

#MoveTheDate Social Media Toolkit

Thank you for sharing Earth Overshoot Day through social media, email newsletters, blog posts, and/or your organization's website. We appreciate your help driving users to steps to #MoveTheDate, videos, infographics, and other information available on the Overshoot Day website (www.overshootday.org).

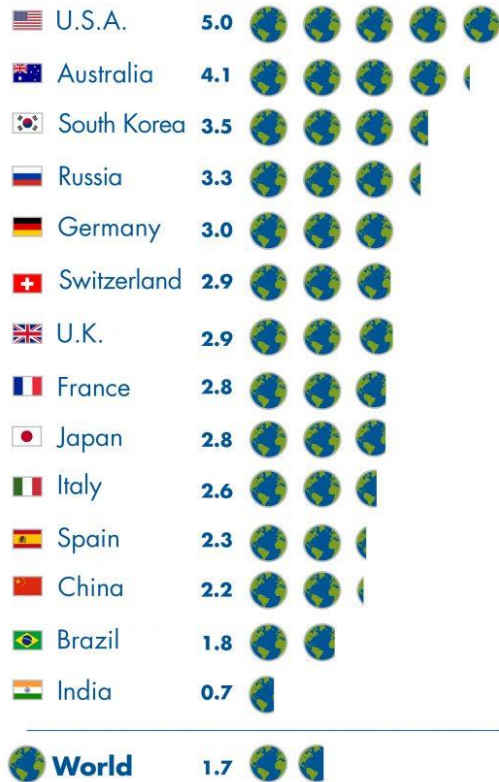
The following materials can be used to promote Earth Overshoot Day. Please download our images and graphics from Dropbox, [available here](#). We have a few infographics available in other languages at <https://www.overshootday.org/newsroom/infographics/>.

General



- August 1 is Earth Overshoot Day—the date when we (all of humanity) have used more from nature than our planet can renew in the entire year. How will you #MoveTheDate? www.overshootday.org
- We are using 1.7 Earths. How? By using more ecological resources and services than nature can regenerate through overfishing, overharvesting forests, and emitting more carbon dioxide into the atmosphere than ecosystems can absorb. #MoveTheDate www.overshootday.org
- Earth Overshoot Day is August 1. If everyone committed to #MoveTheDate 5 days each year, we could get out of global overshoot by 2050. Take your first step today! www.overshootday.org

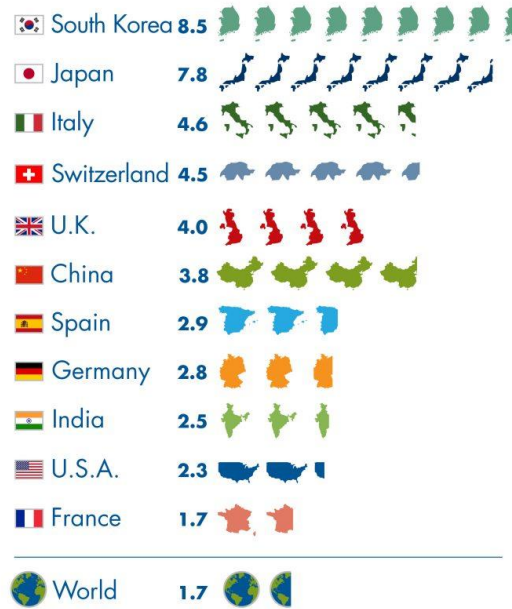
How many Earths do we need if the world's population lived like...



Source: Global Footprint Network National Footprint Accounts 2018

- Today is Earth Overshoot Day. If everyone lived like the average American, we would need 5 Earths. The average Russian, 3.3 Earths. And the average Brazilian, 1.8 Earths. If everyone committed to #MoveTheDate 5 days each year, we would be using just one Earth by 2050. www.overshootday.org

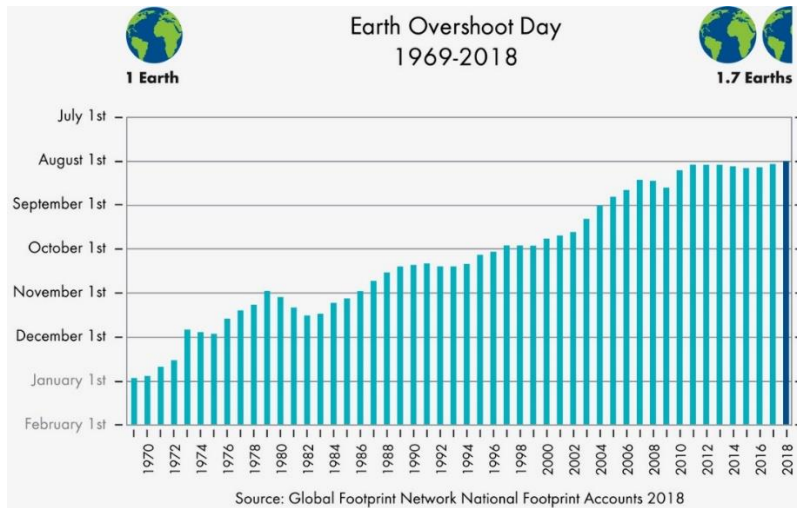
How many countries are required to meet the demand of its citizens...



