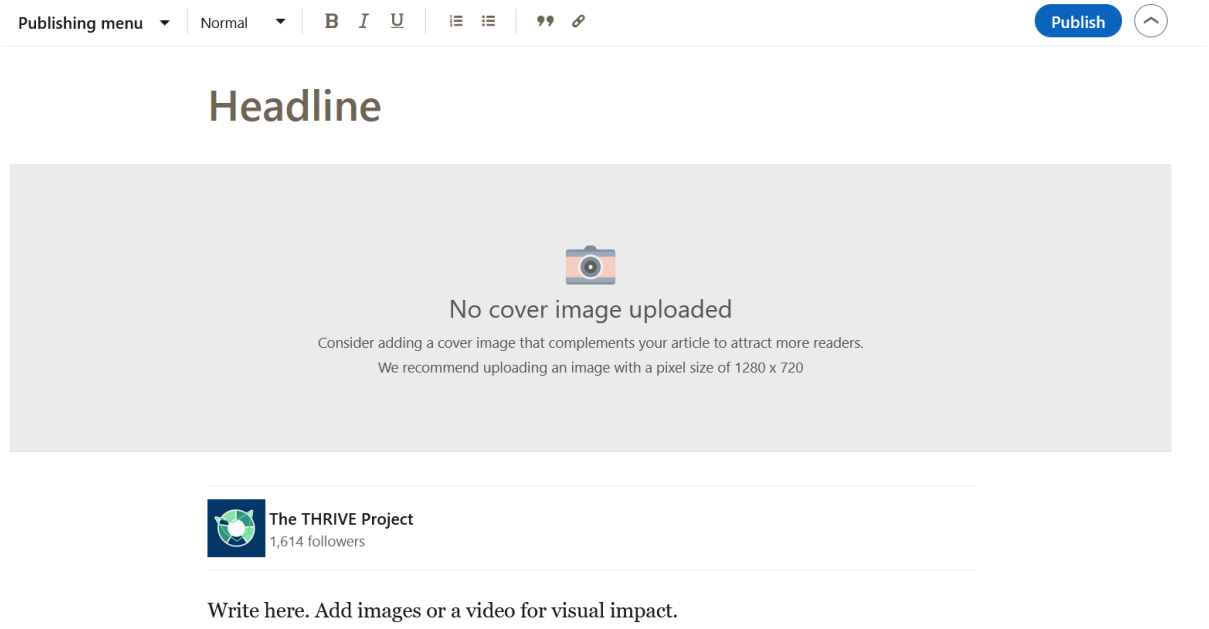
Making an article:

1. Follow steps 1-3 under "Making a Standard Post" above.
2. Log onto LinkedIn directly. If you lack access, ask the #social-media channel on the THRIVE Slack.
3. Go to The THRIVE Project page. You should see a section that looks like this:



Click the “Write article” button.

4. If done correctly, you should see the below screen.



Copy your article (Press CTRL and C) from where you wrote it, and paste (Press CTRL and V) it where it says “write here”.

5. Add a headline. This should be 1-2 sentences that summarise the article.
6. Add a cover image. This should be a decorative image that shows the topic of the article. Look for images on stock image sites such as pexels.com or pixabay.com.
7. The **headline, cover image, and first paragraph** of your article will be the first thing readers see. Make sure they explain the topic and encourage people to read more. For example, an article post will look like this:



8. Make sure your post meets the checklist below, then:
    - Copy your article.
    - Click “Publish” in the top-right corner of the webpage.

To Note:

Before scheduling a LinkedIn article, ensure it includes a relevant image (1280 × 720 px), a clear and engaging headline, a concise and well-written body, a call to action, relevant hashtags, and no spelling or grammar errors.

Driving engagement on LinkedIn:

- Success on LinkedIn comes from consistent, thoughtful posting and active engagement. Focus on sharing insightful, professional content, replying to comments, supporting other organizations, collaborating with sustainability experts, and asking relevant questions to spark discussion.

You can find further tips on this site:
https://www.searchenginejournal.com/how-to-create-high-engagement-linkedin-posts/271719/

How to make Facebook posts

- **What to post:** Anything.
- **Character limits:** N/A
- **Picture sizes:** 1200 x 627
- **Posts should be:** Informative and entertaining.
- **Post with:** Meta Business Suite. Access the link here. Ask the #it-support channel for access.

Our Facebook page is **ThrivabilityMatters**.

- Facebook targets a general audience, allowing a wide range of content including everything used on LinkedIn plus live streams. Live streams enable direct engagement through Q&As, expert interviews, or behind-the-scenes content. Promote streams in advance—ideally a week before, with reminders 3 days and 1 day prior—using streaming software like OBS.
- Instructions are available here
- Further details on how to run and promote live streams are available here

How should we post to Facebook?

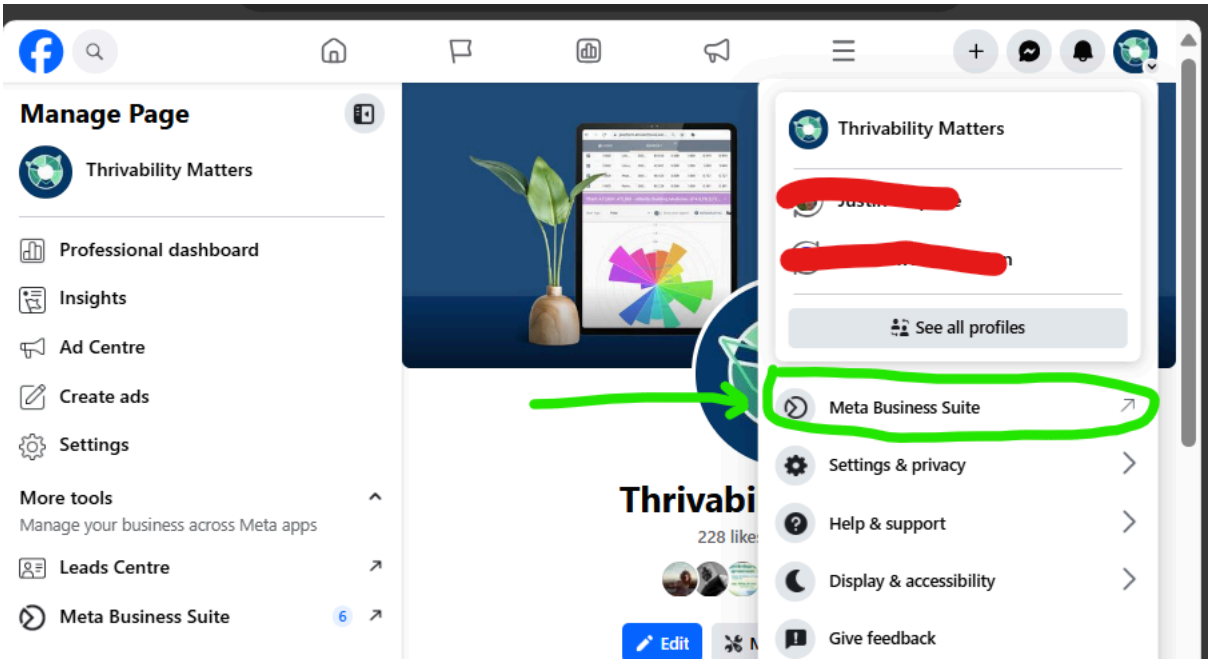
- Check the Google Sheet for this week's planned posts and avoid repeating the same content type consecutively. When creating a post, focus on the topic, its importance, key points, and desired reader actions, and include an open-ended question to encourage engagement.

Use the Post Template section to guide your points.

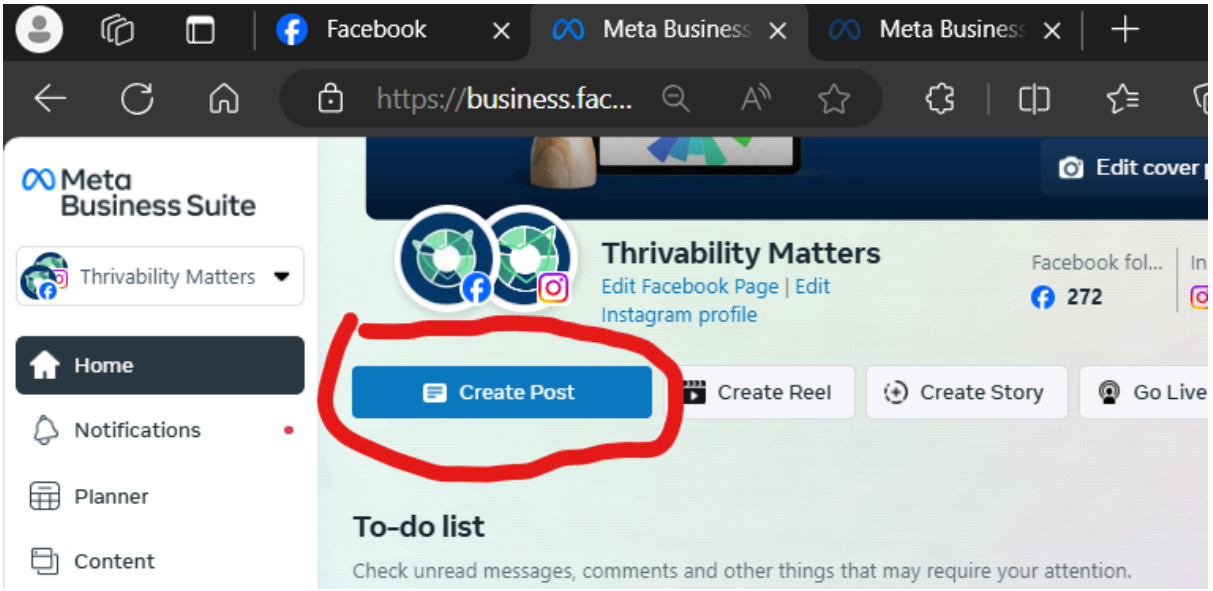
1. Use **Canva** to create graphics, follow the Branding Guidelines here.

   Show the most important part of the content here, this changes depending on your content:

- **Inspirational quotes:** Show the quote and who said it.
- **Memes:** Show the meme.
- **Links to THRIVE Blogs / Videos / Anything else of interest:** Show 2-3 important points, and a link to the post.
- **Discussion/tip posts**: Show the issue/event/tip you are discussing.
- **Shoutout posts:** Show what the other organisation/individual is doing.
- **Sharing other organisations' posts:** Summarise the other post's content and show the most important thing about it.
- **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.
- **Recruitment posts:** Information about the role, reasons why viewers should join THRIVE, and a call to action encouraging people to apply.



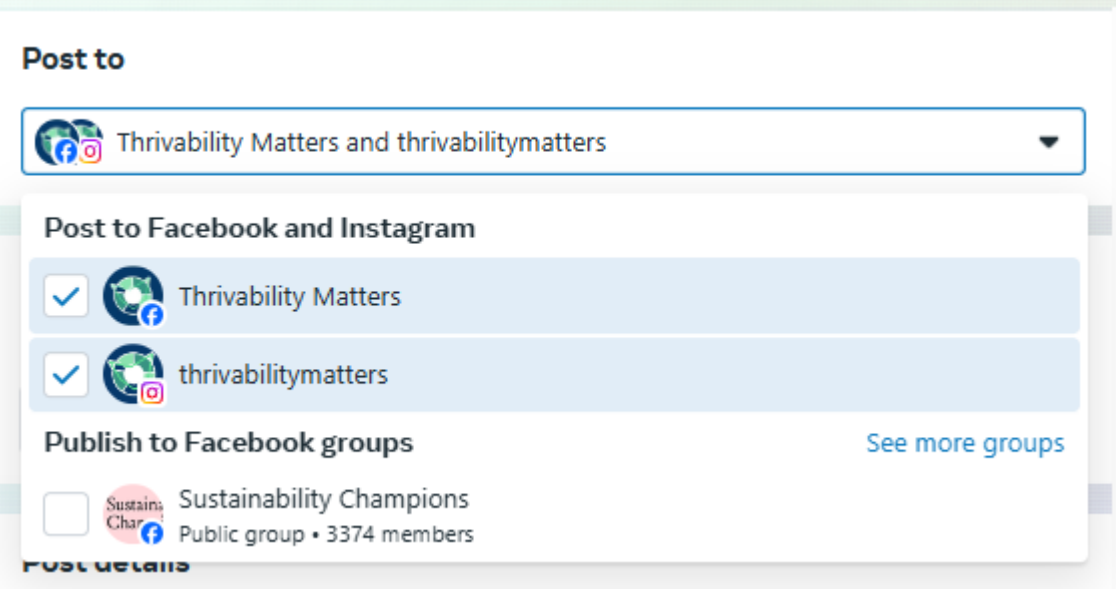
2. Log into the Thrivability Matters Facebook page.
   From here, open the top-right menu, and click “Meta Business Suite”.



