**BLOOM! Partner Social Media Toolkit**

*Below you will find corresponding copy and creative assets for you to share across your organization’s Twitter, Facebook and Instagram channels to help promote the launch of the BLOOM! campaign. When posting, ensure that Facebook and Twitter copy #1 is accompanied with the corresponding creative asset, “BLOOM\_FB and TW\_1,” followed by copy #2 and “BLOOM\_FB and TW\_2.” Instagram copy #1 will be accompanied with the creative asset, “BLOOM\_IG\_1.”*

*Beyond the launch of the campaign, we hope that you’ll follow us on BLOOM!’s channels and share BLOOM! content with your followers as you deem appropriate.*

*Thanks for your support!*

**Twitter:**

COPY #1: How are we helping inspire the next generation of dreamers and gamechangers? Through partners like BLOOM! Learn about our partnership: WeAreBLOOM.org

ASSET #1: BLOOM\_FB and TW\_1.gif

COPY #2: What inspires us? Partners like BLOOM! Learn how we are improving the world through #PlantPower, together: WeAreBLOOM.org

ASSET #2: BLOOM\_FB and TW\_2.png

**Facebook:**

COPY #1: What does it take to change the world? A little #PlantPower and partners like @WeAreBLOOM! Discover more here: WeAreBLOOM.org

ASSET #1: BLOOM\_FB and TW\_2.png

COPY #2: Collaboration is powerful. That's why we've partnered with @WeAreBLOOM! Discover how we're improving the world through #PlantPower, together: WeAreBLOOM.org

ASSET #2: BLOOM\_FB and TW\_1.gif

**Instagram:**

COPY #1: Improving the world starts with like-minded partners. See how our partnership with @WeAreBLOOM\_ is helping seed the future of today's youth.

ASSET #1: BLOOM\_IG\_1.mp4