Source: Global Footprint Network National Footprint Accounts 2018

- Today is Earth Overshoot Day. It would take 8.5 South Koreas to support South Koreans' Ecological Footprint. It would take 4 UKs to meet the demand for natural resources of UK residents. How does your country stack up? www.overshootday.org

Past Earth Overshoot Days



- Earth Overshoot Day 2018 is August 1, the earliest date yet since the world went into ecological overshoot in the 1970s. If we #MoveTheDate 5 days a year, Earth Overshoot Day will fall back to Dec. 31 by 2050. <http://bit.ly/2I3B7xD>
- Here's how Earth Overshoot Day has changed over the last 50 years. <http://bit.ly/2I3B7xD> #MoveTheDate
- A true apples-to-apples comparison of Earth Overshoot Days can only be made using the same edition of the National Footprint Accounts. <http://bit.ly/2I3B7xD> #MoveTheDate
- The precise Earth Overshoot Day date for each year is less significant than the sheer magnitude of ecological overshoot. <http://bit.ly/2I3B7xD> #MoveTheDate

Country Overshoot Days

Country Overshoot Days 2018

When would Earth Overshoot Day land if the world's population lived like...



- When would Earth Overshoot Day land if the world's population lived like your country?
#MoveTheDate <http://bit.ly/2t9o6xl>

Environmental Leader or Celebrity Endorsement

Before Earth Overshoot Day, we asked partners to line up one environmental leader or celebrity in advance to post about Earth Overshoot Day and/or their Personal Overshoot Day on their social media channels specifically on Earth Overshoot Day, August 1. Here are sample posts for them:

- Today is Earth Overshoot Day. How will you #MoveTheDate? www.overshootday.org
- Today is Earth Overshoot Day. My personal Overshoot Day is _____. I pledge to take one step to #MoveTheDate by 5 days this year: I will _____. Find out your personal Overshoot Day at www.footprintcalculator.org.

City



- If we reduce driving by 50% around the world and assume one-third of car miles are replaced by public transportation and the rest by biking and walking, Earth Overshoot Day would move back 12 days. #MoveTheDate <http://bit.ly/2JMV8tG>
- With 60% of the world population projected to live in urban areas by 2030, the global effort for sustainability will be won, or lost, in the world's cities. Tell your city leaders you want them to enact policies to help #MoveTheDate of Earth Overshoot Day. <http://bit.ly/2JhA5TT>

Energy



- Reducing the #carbon component of humanity's Ecological Footprint by 50% would #MoveTheDate of Earth Overshoot Day 93 days. <http://bit.ly/2LQWJPW>
- Mingle with the carpooling folks, or even the cyclists or public transit riders who you meet on the way to or from work every day. Bring social back in your daily commute to #MoveTheDate of Earth Overshoot Day. <http://bit.ly/2yc3YA5>



Existing off-the-shelf, commercial technologies for buildings, industrial processes, and electricity production could move Overshoot Day at least 21 days, without any loss in productivity or comfort, according to an analysis by researchers from Global Footprint Network and Schneider Electric.

<http://bit.ly/2LQWJPW>

Food



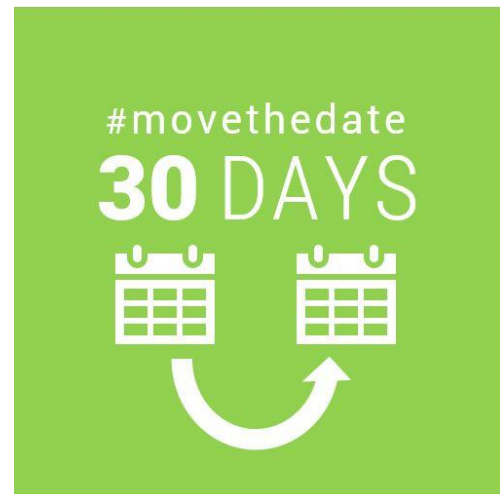
If we reduced global meat consumption by 50% and replaced these calories with a vegetarian diet, we would #MoveTheDate of Overshoot Day 5 days. <http://bit.ly/2MpqYhY>



If we cut food waste in half worldwide, we would #MoveTheDate of Overshoot Day 11 days. <http://bit.ly/2MpqYhY>



Population and Women



Empowering women and girls results in greater gender equality and stabilizes population. If every other family in the world had one less child, we would #MoveTheDate of Overshoot Day 30 days by 2050.