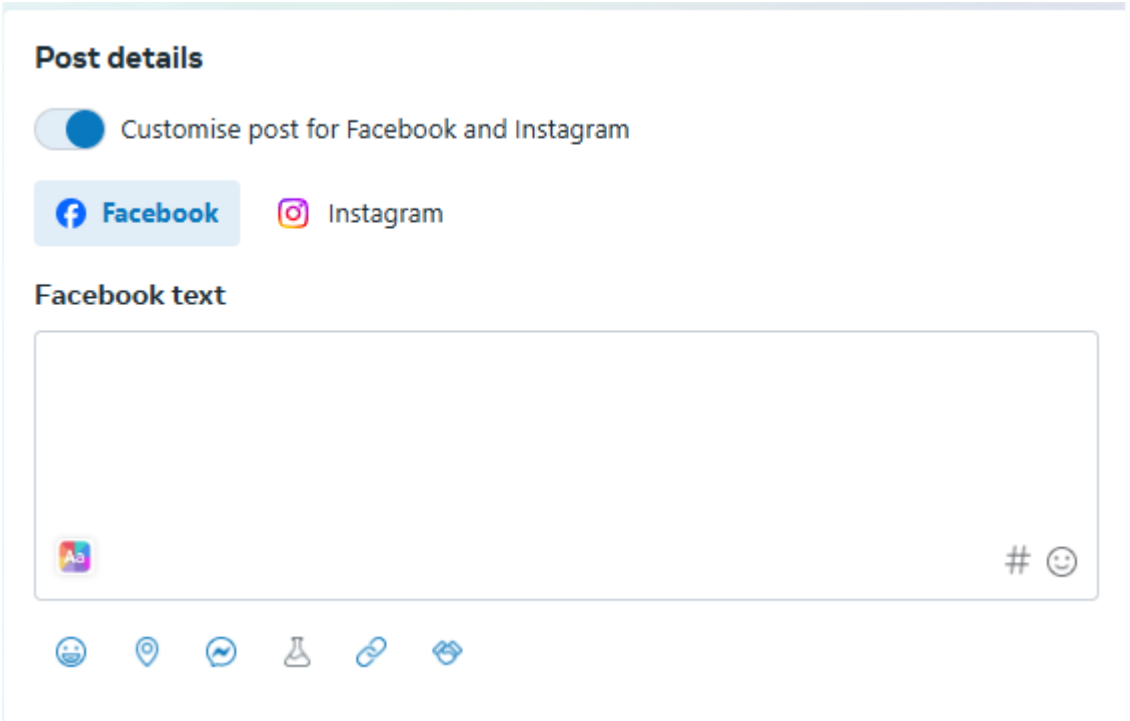
3. Click “Create Post”. Then insert your information below.

By default, Meta Business Suite posts to Facebook and Instagram.

If you wish to change this, scroll up on the page and click the “Post to” dropdown. Select where you wish to post.



Under “Post Details”, click the “Customise Post for Facebook and Instagram” switch. Then click each platform to customise the post for that platform.



- Copy (Press CTRL and C) from where you wrote the source, and paste (Press CTRL and V) it here.
- If an image is provided, add this by dragging the image into the pop-up. Make sure “Facebook” is selected in the Post Details popup when adding the Facebook image, and Instagram for the Instagram image.
    - This will not appear if posting to only one of these platforms.
- Click the “Set date and time” switch under the “Scheduling options box, then select the date and time for both platforms. Change the date and time of the post to the time stated in the social media plan, or the next day if no date/time is assigned.
- Once you’re happy with the post, click the “Schedule” button at the bottom of the page. If it says “Post”, clicking it will cause whatever you write to appear on our page immediately.

Facebook Stories last 24 hours and are ideal for short-term alerts, memes, or temporary content. They can be created via the Meta Business Suite page, and clicking “Create Story”. Upload any images or videos, and post them.

To Note:

Ensure your post includes a relevant image or video, is clear and concise, provides a reason to read, includes a call to action, uses appropriate hashtags, and has no spelling or grammar errors.

Driving engagement on Facebook:

To succeed on Facebook, post daily, engage with others’ posts and comments, avoid asking for likes or shares, and focus on content that naturally connects with your audience; paid promotion can help, but isn’t a substitute for meaningful content.

How to make Instagram posts

- **What to post:** Anything (as long as it has an image / video)
- **Character limits:** 2200 characters
- **Picture sizes:** Up to 6 images (1080 x 1080 each)
- **Posts should be:** Light-hearted and to the point.
- **Post with:** Meta Business Suite. Access the link here. Ask the #it-support channel for access.

Our Instagram channel is **ThrivabilityMatters.**

Instagram is all about visuals—images often matter more than captions. You can use multiple images in a post to share information or tell a story. Keep your posts light, engaging, and factual. Beyond promotion, Instagram is a space to inspire, connect, and support others working toward a sustainable world.

- Inspirational quotes (we have a list of quotes here. Check to see if we’ve used a quote before posting it).
- Memes (You can create these here)

- Links to THRIVE Blogs (Look for blog posts and pull out the most important information, or use responses from this form).
- Discussion posts about issues or events.
- Shoutout posts (showing other organisations or individuals that promote sustainable practices and/or products)
- Sharing posts from other thrivability and sustainability organisations.
- Event promotion posts (see the 'Social Media" section under this guide).
- Videos from our YouTube page.
- Occasional recruitment posts.

If you have any other ideas, discuss with the social media team through Slack before making the post. You may also place items in on our Pinterest board: https://pin.it/5QArlUh

How should we post to Instagram?

We use Meta Business Suite to post to Instagram.
Instagram has two main post types: **grid posts** and **Stories**. Grid posts stay permanently on your profile and make up your main feed, while Stories disappear after 24 hours and are best for short-term updates or quick, casual content.

Making an Image Post:

The steps are identical to the "How should we post to Facebook?" section.

To Note:

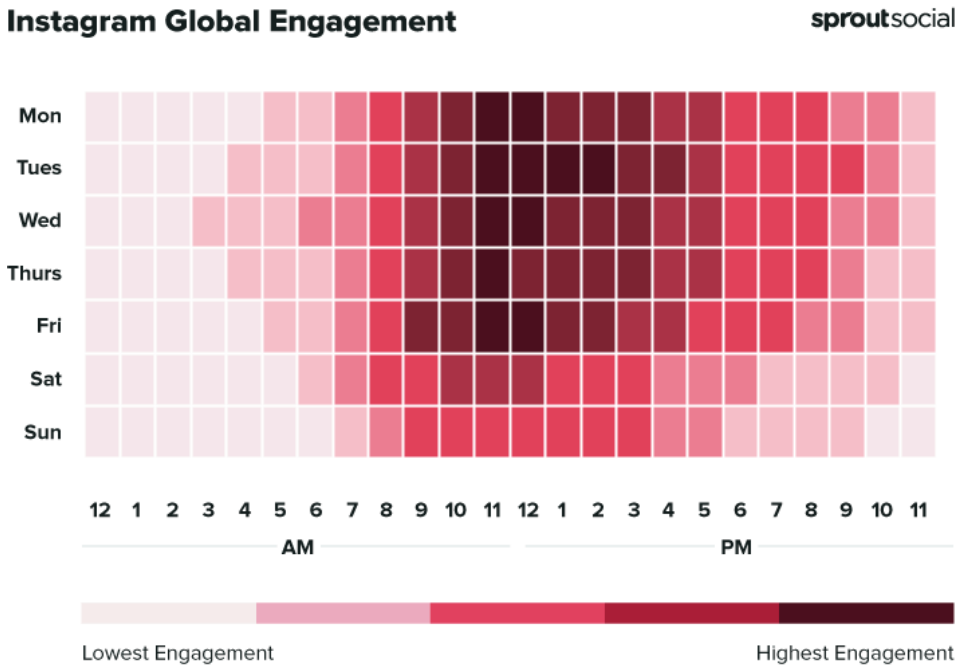
Before scheduling a post, ensure it has at least one high-quality square image (1080x1080px) with key information, a caption that adds context, a clear call to action, relevant hashtags, and no spelling or grammar errors.

Making an Instagram Story Post:

You can create these by going to the Meta Business Suite page, and clicking "Create Story". Upload any images or videos, and post them.

Driving engagement on Instagram:

- Increase Instagram engagement by posting consistently at peak follower times, using relevant hashtags, creating interactive captions, and engaging with others' content.



- **Post more often during special events:** People often seek information about events such as Earth Day and Conference of the Parties (COP) gatherings. If you can deliver this, they will engage with your channel.

You may also share new posts through your personal accounts by pressing the icon beneath each post.



How to make Tiktok videos

- **What to post:** Videos (text can be added to reinforce the videos). Picture slides are also becoming popular on TikTok and can be used to engage viewers.
- **Character limits:** N/A
- **Picture sizes:** Videos at least 1280 x 720 pixels.
- **Posts should be:** Short videos with rapid cuts, or picture carousel
- **Post with:** Post on site.

Our TikTok channel is **Thrivability_Matters.**

TikTok is a social media platform centred on short-form videos. Popular with young adults and Gen Z, it's an effective way to engage this audience through creative, entertaining, or informative content.
You may create videos for this platform with Canva.
With this in mind, good content for TikTok includes:

- Explainer videos.

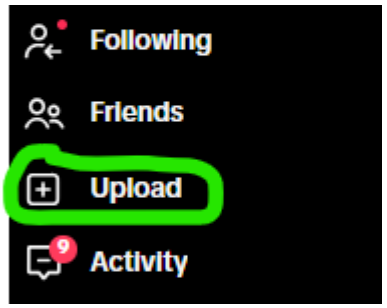
- Video showing an inspirational quote (we have a list of quotes here. Check to see if we've used a quote before posting it).
- Video memes.
- Visual metaphors to explain a point about thrivability / the theme.
- Picture slideshows or image compilations

If you have any other ideas, discuss with the social media team through Slack before making the post.

How should we post to TikTok?

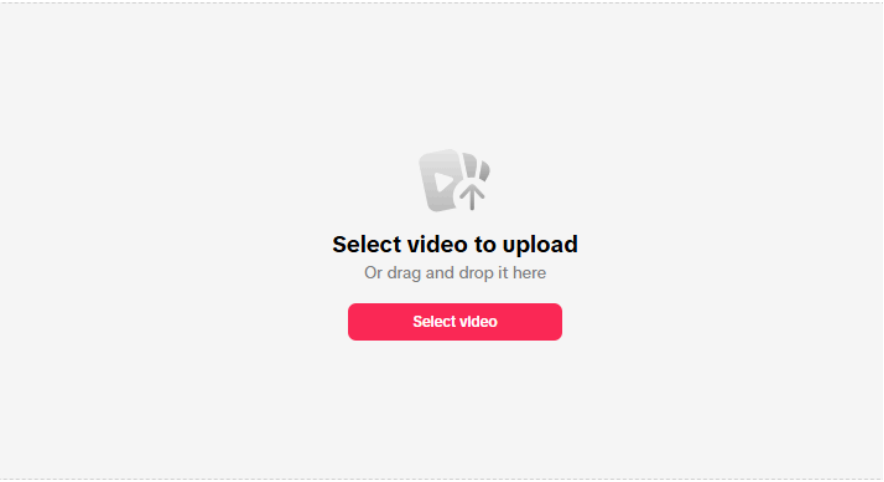
For TikTok, you can post from the desktop site on your computer.

