

Sharing the story of your PA Journey

Greetings, Planeteers!

Now that you've officially become a Planeteer and launched your Official Planeteer Club, it's time to share the good news and the moments you'd like to highlight as you transform your impatience for change into action for the climate and planet.

We want to help guide you on how best to use your social media platform and the media in your area to leverage the story of your climate action work on behalf of the Planeteer Alliance.

Create a strong voice for your Planeteer story

With so many important causes out there, people are often swayed to join advocacy groups that can make the best case for support. Facts and statistics are great ways to emphasize your purpose and cause, but the best way to ensure you're heard is making your Planeteer story personal, persuasive and compelling. When inviting others to get involved via social media, email or in person, being comfortable with explaining your why and being clear about the mission of the Planeteer Alliance will elevate your story and help others connect with it.

Planeteer Alliance Mission:

The Planeteer Alliance is a global community of young people who are putting their passion and impatience for change into ACTION for the climate and planet. Planeteer Alliance offers a range of opportunities for young people (ages 10-23) who are passionate about environmental issues to find commonality, community, and opportunities to learn together and from each other.

Use PlaneteerHQ social assets and posts as your guide

Whenever possible, share any of the updates you see in [PlaneteerHQ](#) and on our various platforms as a starting point. You can also use any of the assets you see **HERE**. These will be ways to promote the brand and ensure you're connecting the work you're doing for climate to the masses that are following your work via the Planeteer Alliance and Captain Planet Foundation platforms. Also be sure to follow this media capture guide on how best to film when hosting Lives, webinars or other virtual panels.

Host peer-to-peer campaigns to get others to join your Planeteer Club

Each of your supporters has their own network of family, friends, co-workers, and other followers. With their added audience, you will be able to spread the word about your work and invite more folks to advocate for a climate-positive future and the work that you're doing with the Planeteer Alliance. Peer-to-peer campaigns can be run through a variety of platforms, but social media is one of the most effective communication tools your supporters have to reach out to as many people as possible.

We can assist with developing assets and language that can be shared with our networks whenever you're promoting the work of your Official Planeteer Club!

Get the media involved

Your local community will absolutely love the efforts you're making to fight for climate justice and improve the environment around you. You can reach out to local social media influencers whose brands reflect an investment in climate work. The local television stations and digital news sites could also be contacted when an event could use local promotion.

The Planeteer Alliance team can help you craft a media advisory or press release that can be compelling for the news media. We can also assist you in listing your event posted on online event sites like Eventbrite.

These efforts will increase traffic to your event and raise awareness about the impact your Official Planeteer Club is making in the community.

Have further questions?

Please reach out to us via @PlaneteerHQ on Instagram, Facebook, Twitter or Tiktok.

You can also email us @ team@planeteeralliance.com or reach out to our Communications

Director Stephanie Toone @ stephanie@captainplanetfdn.org if you need help building out your message.