

## CAP 2021 Release Outreach Toolkit

One/two posts per week on each platform is ideal; posts usually get more engagement in the morning between 10 am and 12 pm on Mondays and Wednesdays.

### TWITTER

- @MontgomeryCoMD is striving to build a #healthy, #equitable, and #resilient community. Take a look at our new #ClimateAction Plan to see how we plan to do this: [bit.ly/Climate2035](https://bit.ly/Climate2035)  
#MCClimateAction #GettingToZero
- We are proud to present the new Climate Action Plan, @MontgomeryCoMD's strategic plan to cut greenhouse gas emissions 80% by 2027 and 100% by 2035. Take a look: [bit.ly/Climate2035](https://bit.ly/Climate2035)
- @MontgomeryCoMD's #ClimateActionPlan is one of the most ambitious in the country. Read how we intend to eliminate all of our greenhouse gas emissions by 2035: [bit.ly/Climate2035](https://bit.ly/Climate2035)  
#community #sustainability #zeroemissions
- Current projections estimate @MontgomeryCoMD will experience nearly 60 days of heat levels above 95 degrees per year by 2100. Learn how we'll manage these climate hazards and keep our county cool with our #ClimateActionPlan [bit.ly/Climate2035](https://bit.ly/Climate2035)
- Learn how @MontgomeryCoMD plans to increase access to fast and high-frequency public transit by 2035 in our #ClimateActionPlan, along with so much more! #climate #MCClimateAction #ZeroEmissions [bit.ly/Climate2035](https://bit.ly/Climate2035)
- @MontgomeryCoMD's Climate Action Plan offers a blueprint to cut greenhouse gas emissions by 100% by 2035. Take a look: [bit.ly/Climate2035](https://bit.ly/Climate2035) #MCClimateAction
- @MontgomeryCoMD has released the Climate Action Plan – a blueprint to cut GHG emissions and build a #healthy, #equitable, and #resilient County. Learn more at: [bit.ly/Climate2035](https://bit.ly/Climate2035)  
#MCClimateAction
- The Climate Action Plan is @MontgomeryCoMD's strategic plan to cut GHG emissions 80% by 2027 & 100% by 2035 and reduce climate-related risks. Learn more at: [bit.ly/Climate2035](https://bit.ly/Climate2035)  
#MCClimateAction
- Did You Know? The four greatest climate hazards facing @MontgomeryCoMD are: extreme heat, extreme precipitation, high winds, and drought. Find out more at: [bit.ly/Climate2035](https://bit.ly/Climate2035)  
#MCClimateAction
- Did You Know? @MontgomeryCoMD is one of the most diverse counties in the country. That's why environmental equity is at the core of our #ClimateActionPlan. Read more here: [bit.ly/Climate2035](https://bit.ly/Climate2035)  
#MCClimateAction

### **Tweets/Facebook posts for non-county organizations**

- @MontgomeryCoMD's Climate Action Plan offers a blueprint to cut greenhouse gas emissions 100% by 2035. Take a look: [bit.ly/Climate2035](https://bit.ly/Climate2035) #MCClimateAction
- @MontgomeryCoMD has released the Climate Action Plan – a blueprint to cut GHG emissions and build a #healthy, #equitable, and #resilient County. Learn more at: [bit.ly/Climate2035](https://bit.ly/Climate2035) #MCClimateAction
- Current projections estimate @MontgomeryCoMD will experience nearly 60 days of heat levels above 95 degrees per year by 2100, which will affect all of us. Learn how the County plans to manage these climate hazards and keep our cities and towns cool with the #ClimateActionPlan [bit.ly/Climate2035](https://bit.ly/Climate2035)
- The four greatest climate hazards facing Montgomery County are extreme heat, extreme precipitation, high winds, and drought. Find out how @MontgomeryCoMD plans to address these issues at: [bit.ly/Climate2035](https://bit.ly/Climate2035) #MCClimateAction

### **FACEBOOK**

- Montgomery County is excited to share the final Climate Action Plan, our roadmap to reduce greenhouse gas emissions and climate-related risks to the County's residents, businesses, & the built and natural environment. Learn more: [bit.ly/Climate2035](https://bit.ly/Climate2035)
- Montgomery County is committed to pursuing a Climate Action Plan with racial equity at its center. Learn more about our strategies to pursue equitable and sustainable climate action: [bit.ly/Climate2035](https://bit.ly/Climate2035)
- Montgomery County has released the Climate Action Plan – a blueprint to cut GHG emissions and build a #healthy, #equitable, and #resilient County. Learn more at: [bit.ly/Climate2035](https://bit.ly/Climate2035) #MCClimateAction
- Montgomery County's Climate Action plan is one of the most ambitious in the country, aiming to eliminate all greenhouse gas emissions by 2035. Take a look here: [bit.ly/Climate2035](https://bit.ly/Climate2035)

### **INSTAGRAM**

If the county wants to reach younger people, Instagram could be a helpful part of social media outreach. Most young people do not use Facebook daily. Here are statistics on Instagram usage statistics for the U.S. \*We can use the same hashtags for Instagram as we do for Twitter (ideally, 3-6 hashtags per post)

- "CAP Quick Facts" (via Instagram stories)
  - o The County's Bicycle Master Plan aims to grow the bicycle infrastructure network to 1,100 miles of bikeways!

- o The County plans to stop all purchases of non-electric buses by 2022.
- o The County is working to maintain and increase the tree canopy through tree-planting, which will create shaded spaces on hot days and sequester carbon!
- o The County plans to adopt codes to require green infrastructure practices for new and existing properties, including native plantings, rain gardens, and green corridors.
- o The County plans to install new solar panels in public facilities to simultaneously reduce emissions and energy costs!
  - MC Climate Questions and polls (via IG stories) (will continue to add over the coming weeks) (energy-focused content can be shared on @mcenergyconnection)
- o What is your favorite green space in your community?
- o What is your favorite way to cut down energy use at home?
- o What is your carbon footprint? (Check out the EPA's calculator here: <https://www3.epa.gov/carbon-footprint-calculator/>)
- o How do you plan to reduce your carbon footprint? (See the "What Can I Do" section of the CAP for ideas!)
  - Commuter Services regularly posts on Instagram and can contribute here as well

**Twitter hashtags and @'s:**

- County Executive - @MontCoExec
- Adriana Hochberg - @climateczarina
- Montgomery County Government - @MontgomeryCoMD
- DEP - @MyGreenMC
- Office of Emergency Management & Homeland Security - @ReadyMontgomery
- DOT - @MCDOTNow
- #MCClimateAction (to be used on all posts)
- #GettingToZero
- #ActOnClimate
- #GreenMC
- #ClimateActionPlan
- #healthy
- #equitable

- #resilient

Facebook:

Montgomery County Government – @montgomerycountyinfo

Office of Emergency Management & Homeland Security - @ReadyMontgomery

DEP - @MyGreenMontgomery

Instagram:

<https://www.instagram.com/mygreenmc/> @mygreenmc

<https://www.instagram.com/mcenergyconnection/?hl=en> @mcenergyconnection

<https://www.montgomerycountymd.gov/OPI/socialmedia.html>

## **Graphics**

# Montgomery County Climate Action Plan

**Cutting Greenhouse Gas  
Emissions and Building a  
Healthy, Equitable, and  
Resilient Community**



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# MONTGOMERY COUNTY CLIMATE ACTION PLAN



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