Once you log into our TikTok page, follow these instructions:



1. Click the "Upload" button on the left side of the browser window.

2. Drag the video into the grey box in the browser window, or click the "Select Video" button in the centre, and choose your video in the window that appears.



3. Add the desired text, then click "Publish".

How to make Twitter (X) posts

- **What to post:** Short text and image posts. Can post anything with TwitLonger.
- **Character limits:** 280 characters (standard post), N/A (TwitLonger).
- **Picture sizes:** 1200 x 627
- **Posts should:** Capture attention immediately.
- **Post with:** Post on site (to allow scheduling), or Twitlonger (for longer posts).

Our Twitter(X) channel is **thrivability_m**.

Twitter (now X) is built for conversations through short posts and hashtags. Posts are limited to 280 characters, so aim for concise, engaging content. Lighthearted, relatable posts often perform best, especially when tied to trending topics (visible in Home > Trending).

- Longer content: You can use threads to share extended ideas, insights, or multiple data points. Break longer content into several connected tweets for better engagement.
- Hashtags: Users engage most around hashtags. Examples include branded or campaign tags like #Strive2Thrive, #THRIVEProject, #ThrivabilityMatters, as well as event or awareness tags such as #EarthDay or #WEF. Use trending hashtags only if they are relevant to your content. Trends can change rapidly, sometimes daily.
- Posting frequency: Twitter/X favours multiple smaller posts over few large ones. Posting 2–5 short tweets per day is generally more effective than 2–3 long posts per week.
- Tips for engagement:
    - Keep tweets concise and to the point.
    - Encourage conversation by asking questions or tagging relevant users.
    - Link tweets to visual content, infographics, or threads to expand on key points.

Some examples include:

- **Inspirational quotes** (we have a list of quotes here. Check to see if we've used a quote before posting it. Mark it off with the yellow highlighter tool when used).
- **Memes** (You can create these here).
- **Links to THRIVE Blogs** (and a short explanation of what they are).
- **News reports** or current events.
- **Asking questions** to your Twitter followers through Twitter Polls. Instructions on doing this are available on this webpage.
- **Sharing posts from other thrivability and sustainability organisations:** You can do this with any Twitter post by pressing the "Retweet" button under them.
- **Event promotion posts**

If you have any other ideas, discuss with the social media team through Slack before making the post.

How should we post to Twitter?

We post directly on the THRIVE Project Twitter page. We use TwitLonger for posts over 280 characters.

There are two types of posts, standard tweets and TwitLonger posts.

Standard posts:	Twitlonger posts:
• Are limited to 280 characters. • Can be scheduled. • Can have images.	• Can be as long as you want. • Do not allow images or scheduling

We will break down how to make these below:

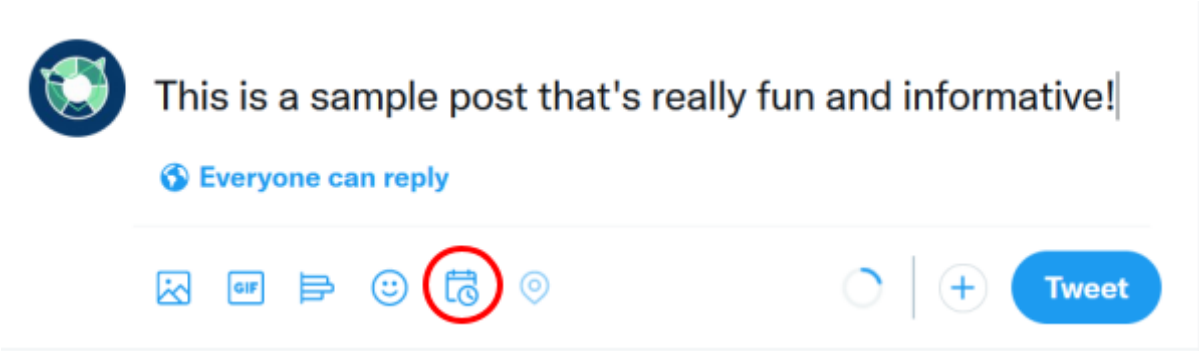
Making a Standard Tweet:

1. Check the Content Curation Calendar to see what posts are planned for this week. If assigned to an existing post, skip to Step #3.
2. If not assigned to a post (and there are less than 3 posts this week) pick a time that has no posts. Consider what to place here from the list on the previous page.
   Do not post the same type of content 2 or more times in a row.
3. With only 280 characters, you will need to keep it short or use thread.
   Write down the most important point, and add a link if needed.
4. Use Canva to create a graphic of your content.

   You may use the LinkedIn Image Size Template (or images created for LinkedIn posts), or create an image that is 1200 x 628 pixels in size. After this, follow the Canva Guidelines here.

   Show the most important part of the content here, this changes depending on your content:

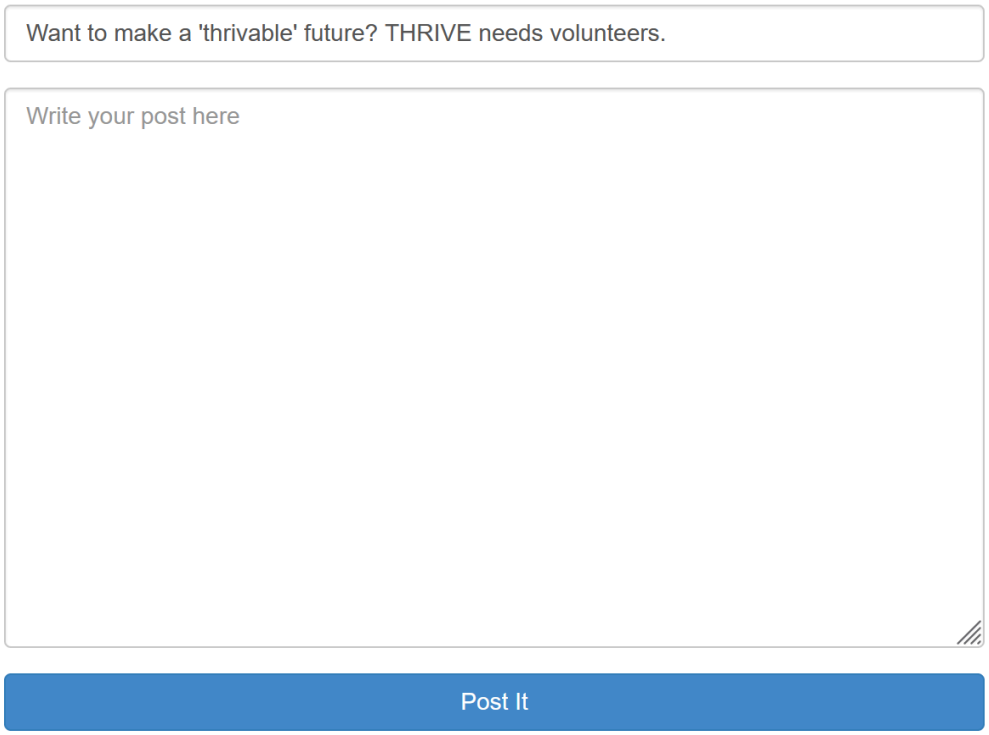
   - **Inspirational quotes:** Show the quote and who said it.
   - **Memes:** Show the meme.
   - **Links to THRIVE Blogs / Videos / Anything else of interest:** Show 2-3 important points, and a link to the post.
   - **Discussion/tip posts**: Show the issue/event/tip you are discussing.
   - **Shoutout posts:** Show what the other organisation/individual is doing.
   - **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.
5. You may schedule you post by clicking the calendar icon below.
   Click it and pick a date and time from the popup.



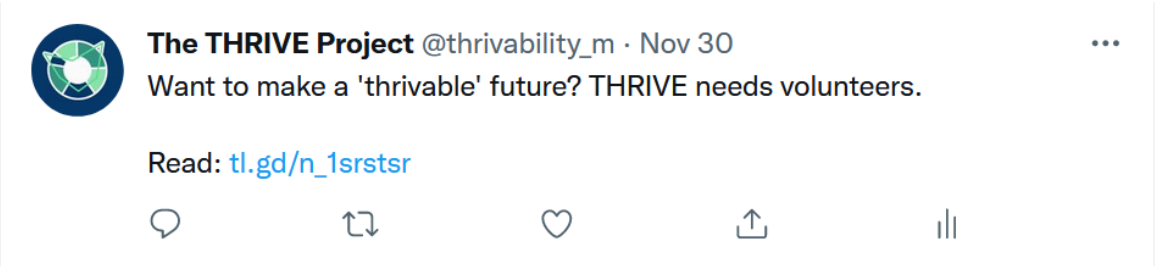
Making a TwitLonger Post:

Firstly, follow steps 1 and 2 of “Making a Standard Post” above, then:

1. Open up TwitLonger and write your post.



2. In the title section, write a short summary of the content. What you write here will be the first thing that people see on Twitter (users will need to click the link to access the rest of the content).

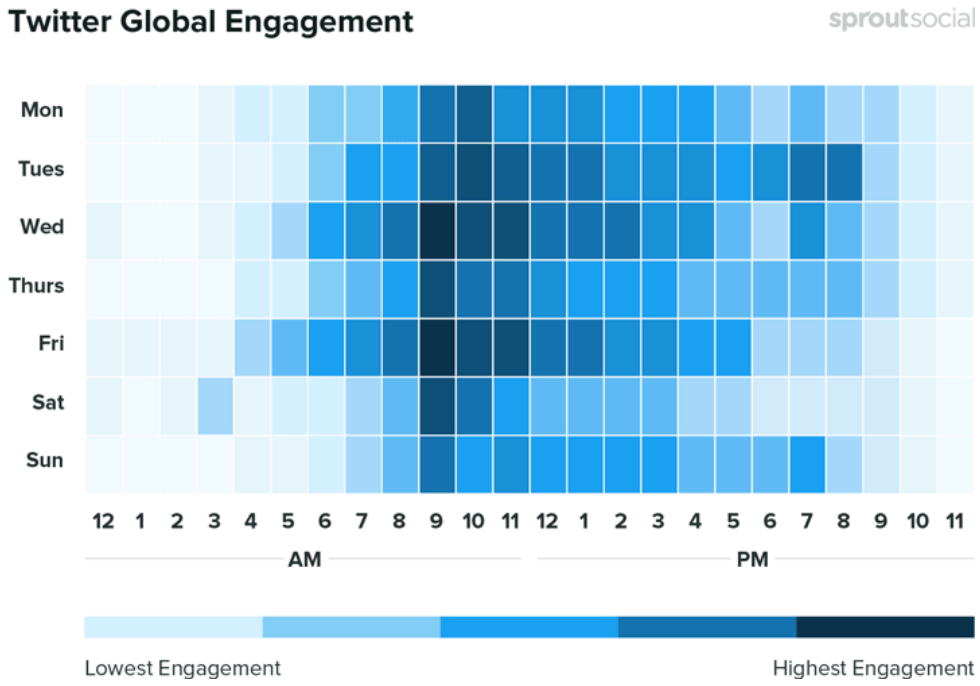


To Note:

When scheduling your post, ensure that images are 1200 x 628 pixels, contain key information, captions are brief, hashtags are relevant to your post or THRIVE, and there are no spelling or grammar errors.

