



IUCN Nature-based Recovery initiative

Social media kit

Below you will find some suggested posts to promote IUCN's Nature-based Recovery Initiative. IUCN will update this kit periodically. [Click here](#) for the latest version. If you have questions please contact socialmedia@iucn.org

Twitter

- As the world responds to the economic impacts of #COVID19, we have an opportunity to build back better and greener.

By investing in nature, we can meet urgent global challenges sustainably.

Learn more about IUCN's Nature-based Recovery Initiative <http://ow.ly/KWtu50Eorcc>

Suggested images: TW 1, TW 2, TW 4

- From job creation to economic and environmental benefits, investing in #NatureBasedSolutions benefits biodiversity and livelihoods.

Our Nature-based Recovery initiative shows how nature can, and must, be part of #Covid recovery <http://ow.ly/KWtu50Eorcc>

Suggested images: TW 2, TW 3, TW4, TW 6

- Governments are investing trillions in #pandemic economic recovery, with more to come. Investing at least 10% of this to protect and restore nature isn't just good for nature.

Our Issues Brief explains the importance of Nature-based Recovery <http://ow.ly/nQ5450Epp8K>

Suggested images: TW 1, TW 2, TW 5

- Done properly, investing in #NatureBasedSolutions can create jobs, fight climate change and aid economic recovery from the #pandemic.

Our Issues Brief on Nature-based Recovery explains <http://ow.ly/nQ5450Epp8K>

Suggested images: TW 1, TW 2, TW 3, TW 5, TW 6

Facebook

- As the world invests trillions in response to the economic impacts of #COVID19 and with more to come, we have an opportunity to build back better and greener. Nature must be part of the package to ensure a sustainable and inclusive future.

Check out IUCN's Nature-based Recovery initiative to learn more <http://ow.ly/KWtu50Eorcc>
Suggested images: FB 1, FB 2, FB 4, FB 6

- By investing in #NatureBasedSolutions, we can meet urgent global challenges sustainably. Our Nature-based Recovery initiative shows why nature should be a key part of #Covid recovery <http://ow.ly/KWtu50Eorcc>
Suggested images: FB 2, FB 3, FB 5, FB 6

LinkedIn

- Governments are drawing up plans to stimulate economic recovery in response to the COVID-19 pandemic, but most stimulus packages neglect #nature and biodiversity. This is not only a missed opportunity for nature, but also for creating long-term benefits from building back better. Governments should direct at least 10% of the overall recovery investment to protect and restore nature. Learn more about the importance of nature in #Covid recovery with our Nature-based Recovery Initiative <http://ow.ly/KWtu50Eorcc>
Suggested images: FB 1, FB 2, FB 3, FB 4