

MA Climate Assessment Social Media Posting Tips

The Massachusetts Climate Assessment team developed social media slides you can use to get the main findings of the Assessment out to your audiences and communities. The materials provided include:

- **Editable PowerPoint slides** that you can adjust to tailor the information to your audience
- **Image files** that can be posted directly to social media.

Feel free to post all of the slides or just a subset (e.g., the first and last slide, which point the audience to the Climate Assessment website). We recommend that you tailor your caption to best reach your audience. The text below can be a good starting point:

How does climate change affect you? The 2022 Massachusetts Climate Change Assessment identified the most urgent impacts of climate change to the Commonwealth. Check out the full report at bit.ly/2022maclimate

Consider including the shortened weblink to the Climate Assessment webpage (bit.ly/2022maclimate) and the following hashtags in your post:

- #ClimateAssessment
- #MAClimateChange
- #ClimateChangeImpacts
- #MAClimateChangeAssessment

For instructions on how to post multiple images on Instagram, see [this helpful guide](#).