Driving engagement on Twitter:

Twitter success today depends on growing your follower base by posting frequently with short updates rather than a few lengthy posts. Although posting 2-3 times per week is acceptable, greater engagement comes from sharing 2-5 brief tweets daily, spread throughout the day, since each tweet's visibility lasts only a few hours.



You could also:

- **Like, comment and retweet (share) other posts:** If you engage with others, they will be more likely to engage with you.
- **Regularly engage commenters with replies, retweets and tags:** Doing this immediately (or as soon as possible) drives engagement. Faster is better.
- **Share your knowledge:** If you know a lot about a field, then you should be using this platform to educate.
- **Join in conversations:** Comment on tweets with other professionals or just curious tweeters.
- **Identify followers** within your network and engage with them.
- **Draw in followers** outside of Twitter by promoting the Twitter at events or other social media sites when appropriate.

How to make Reddit posts

- **What to post:** Posts and articles that start discussion, or lighthearted memes.
- **Character limits:** N/A (standard posts), 300 characters (image posts)
- **Picture sizes: Cannot post pictures** (unless an image-only post).
- **Posts should:** Motivate discussion.
- **Post with:** Post on site.

We have a subreddit (Reddit channel) called **r/thrivability**.

What should we post here?

Reddit is a platform for discussion and sharing existing content, not for producing original content or gaining followers. It serves as a space to engage openly with others interested in sustainability and thrivability. Unlike other channels, there's no need to create tailored content, but moderation is essential to prevent discrimination, bullying, or harmful behavior.

Subreddits should have clear rules visible in a sidebar; if missing, moderators should create them and consult the #social-media Slack channel. The user account u/ThriveProjectEarth primarily moderates and may share relevant content within the subreddit.

Successful Reddit users encourage community interaction by motivating others to post and share relevant content, including memes. Posts should foster discussion rather than simply promote events or articles. Some examples include:

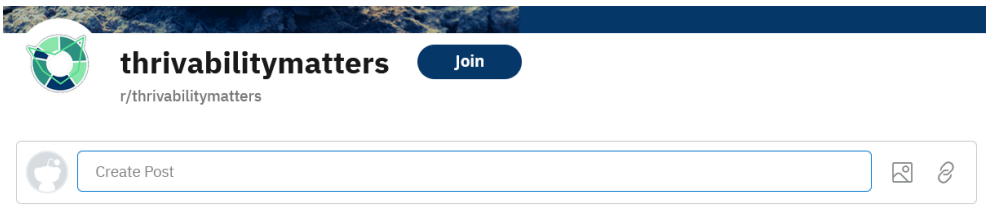
- Questions and opinion posts.
- News reports or current events.
- Discussion posts about articles (encourage people to talk about it, not visit it alone).
- Memes or images.
- Stories about sustainability or thrivability.
- Anything else that encourages a response from others.

The following guidelines will cover ways to promote and grow this community, as well as how to moderate the content that other people post within it.

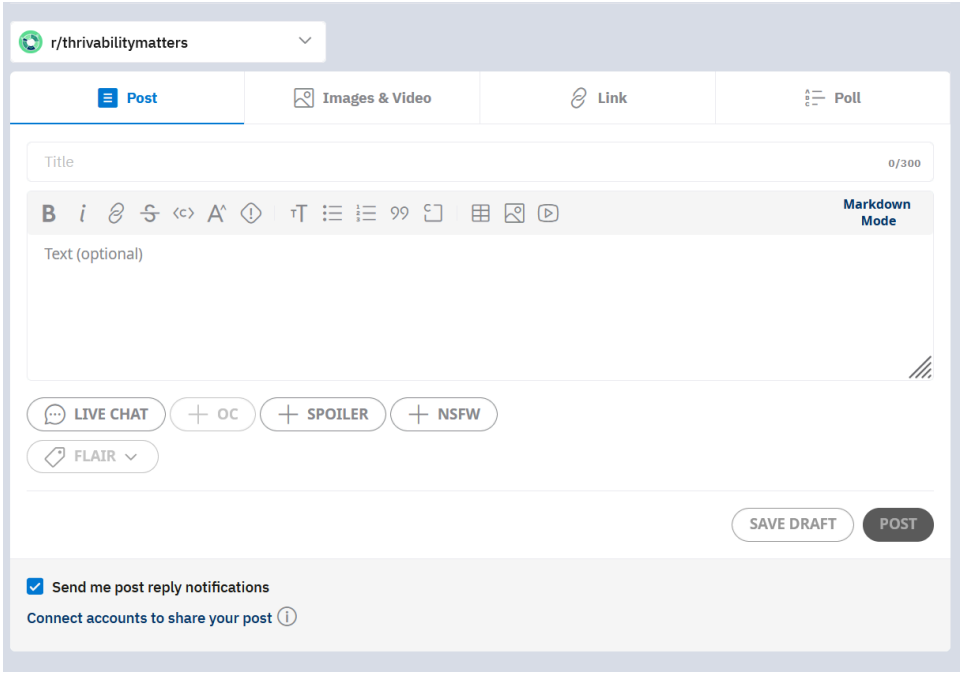
How should we post to Reddit?

Reddit favours subreddits with much content, especially from multiple users. Therefore, content should start discussion. Also, hashtags are not useful here. Instead, if you wish to tag your posts, click the "Flair" icon and select from the available options (if applicable).
To make a post:

1. Navigate to the r/ThrivabilityMatters subreddit, and click the "Create Post" box:



2. This should appear on your screen:



3. Add the content below. Note that you cannot add images to a text post. Therefore, all information must be in the text.
    - **All posts need catchy and/or clever titles**; these are what draw people to your post. If you are stuck, you can find some hints on how to write better Reddit titles on this page.
    - Text posts should be in-depth, unique, well-written, helpful, and have a call to action that guides Reddit users.

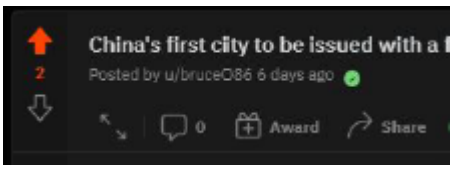
If you wish to add an image, click the “Images & Video” tab. These have no text, except for a 1-2 sentence title.

To Note:

When scheduling a Reddit post, ensure it includes a call to action that invites discussion or user contributions, avoids hashtags, and contains no spelling or grammar errors.

Driving engagement on Reddit:

Unlike other channels, success is measured through karma.
Every post can be upvoted (meaning someone likes your post). Each upvote gives 1 karma point. This means that people find your post valuable.





The more upvotes your posts have, the better.

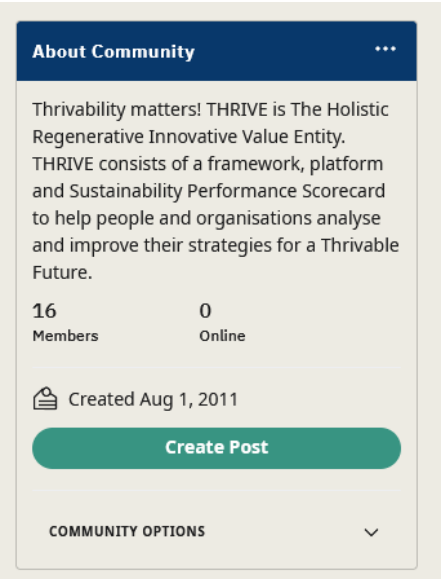


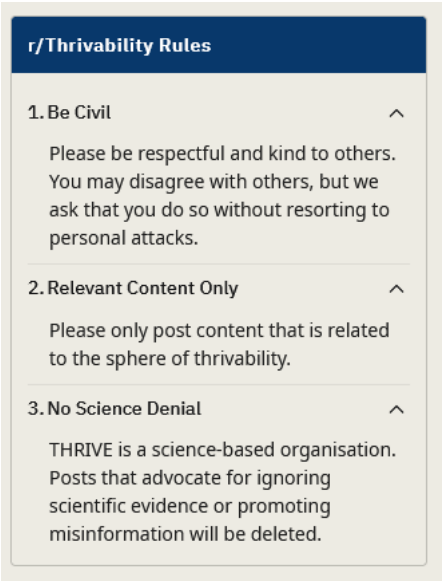
However, be warned that posts can be downvoted.
This takes away karma points.

More karma and more upvotes means more people like your posts. This means we have a bigger audience.

To drive engagement:

- **Post in the morning when possible:** Studies have found that Saturday, Sunday and Monday mornings are the best time to make new posts. Failing this, any morning should be acceptable.
- **Share content regularly:** Unless others share much content on the Subreddit, you will have to post regularly for people to engage with your page. Give users posts and/or topics to talk about.
- **Make sure the sidebar information is clear and concise:** The sidebar explains what our page is about, and displays the rules people should follow to make sure people behave.





Other good ways to drive engagement with Reddit users are to:

- Upvote and comment on others' posts.
- Spend time in other Subreddits and socialise with fellow Redditors.
- Reply to any comments on your posts.

- Provide something of value when you comment, such as relevant information, an observation that creates more discussion, or even a joke if the situation calls for it.
- Participate in the community's discussions.
- Comment, upvote, downvote, and engage in discussions with other Reddit users.
- Avoid posting incorrect or misleading information.

How to make YouTube videos:

- **What to post:** Videos and live streams.
- **Character limits:** N/A
- **Picture sizes:** Thumbnail: 1920 x 1080.
- **Video sizes:** 1280 x 720 or 1920 x 1080.
- **Posts should:** Be videos. Informative and/or entertaining.
- **Post with:** Post on site.

Our YouTube channel is **Thrivability Matters**.

YouTube is primarily a video platform where viewers expect well-edited, professional videos. Non-video content is less effective, so focus on creating polished video content to engage your audience. Some example of video content are:

- **Explanation videos.**
- **Video infographics.**
- **Webinar recordings.**
- **Video podcasts.**
- **Live streams.** You can find out how to make live streams in this document here.

If you have any other ideas, discuss with the multimedia team through Slack before making the video.

How should we post to YouTube?

We post directly on the THRIVE YouTube page. To edit and upload videos, do the following:

Editing a video:

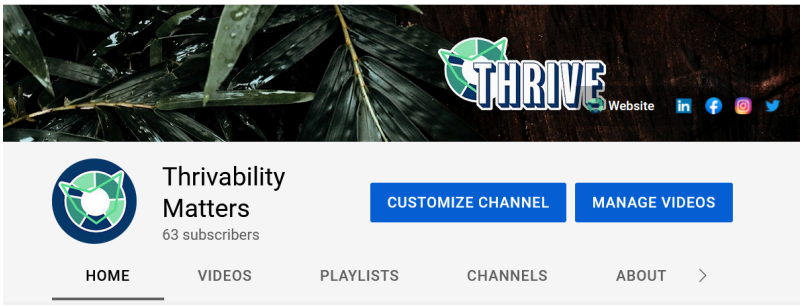
Our Video Editing Guide (in this link) has more detailed instructions.

1. **#designers Slack channel team** will create a video and ask someone from #social-media (or #designers) to edit and upload it to YouTube.
2. Download the video and insert it into your chosen video editing program (We recommend Adobe Premiere Pro), but any program that supports *multiple video and audio channels* will work.

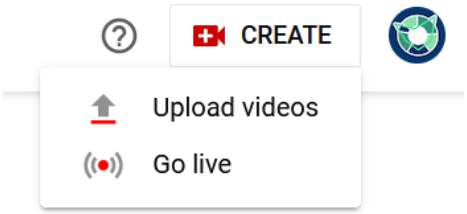
3. Edit down the video to an appropriate length, removing footage from the start and end where nothing happens. Cut out any awkward pauses or spaces where nothing happens. Optimise the sound and video quality as needed.
    - You may add royalty-free (not copyrighted) background music if desired. Good sites for this include incompetech.com and bensound.com.
4. Go to this Google Drive folder to find intro and outro files for videos..
   Add the “IntroLogoOnly.mp4” file to the start of your video. Add the “OutroYouTube.mp4” file to the end of your video. Add transitions between the intro, outro and edited video. Add transitions to the video as needed.

