

TRANSFORMING AGRICULTURAL INNOVATION FOR PEOPLE, NATURE AND CLIMATE

Campaign communications toolkit

This toolkit offers a range of options on how you can support the 'Transforming Agricultural Innovation' campaign through a range of communications that will amplify our key messages to global audiences.

SOCIAL MEDIA



- ☐ **Retweet @CGIARClimate**
And add your own personal key messages
- ☐ **Post on Twitter**
Highlight your organization's key messages
- ☐ **Author a LinkedIn article**
Write a 'Weekend Read' - a personalized 500-word piece that reflects on key events
- ☐ **Post an Instagram story**
Share the campaign graphic with your followers
- ☐ **Share on Facebook**
Write a micro-blog on why you support the campaign



Reflections from your senior leader(s) on why they back the campaign.



Organizations reflect on how they are delivering on their pledges to the campaign.



Write an article for a top-tier news outlet, highlighting our key messages.



Speak at an event about the campaign, highlighting its relevance to global dialogue, and how you support our objectives.



Click here to access the campaign message pack