Uploading a video:

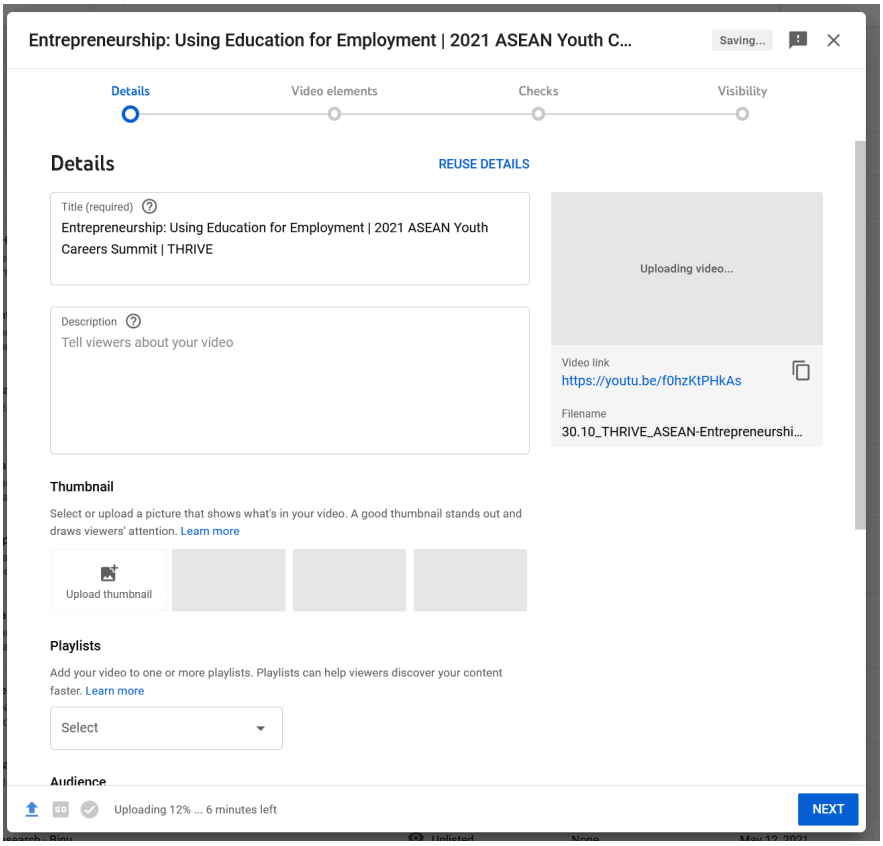
1. Navigate to the **Thrivability Matters** YouTube channel.
2. Click “Manage Videos” on the right of the screen.



3. Click the “Create” button on the top-right of the webpage, and select “Upload Video” in the menu.



4. Drag the edited video file onto the screen.
5. You should see a menu just like this:



6. You will need the following details:
    - **Title:** A short, descriptive phrase that sums up the content. We place | THRIVE afterwards to show it is a THRIVE video, like so:
        - Name of Video | THRIVE
    - **Description: Type a 2-3 paragraph description and show it to the #multimedia channel with the video.**
      This should:
        - Explain what the video is, and what it's about. Explain what the topic is about if needed (i.e, THRIVE Talks is a podcast series…)
        - Explain how it relates to THRIVE and its mission to promote a thrivable future.
        - Go into detail about any guests, who they are and why they have been brought to speak (if any).
        - Encourage people to visit our social media links, and provide links. For instance:

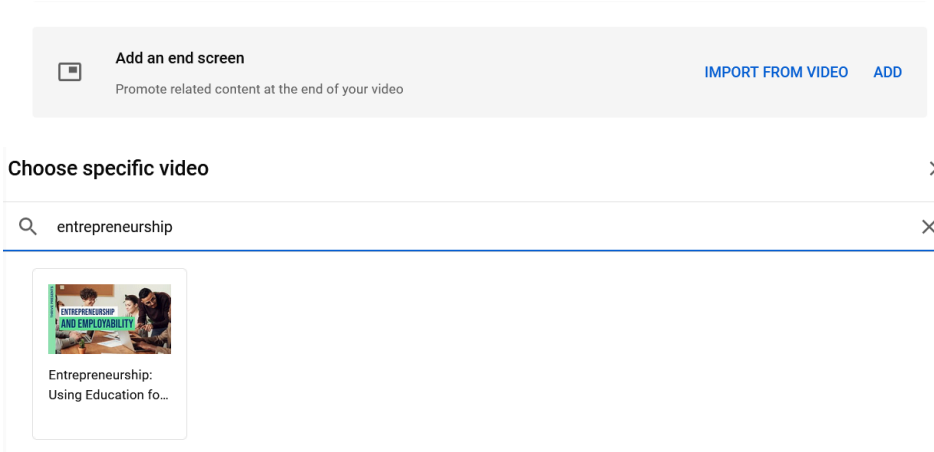
          If you are interested in learning more about THRIVE, follow us on social media:

          Facebook: https://www.facebook.com/thrivabilitymatters
          LinkedIn: https://www.linkedin.com/company/thrivabilitymatters
          TikTok: https://www.tiktok.com/@thrivability_matters
          Instagram: https://www.instagram.com/thrivabilitymatters
          Twitter / X: https://twitter.com/thrivability_m
          Reddit: https://www.reddit.com/r/Thrivability/

Or you can visit our website here: https://thrivabilitymatters.org/

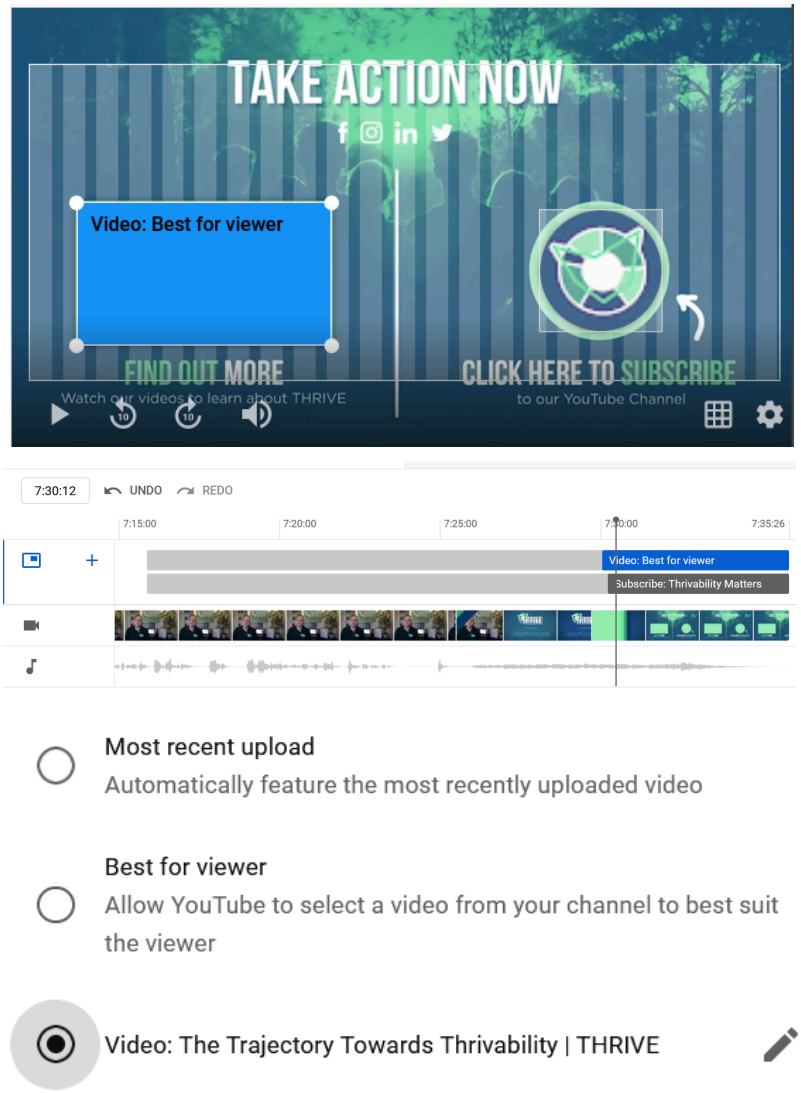
- **Thumbnail:** Create a 1920 x 1080 pixel sized graphic in your desired editing program. We recommend Adobe Illustrator, and have a template in this folder.
    - Copy this and replace “NameOfVideo” with the name of the video. Replace placeholder text and image with something that relates to your video.
    - You can find suitable images from stock image sites such as pexels.com or pixabay.com.
    - If you don’t have Adobe Illustrator installed on your computer, you may use the Canva template here.
    - If you lack access, ask the #social-media team on the THRIVE Slack.
- **Playlists:** Add this to appropriate playlists. More is better, but make sure the content fits within it, i.e, Don’t place climate change videos in “Start-up Success” unless they are also about start-ups.
- **Audience:** Pick “No, it’s not made for kids.” Selecting the other option will cause the video to be shown mainly to children.

7. Once these are done, click “Next” in the bottom right of the pop-up.
   Now, click “Import From Video” under “Add an End Screen” in the “Video Elements” menu.



   Type “entrepreneurship” in the search bar. Click the video that appears (This, and any future videos that appear here use our *current end card*- older videos do not).

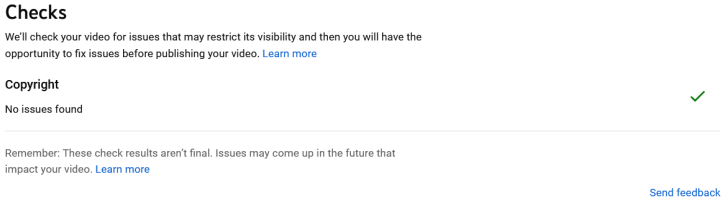
8. Keep the end card settings and positions the same. Drag the timeline at the bottom so they only appear when the end card is on screen, like so:



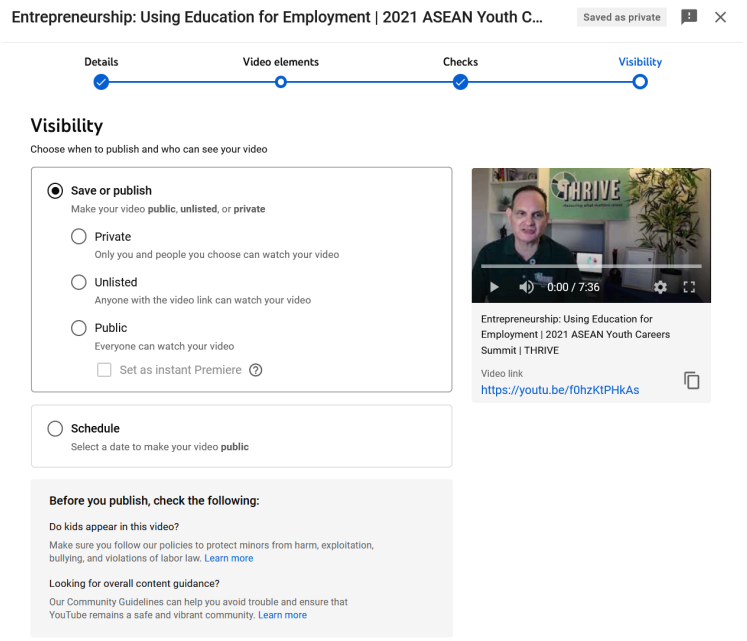
After this, click the pencil icon under the bottom menu option, and select a video that relates to your current video. The end card will direct people to that video at the end of this one.

You may also click “Best for Viewer” to automate this process.

9. Click “Next” again. This section tells you of any copyright claims. There should be none, as long as you use stock images and royalty-free music (such as from the suggested sites above). If there is, this will tell you what needs to be replaced.



10. Schedule the video to appear at the agreed time. If there is none, set it to be a public video (unless it is an internal THRIVE video, which should be set to Unlisted).



11. Break out the popcorn. You are finished…

Driving engagement on YouTube:

Successful YouTube channels encourage people to click on, and watch your videos for as long as possible.

YouTube uses an algorithm to find videos that engage audiences; if you can understand this, it should help your video be seen by those who are interested in your content (therefore, more likes and subscribers). Information about this, and ways you can optimise your videos can be seen on this website.

Publishing Posts on Social Media

Daily posting involves publishing on Instagram, Facebook, and LinkedIn. Download visuals from Canva—slideshows as PDFs for LinkedIn documents. Copy and paste captions for each platform from the Caption doc, tagging relevant people or organizations, especially for webinars and workshops.

Share posts individually in groups—unlimited on Facebook and up to 10 groups daily on LinkedIn (handler will have to follow groups with personal LinkedIn account). Since Instagram has no groups, create stories instead.

After posting, share the post links in the #announcement Slack channel. Engage daily by responding to comments, likes, and direct messages. This routine takes about 45 minutes, with more time as needed for interactions.

Types of Social Media Posts

There are many types of social media posts, aimed at engaging a range of audiences on various platforms. **These include:**

- Thrivability Matters Dictionary Posts
- Thrivability Matters Webinar Posts
- Thrivability Matters Workshop Posts
- Thrivability Matters Olympiad Posts
- Newsletter Posts
- Partnership Posts
- Volunteer Testimonial Posts
- Volunteer Role Posts
- Quotes Posts
- Blog Article Promotion Posts
- Whitepaper Promotion Posts
- Webinar Replay (Presentation Video) Promotion Posts
- YouTube Video Promotion Posts

Below, we will highlight these posts, what they involve, and outline how to create them.

Thrivability Matters Dictionary Posts

These are a weekly series of posts defining 3 sustainability-related words (or phrases) to educate and raise awareness. Each definition links to THRIVE resources such as articles, clusters, YouTube videos, and whitepapers.

The graphics template can be found here.
Make a copy of the template, then write the date of posting in the file name.

Format:
Use the same template for all graphics and captions, changing only the words and definitions. Include the word and pronunciation (generated with ChatGPT) – make sure you ask a person to ensure the meanings are correct.

For the post, type the following, changing any words in [square brackets] to the words and definitions you are talking about. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

> 📘 *Thrivability Dictionary: Exploring Key Terms for a Thrivable Future*
> *This series breaks down essential concepts shaping a flourishing, regenerative world.*
>
> 🔄 *[WORD #1]*
> *[DEFINITION #1]*
> 🔗 *Explore: [LINK TO BLOG ARTICLE OR VIDEO TALKING ABOUT THIS WORD]*
>
> 🌱 *[WORD #2]*

[DEFINITION #2]
🔗 *Dive deeper: [LINK TO BLOG ARTICLE OR VIDEO TALKING ABOUT THIS WORD]*

🌍 *[WORD #3]*
[DEFINITION #3]
🔗 *Explore more: [LINK TO BLOG ARTICLE OR VIDEO TALKING ABOUT THIS WORD]*

✨ *Which term resonates with you most? Comment below and let us know which one you'd like us to unpack next!*

#[WORD #1] #[WORD #2] #[WORD #3] #ThrivabilityDictionary #THRIVEProject #Sustainability #Thrivability #ThrivabilityMatters #SystemsThinking #ThrivableFuture #[THE CURRENT MONTHLY THEME] [3 – 4 MORE HASHTAGS THAT RELATE TO THE WORDS].

Recurrence: Post once a week.
Content Sources:

- Check the online Thrivability Dictionary and improve existing definitions:
- Use other online resources for inspiration, but create original definitions (no copying).
- Submit definitions to @Quddus for review and finalization at least two weeks before posting day.
    - If these people are not available, check with the #social-media Slack channel for new people to complete these tasks.

Additional Information:

- After finalising definition, submit them with linked resources to #website-refresh so the team can update the online Dictionary.
- In Instagram captions, add "(link in bio)" next to all links; for Facebook and LinkedIn, omit this phrase.

Already-used words can be found here:
https://thrivabilitymatters.org/thrivability-resources/thrivability-dictionary/

Thrivability Matters Webinar Posts

The Thrivability Matters webinar is held monthly on the third Tuesday. Promotion begins immediately after one webinar ends and continues until the next one. Further details can be seen in the Webinar Guidelines, accessible in the THRIVE Wiki's Documents page.

If there are any other webinars, you may use these posts as a basis for our promotion, but please make sure the time, date, and any links are correct.

The posts are launched in the following order:

1. **Webinar Announcement Posts:**

   Promote the next three webinars simultaneously and pin the post on social media profiles. Update this post after each webinar.

   The graphics template can be found here.
   Make a copy of the template, then write the month of posting in the file name. Change the details in the graphics to point to the next three webinars.

For the post, type the following, changing any words in [square brackets] to the words and definitions you are talking about. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

> 📺 *Discover our upcoming Thrivability Matters Webinars!*
> *We're excited to announce the next THREE webinars in our Thrivability Matters series, where we'll explore key topics and how they connect with the SDGs to build a thrivable future.*
>
> *How our webinars work:*
> ⏰ *2 hours, online, and completely FREE!*
> 🎤 *2–3 expert speakers delivering engaging presentations.*
> 💬 *1 hour presentation and 1 hour Q&A session—your chance to connect with the experts.*
> - *The best question or comment wins a special prize!*
>
> *Swipe to see the exciting topics ahead:*
> ➡️ *[DATE AND MONTH OF NEXT WEBINAR], 18:00 (UTC+10)*
> *Theme: [THEME OF THE ABOVE WEBINAR – SEE PAGE 5 OF THIS GUIDE]*
> ➡️ *[DATE AND MONTH OF THE WEBINAR AFTER THE ONE ABOVE], 18:00 (UTC+10)*
> *Theme: [THEME OF THE ABOVE WEBINAR – SEE PAGE 5 OF THIS GUIDE]*
> ➡️ *[DATE AND MONTH OF THE WEBINAR AFTER THE ONE ABOVE], 18:00 (UTC+10)*
> *Theme: [THEME OF THE ABOVE WEBINAR – SEE PAGE 5 OF THIS GUIDE]*
>
> 🔗 *Register now to secure your spot for one or all of these inspiring webinars:*
> *https://thrivabilitymatters.org/webinar/*
> *#Webinar #Sustainability #SDGs #ThrivabilityMatters #Thrive #Partnership #THRIVEProject #SustainableDevelopmentGoals #Thrivability #Innovation #Policy*

Information about the webinars can also be found in this spreadsheet here..

Further details about the webinar, and the monthly themes, can be found here.

2. **Webinar Reel Announcement:**

This is a brief video introducing the webinar speakers, topics, and their presentations. This depends on the speakers providing suitable video introductions that introduce themselves and their presentation topic – if this is absent (or the quality is not good enough), ask the #webinar Slack channel.

The graphics template can be found here.
Make a copy of the template for each speaker, then write the speaker's name, and the month of posting in the file name.
Change the details in the graphics to point to the speaker being promoted, and replace the video with the speaker's 20-second introduction video.

Webinar Calendar: Access the speaker details and their introduction video in the Webinar Calendar spreadsheet here.

For the post, type the following, changing any words in [square brackets] to the words and definitions you are talking about. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

If they have a social media profile on the platform you are posting, tag them in the post – see the Webinar Calendar to check if they have profiles.

> 🎤*Meet our latest speaker for the upcoming Thrivability Matters Webinar on [THEME OF THIS MONTH'S WEBINAR – SEE PAGE 5 OF THIS GUIDE], [FULL NAME OF SPEAKER, INCLUDING PREFIX].*
> *[SHORT BIOGRAPHY FROM WEBINAR CALENDAR SPREADSHEET]*🌍
> 📅 *Date: [DATE OF NEXT WEBINAR – WRITE THIS AS DAY MONTH, YEAR]*🕐 *Time: 18:00 (UTC+10)* ⏳ *Format: 1 hour of presentations + 1 hour interactive Q&A*
> 🔗 *Register now: https://thrivabilitymatters.org/webinar/*
> ✨ *Don't miss the chance to hear from a changemaker who transforms expertise into action for a thriving planet!*
>
> *#[THE CURRENT MONTHLY THEME] #[3 – 4 HASHTAGS THAT RELATE TO THE MONTHLY THEME]. #SustainableDevelopmentGoals #Webinar #ThrivabilityMatters #Thrive #Thrivability #THRIVEProject*

3. **Speaker Announcement post (Carousel):**

Present speaker biographies with visuals, including professional photos, names, roles, and quotes (all in webinar calendar).

The graphics template can be found here.
Make a copy of the template, then write the speaker's name, and the month of posting in the file name. Change the details in the graphics to point to the speaker being promoted, using their details in the Webinar Calendar spreadsheet here.

For the post, type the following, changing any words in [square brackets] to the words and definitions you are talking about. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

> 🌍 *Meet Our Inspiring Speakers for This Month's Webinar!*
>
> *This month, we explore on [THEME OF THIS MONTH'S WEBINAR – SEE PAGE 5 OF THIS GUIDE] with three changemakers leading global action for sustainable impact.* 💡
>
> 👩🏾‍🌾 *[FULL NAME OF SPEAKER #1, INCLUDING PREFIX].— [THEIR ROLE, AND COMPANY IF ONE EXISTS], [SUMMARISE THEIR SHORT BIO IN 1 SENTENCE]*
> 🌍
> 🌱 *[FULL NAME OF SPEAKER #2, INCLUDING PREFIX] — [THEIR ROLE, AND COMPANY IF ONE EXISTS], [SUMMARISE THEIR SHORT BIO IN 1 SENTENCE]*
> 🌾
> 💧 *[FULL NAME OF SPEAKER #3, INCLUDING PREFIX]— [THEIR ROLE, AND COMPANY IF ONE EXISTS], [SUMMARISE THEIR SHORT BIO IN 1 SENTENCE]*
> 🌿
>
> ✨ *Join us as these leaders share how innovation can transform livelihoods, end poverty, and build a THRIVABLE future for all.*
> *Register Here: https://thrivabilitymatters.org/webinar/*
>
> *#[THE CURRENT MONTHLY THEME] #[3 – 4 HASHTAGS THAT RELATE TO THE MONTHLY THEME]. #SustainableDevelopmentGoals #Webinar #ThrivabilityMatters #Thrive #Thrivability #THRIVEProject*

4. **Panel of Speakers (one post for 3 speakers):**

Present the speakers for the upcoming webinar.

> **The graphics template can be found here.**
> Make a copy of the template, then write the month of posting in the file name. Change the details in the graphics to point to the speaker being promoted, using their details in the Webinar Calendar spreadsheet here.

For the post, type the following, changing any words in [square brackets] to the words and definitions you are talking about. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

> 📅 *Join us for our upcoming webinar on [THEME OF THIS MONTH'S WEBINAR – SEE PAGE 5 OF THIS GUIDE].*
>
> *[WRITE A 2 – 3 SENTENCE DESCRIPTION OF WHAT THE SPEAKERS WILL DISCUSS, OR IF NOT POSSIBLE, COPY AND PASTE THE 2ND PARAGRAPH OF*

THE DESCRIPTION FROM THIS SITE: https://thrivabilitymatters.online/webinar/register]

⚡ [FULL NAME OF SPEAKER #1, INCLUDING PREFIX]: [SPEAKER #1's TOPIC]
⚡ [FULL NAME OF SPEAKER #2, INCLUDING PREFIX]: [SPEAKER #2's TOPIC]
⚡ [FULL NAME OF SPEAKER #3, INCLUDING PREFIX]: [SPEAKER #3's TOPIC]

Don't miss this opportunity to learn from leaders in [THEME OF THIS MONTH'S WEBINAR – SEE PAGE 5 OF THIS GUIDE].

📅 Save the date: [DATE OF NEXT WEBINAR – WRITE THIS AS DAY MONTH, YEAR], at 18:00 (UTC+10).

🔗 Register now to secure your spot: https://thrivabilitymatters.org/webinar/

#[THE CURRENT MONTHLY THEME] #[3 – 4 HASHTAGS THAT RELATE TO THE MONTHLY THEME]. #SustainableDevelopmentGoals #Webinar #ThrivabilityMatters #Thrive #Thrivability #THRIVEProject

5. **D-1 (day minus one) Webinar Post:**

Reminder post one day before the webinar.

> **The graphics template can be found here.**
> Make a copy of the template, then write the month of posting in the file name. Change the details in the graphics to point to the current month's webinar, as seen on https://thrivabilitymatters.org/webinar/.

After this cycle of posts, start again from the beginning with the next month's webinar.

Thrivability Matters Workshop Posts

Our THRIVE Framework workshops occur every three months, each with a different theme (and graphics). For this series, there are four themes: Significance, Scale, Scope, and Shift. Each of these describe the different ways to measure efforts towards not just sustainability, but thrivability, and mean the following:

- **SIGNIFICANCE:** Learning about the issues that affect us, their impacts, and the consequences of failing to deal with them. This allows decision makers to know which issues are the most important / have the greatest impact.
- **SCALE:** Seeing the extent of issues that affect us, both in isolation and their impacts on other issues, and how to manage them.
- **SCOPE:** Finding out where efforts to fix issues should focus on.
- **SHIFT:** Understanding the changes that need to be made to maximise positive impacts towards thrivability.

To view details about the themes and speakers, use the Workshop Calendar spreadsheet here.

Workshop posts are similar to webinar posts, though there are minor differences as noted below. If there are any other workshops, you may use these posts as a basis for our promotion, but please make sure the time, date, and any links are correct.

- **Workshop graphics use the templates here.**

To use these, right-click on the graphic / page you wish to use in the bottom bar, and select "Duplicate Page".
You may also scroll to the right while hovering your mouse over the bottom bar to view graphics for the other themes.

- **Workshop speaker videos use the following templates, depending on the theme:**
  - Significance: Copy this template and change the details and video to the current speaker.
  - Scale: Copy this template and change the details and video to the current speaker.
  - Scope: Copy this template and change the details and video to the current speaker.
  - Shift: Copy this template and change the details and video to the current speaker.

You may also use the video templates to show multiple speakers as needed.

Captions:

For these posts, type the correct caption (depending on which post you are making), changing any words in [square brackets] to show the information in the Workshop Calendar spreadsheet here.

After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

1. **Workshop Announcement:**

🌱 Ready to go beyond sustainability?
Join our next THRIVE Framework Workshop and discover how to build a world where humanity doesn't just survive, but truly thrives.
The THRIVE Framework is a holistic, regenerative approach that measures thrivability across 12 Foundational Focus Factors, creating a clear vision for a flourishing future. This edition focuses on [WORKSHOP THEME]—understanding how sustainability must evolve toward thrivability.
What to expect:
2 expert-led sessions
30-minute break
📅 Date: [DATE OF NEXT WORKSHOP – WRITE THIS AS DAY MONTH, YEAR]

🕐 Time: 15:00–19:30 (UTC+10) [IF THE TIME CHANGES, PLEASE CHANGE IT TO THE CORRECT TIME]
📍 Where: Online
💰 Cost: Free | Limited to 20 spots
🔗 Register now: https://thrivabilitymatters.org/thrive-workshops/thrive-framework-workshop/
#ThriveFramework #Thrivability #Sustainability #RegenerativeFuture #SystemsThinking #Workshop #THRIVEProject #ThrivabilityMatters #FreeWorkshop

2. **Speaker Announcement:**

🎤 Introducing our session speaker for the upcoming THRIVE Framework Workshop!
We're delighted to welcome [FULL NAME OF SPEAKER, INCLUDING PREFIX], [THEIR ROLE, AND COMPANY IF ONE EXISTS].
[SHORT BIOGRAPHY FROM WORKSHOP CALENDAR SPREADSHEET].
✨ Session [NUMBER – SEE WORKSHOP CALENDAR]: [THEIR TOPIC].
📅 Date: [DATE OF NEXT WORKSHOP – WRITE THIS AS DAY MONTH, YEAR]
🕐 Time: 15:00–19:30 (UTC+10) [IF THE TIME CHANGES, PLEASE CHANGE IT TO THE CORRECT TIME]
🔗 Register now: https://thrivabilitymatters.org/thrive-workshops/thrive-framework-workshop/
🎓 Only 20 spots available—participants receive a Certificate of Recognition!
#Sustainability #THRIVEProject #ThrivabilityMatters #Resilience #WaterAccess #CommunityDevelopment #Workshop #Thrive #ThrivableFuture #thrivability #adaptation

Thrivability Matters Olympiad Posts

This series promotes the Thrivability Matters Olympiad, highlighting downloadable resources exclusively available to schools registered for the Olympiad.

Visuals:
Visuals vary by resource type, including posters, brochures, leaflets, games, and videos. See the #tm-olympiad Slack channel for a list of resources.

For image visuals, apply a blur or watermark to prevent direct access, creating a teaser effect. Confirm the preferred method (blur or watermark) with the #tm-olympiad Slack channel if needed.

For video visuals, create reel videos from YouTube trailers in collaboration with the #designers Slack channel. All visuals must include the text: "Thrivability Matters Olympiad".

Captions:
Captions should clearly state that access to the resource is granted only upon registration for the Thrivability Matters Olympiad. Reference previous posts for caption style and tone.

Recurrence: Post about the Olympiad resources weekly, once resources exist. This may be changed as needed.

Content Sources: Downloadable resources are created independently using various sources, overseen by the #tm-olympiad Slack channel.

Additional Information: For questions or support, contact the #tm-olympiad Slack channel.

Newsletter Posts

Promote the newsletter a few days before its release, usually around the 25th of each month.

Visuals:
Use the provided template visual or create your own if preferred. The current graphic is here.

Captions:
This is the caption used for newsletter posts – this may be changed as desired, as long as it contains the information in the below caption:

> 🌱 *Are you passionate about creating a sustainable and thrivable future? Whether at home, in your business, or within your community, you can make a real impact! Subscribe to THRIVE's free monthly newsletter and get a curated mix of insightful articles, practical tips, fun games, and inspiring stories delivered straight to your inbox.*
> *Whether you're a seasoned eco-warrior or just starting your journey, our newsletter is your go-to source for all things sustainable!*
> 📧 *Why choose THRIVE? We focus on what matters, providing you with high-quality, easy-to-digest content that empowers you to make a real difference. And don't worry, we're strictly anti-spam. You'll hear from us just once a month, with nothing but the best!*
> *Don't miss out on the movement. Join the THRIVE community today and stay inspired!*
> *Subscribe here: https://thrivabilitymatters.org/thrive.../newsletter/...*
> *#Sustainability #thrivability #THRIVEProject #Thrive #ThrivabilityMatters #SaveTheWorld #Sustainabledevelopmentgoals #climatechange #environment #ecofriendly #Newsletter*

Recurrence: Monthly, a few days before the newsletter is published. See the #tm-newsletter Slack channel for details about the Newsletter, or to confirm the release date.

Partnership Posts

These posts promote partnerships with the THRIVE Project, highlighting different clusters each month, such as circular economy, social governance, smart communities, etc.

Visuals: Use this template here.
Replace the image with an image relating to the current month's theme – see page 5 of this guide to see the monthly themes.

Images can be found at pexels.com, or generated with Canva's AI image generation tools.

If the image is AI-generated, label it as such on the visual.
Ensure the background color aligns with the monthly theme's colour – this can be found in this document here.

Captions:
For these posts, type the following, changing any words in [square brackets] to the information it asks for. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

You may also use this post to highlight any notable projects partners have been working on, or anything that shows how partners can contribute.

> *Collaborate with THRIVE Project to build a thrivable future rooted in innovation, equity, and collective action.*
> *This month, we're spotlighting [THIS MONTH'S THEME– SEE PAGE 5 OF THIS GUIDE]. By harnessing creative solutions, strengthening local resilience, and supporting sustainable livelihoods, we can help communities not only survive but THRIVE.*
> *At THRIVE Project, we champion the interconnected goals of sustainability, social equity, and community well-being, partnering with organisations that prioritise long-term impact and meaningful change.*
> *If your organisation shares our commitment to creating thriving, resilient communities, we invite you to partner with us to co-create solutions that empower people and transform lives.*
> *Interested in partnering? Reach out: partner@strive2thrive.earth*
> *Learn more:* ***https://thrivabilitymatters.org/.../thrive-partnerships/...***
> ***#InnovationForGood #PovertyReduction #FoodSecurity #SustainableLivelihoods #ThrivableCommunities #THRIVEProject #ThrivabilityMatters #CommunityImpact #SocialInnovation #SustainableDevelopment***

Recurrence: Monthly, preferably at the end of the month or when time allows.

Content Sources: Gather information from the clusters channel on Slack or the Thrive Project website.

Volunteer Testimonial Posts

Shares authentic stories and testimonials from our volunteers, highlighting their experiences, motivations, and impact within the Thrive Project. The goal is to showcase the value and rewarding nature of volunteering, inspire others to join, and build a sense of community.

Visuals: Use this template here.
To create a new visual, right-click on the first graphic / page, and select "Duplicate Page". You may also scroll to the right while hovering your mouse over the bottom bar to view all of the existing posts – all posted ones are labelled "Posted Already", so once used, make sure you label it with those words.

Captions:
This is the caption used for volunteer testimonial posts – this may be changed as desired, as long as it contains a link to our volunteering page:

> Volunteering is more than just giving time, it's about building skills, creating impact, and finding a sense of purpose. Hear it straight from the people living it: our incredible volunteers. Their stories of growth, connection, and change might just spark your own journey.
>
> Will you volunteer? Your next step could be the one that makes all the difference.🌍✨
>
> Find out more about volunteering now!
> https://thrivabilitymatters.org/volunteer/
> #Volunteer #THRIVEProject #VolunteerTestimony #ChangeMakers #ThrivableFuture #Thrive #VolunteerOpportunity #Thrivability #ThrivabilityMatters

Recurrence: Monthly, preferably at the end of the month or when time allows.

Content Source: Ask Volunteers to share 1 – 2 sentences about their experience with the THRIVE Project through a private Slack message. You may ask a Team Assistant to do this if desired.

Volunteer Role Posts

This post highlights a specific volunteer role within the Thrive Project, detailing the responsibilities, required skills, and impact of the position. It aims to inform potential volunteers about opportunities available, encourage applications, and clearly communicate expectations.

Visuals: Use this template here.
Replace the bolded word with the area the role covers / the role name (in 1 – 2 words), and replace the image with an image relating to the role. Images can be found at pexels.com,

Then change the rest of the text to make it grammatically correct – you may look at the other images in the template as examples.

Captions:
For these posts, type the following, changing any words in [square brackets] to the information it asks for. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

Use the information from the Job Descriptions to fill out the below information:

> 💼*We're Looking for a [NAME OF ROLE]!*
> *Are you passionate about [WHAT THIS ROLE DOES IN 3 – 7 WORDS]? Join the THRIVE Project as a volunteer [NAME OF ROLE] and help us [THE LAST SENTENCE OF "THE ROLE" SECTION, REMOVING THE WORDS "YOUR*

EFFORTS WILL…" (for example, "empower our team members and help inspire people to create a thrivable future.)]

🌱 *Who we're looking for:*
[LIST 2 – 3 ITEMS FROM THE "KEY / MAIN RESPONSIBILITIES" SECTION]
Passionate about sustainability, community development, and making a real difference
✨ *Why volunteer with us?*
Gain hands-on experience, strengthen your analytical skills, and contribute to a purpose-driven organisation making tangible social impact.
👉 *Apply today and help us drive change!*
https://thrivabilitymatters.org/participate/thrive-volunteer
#VolunteerOpportunity #[NAME OF ROLE] #THRIVEProject #SocialImpact #Thrive #Sustainability #Thrivability #CommunityDevelopment #ThrivabilityMatters

Recurrence: Monthly, preferably at the end of the month or when time allows.

Content Source:
A list of our positions can be found in this spreadsheet here.
Otherwise, the #team-assistants Slack channel or the HR team can provide a list of positions to focus on.

Quotes Posts

When there are no specific promotions, share a quote related to the monthly topics found on the webinar website page to maintain engagement.

Visuals: Use a picture background with the quote overlay or make new one if preferred Visual template. Here is an example.

Captions: For these posts, type the following, changing any words in [square brackets] to the information it asks for. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

"[QUOTE]" ~ [NAME OF PERSON WHO SAID THE QUOTE]

[1 – 2 PARAGRAPHS ABOUT WHAT THE QUOTE MEANS, IT'S CONNECTION TO THIS MONTH'S THEME, AND HOW IT CAN BE APPLIED TO THE AUDIENCE'S LIVES]

💬 *What does this quote mean to you? Share your thoughts in the comments and join us in exploring how peace and partnerships can shape a thriving future.*

🔗 *Check out our resources related to this month's topic, and register to attend our webinar on these topics: https://thrivabilitymatters.org/ (link in bio)*

#[THE CURRENT MONTHLY THEME] #[3 – 4 HASHTAGS THAT RELATE TO THE MONTHLY THEME AND QUOTE]. *#THRIVEProject #ThrivabilityMatters #THRIVE*

Recurrence: Use quotes sparingly; post on days without scheduled content.

Content Sources: Use this shared Google Doc with pre-approved quotes.
Highlight quotes in yellow after use to avoid repeats.
If no suitable quote is found, source one online, add it to the document, and highlight it when used.

Blog Article Promotion Posts

Promote new or past blog articles from the THRIVE Project. New articles can be found on this webpage here.

Visuals: Use this template for visuals or design a new one if preferred.
Make a copy of the template, then write the month of posting in the file name. Change the title and description in the graphic to show the article you are promoting.

- Use the article's introduction or a striking excerpt for text, ending with "…" to encourage clicks.
- Background colour may vary monthly; use any colour or the monthly theme's colour in this document here.

Replace the image with an image from the article, or any image from pexels.com that relates to the blog article you are promoting.

Captions: For these posts, type the following, changing any words in [square brackets] to the information it asks for. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

[INTRODUCE THE ARTICLE TOPIC IN ONE SENTENCE]
[1 – 2 PARAGRAPHS ABOUT THE ARTICLE - OUTLINE THE INFORMATION INSIDE IT, AND WHAT READERS CAN GAIN FROM IT]
Read more:
[LINK TO ARTICLE]
#[5 – 6 HASHTAGS RELATING TO THE TOPIC OF THE ARTICLE]
#ThrivabilityMatters #EthicalScience #FutureOfMedicine #Biotechnology #THRIVEProject #ThrivableFuture #GlobalGoals

Recurrence: Promote Wednesday's articles on Friday, and Friday's articles on Monday.

Content Sources: The only source needed for visual and caption creation should be the article itself.

Additional Information: Check here for newly published articles. If no recent articles are available, repurpose older articles related to the current monthly topic. Always use a barcode that links to the post site while making a new Canva graphic.

Whitepaper Promotion Posts

The Research team periodically produces whitepapers that require promotion.

Visuals: Use different visuals tailored for each social media platform:

- Instagram and Facebook: Create a reel using this template as an example.
- LinkedIn: Upload the whitepaper directly as a document.

Caption: For these posts, type the following, changing any words in [square brackets] to the information it asks for. After this, add the graphics to the post, and schedule it based on the Social Media Calendar.

> 🏗️ Whitepaper: [NAME OF WHITEPAPER] 🏡
>
> *[1 – 2 PARAGRAPHS ABOUT THE WHITEPAPER - OUTLINE THE INFORMATION INSIDE IT, AND WHAT READERS CAN GAIN FROM IT]*
>
> 🔗 Visit our website to read the full whitepaper and discover how you can [SUMMARISE THE WHITEPAPER TOPIC]: [LINK TO WHITEPAPER, UNLESS IT IS EMBEDDED WITHIN THE POST]
>
> *#[5 – 6 HASHTAGS RELATING TO THE TOPIC OF THE WHITEPAPER]*
> #ThriveFramework #THRIVE #ThrivabilityMatters #THRIVEProject

Recurrence: Promote immediately whenever a new whitepaper is published.

Content Sources: Use the whitepaper itself as the sole content source for creating visuals and captions.

Additional Information: For posts featuring multiple-page images (like the Sustainability Dictionary), publish the visual as a PDF document on LinkedIn to maintain multi-page integrity.

Webinar Replay (Presentation Video) Promotion Posts

Promote the replay of the webinar presentations available on the Thrive Project YouTube channel after some time.

Visuals: Import the webinar video into a vertical 1920 x 1080 pixel composition, like the one seen here. Pick up to 1 minute from the video, showing an interesting moment or piece of information, then remove the rest of the video.
We suggest using the camera feed, and cutting to images showing what they are discussing, as presentation slides will be barely visible if inserted into the composition.

Once you do this, add subtitles to the bottom of the composition, as shown in the example video. You may also add graphics or other elements to help display information.

Caption: Write a caption that summarises the video and who the speaker is, similar to the sample post below. After this, add the video to the post, and schedule it based on the Social Media Calendar.

> 🍽️ *What does a hunger-free world mean to you?*
>
> *Discover the inspiring vision of Mishal Shah, Head of Projects at @akhuwatofficial, as she shares how Akhuwat is transforming communities and empowering millions in the fight against poverty and hunger.*
>
> *During our recent Thrivability Matters webinar focusing on SDG 1 & 2 - No Poverty & Zero Hunger // Innovative Policies, Mishal showcased Akhuwat's incredible efforts, including:*
>
> 🌿 *Interest-free microfinance empowering over 4 million families.*
> 🌿 *The Mustafabad Mawakhat Project, a transformative case study showcasing interventions in sanitation, education, and clean water to create a model town.*
> 🌿 *The importance of collaboration in implementing existing solutions and adapting them to local needs for impactful, sustainable change.*
>
> 🔗 *Watch the full replay of her presentation on our YouTube channel: https://www.youtube.com/watch?v=wJxWcFNM_-c&t=321s (link in bio)*
>
> 📺 *Join us for more webinars: https://thrivabilitymatters.org/webinar/ (link in bio)*
>
> *Together, let's learn from Akhuwat's innovative approach to poverty alleviation and inspire action toward a hunger-free, poverty-free world!*
>
> *#[THE VIDEO'S TOPIC] #[3 – 4 HASHTAGS THAT RELATE TO THE VIDEO's TOPIC]. #SustainableDevelopmentGoals #Webinar #ThrivabilityMatters #Thrive #Thrivability #THRIVEProject*

Recurrence: Post replays sparingly to avoid confusing the audience between current and past webinars.

Content Sources: Use the original YouTube video and the summary of the presentation from the "webinar highlights" articles under the news tab on the THRIVE website.
You can also find webinar videos and summaries in the Thrivability Matters Webinar playlist on YouTube.

Additional Notes: Always tag speakers in posts to acknowledge their contributions and boost engagement.

YouTube Video Promotion Posts

Promote new videos when they become available on the THRIVE Project YouTube channel.

Visuals: There is no fixed template for promoting new YouTube videos yet. Review previous social media posts about new videos for inspiration on effective styles.

Caption: No standard caption formula exists. Use past social media posts as references or create new captions. For new approaches, seek feedback on the #social-media Slack channel (or #quality-check, if you have access) before publishing to maintain quality and consistency.

Recurrence: Promote soon after the new video is published on YouTube. A post will be made in the #announcements Slack channel whenever a new video is ready to be promoted.

Content Sources: The only source for captions and visuals should be the video itself.

Team Lead Administrative Tasks

- Welcome new thrivers and provide an overview of initial steps at Thrive.
- Assign a simple training task (e.g., creating a sustainable tips post) not intended for social media.
- Endorse and provide necessary documents, links, and credentials (Canva, Gmail, caption doc, calendar, guidelines).
- Request regular updates on induction progress and tasks for new volunteer.
- Assign more complex tasks once initial training is successful.
- Review volunteers' work (visuals, captions, etc.) and provide feedback, ensuring improvements are followed.
- Report progress to TA and request new volunteer forms as needed.
- Schedule and assign tasks to thrivers while encouraging proactive post ideas.
- Attend relevant meetings (social media, content strategy, clusters, Thrive Publishing, Olympiad, induction, webinars).
- Monitor channels and materials to ensure all content is promoted (check clusters, new articles, whitepapers, videos, and coordinate with research and analyst teams).
- Respond to messages and inquiries on Slack.
- Regulate #social-media meetings at a convenient time for all team members. Prepare PowerPoint slides, meeting announcements, and post summary notes, plus NAS afterward.

Collecting Analytics Data

Analytics help inform how well our social media channels are doing. Collect data on follower counts and post impressions to make future content better for our audiences.

You can collect this data from the following sites:

Twitter: here

Facebook & Instagram: here (after logging in).

LinkedIn: here
Copy the data and place it on this Google Sheet. You can use this to display data over time, and track any changes. Also, reach out to #Content-Strategy for Analytics Data.

Adding links with UTM Codes (to track clicks)

When adding links to social media posts, you can add UTM codes to track how many users click, as well as other relevant data. These are bits of text that appear after a link, and help with our analytics.

You can find UTM codes here:

Permalinks
We have also created a series of special links that always point to certain resources - whenever a site changes location, or a document / spreadsheet / other item is updated, we can simply tell the permalink to point to the new resource. This means we don't have to change old links to point to new items.

If a permalink exists in the spreadsheet, please use it for you links - you can find the spreadsheet here:

Version Control Information

Updated by: (@name)	Version Number	Update Description	Reason	Date (as dd/mm/yyyy)
@Justin	v0.7 (number is inputted at v1.0 by mistake)	Information added from several process documents for each social media platform	Merged separate documents into one	2/12/2021
@Justin	v0.8	Added information on YouTube video uploading and corrected incorrect information.	Missing information	17/12/2021
@Justin, @Morris	v1.0	Added missing information and contents page.	Missing information	21/12/2021
@Justin	v1.2	Numerous changes, as updated processes had not been added.	Process changes	27/5/2024
@Justin	v1.3	Added Resources and Version Control tabs.	Consistency with updated document template.	1/7/2024
@Justin	v1.4	Added information about TikTok and hashtag spreadsheet.	Consistency with updated document template.	27/7/2025
@Hope	v1.5	Removed old links. Merged Teamlead doc. Added posting guidelines with recent information. Added Content Creation Calendar and	Consistency with updated document template.	13/11/2025

		Caption doc.		
@Justin	**v1.6**	Removed social media links in favour of link to Social Media Wiki page. Also expanded on information that @Hope added to further clarify instructions.	Google Docs spawned error citing suspicious links – they appear to be the social media links.	**19/11/2025**
@Rifda	**v1.7**	Added a Trend Research process as a step before creating and publishing social media content.	To help the team create more relevant and timely social media content by using current trends	**23/10/2026**