<http://bit.ly/2sVvXPu>

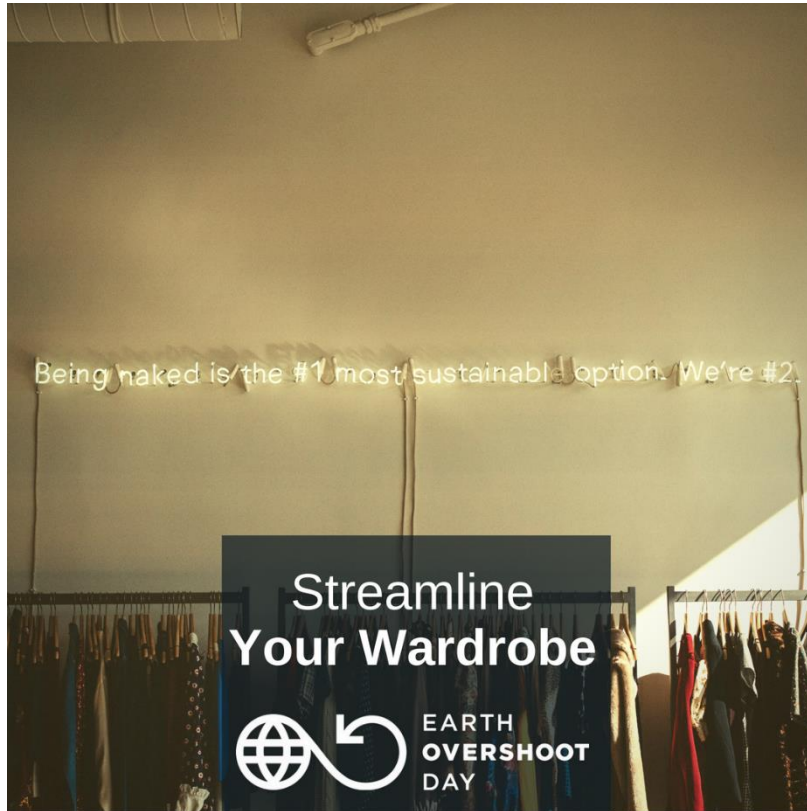
Steps to #MoveTheDate

Start a Footprint Conversation



- Are you meeting up with friends or family soon? Use these tips to help #MoveTheDate and tell them about Earth Overshoot Day and maybe your personal Footprint too! Post a picture of yourself trying this step with the hashtag #MoveTheDate to be entered to win a Footprint Champion t-shirt. <http://bit.ly/2sWopvK>
- Next time you hang out with friends or family, start a Footprint conversation and tell them about Earth Overshoot Day. Check out our tips on how to get the conversation going and post a picture of yourself taking this step with the hashtag #MoveTheDate to be entered to win a Footprint Champion t-shirt. <http://bit.ly/2sWopvK>
- Talking about our Ecological Footprint and climate change can be tricky. But sharing challenges and experiences with others can help overcome fears and defensiveness dealing with these issues. Start a Footprint conversation to #MoveTheDate. <http://bit.ly/2sWopvK>

Streamline Your Wardrobe



- Clothing makes up 3% of the global Ecological Footprint. You can #MoveTheDate by being intentional about clothing purchases and streamlining your wardrobe. Leave a spot open in your wardrobe in case you win a Footprint Champion t-shirt by posting a picture of yourself trying this step with the hashtag #MoveTheDate. <http://bit.ly/2y8zYFd>
- #MoveTheDate of Earth Overshoot Day by designing your clothing capsule and streamlining your wardrobe. Leave a spot open in your wardrobe in case you win a Footprint Champion t-shirt by posting a picture of yourself trying this step with the hashtag #MoveTheDate. <http://bit.ly/2y8zYFd>

Dive Into Data



- Dive into Ecological Footprint data to find out how many Earths we would need if the world lived the average lifestyle in your country. #MoveTheDate. <http://bit.ly/2KeL11c>
- Share a graphic or fact you learned from the Ecological Footprint Explorer open data platform on social media with the hashtag #MoveTheDate, and you will be entered to win a Footprint Champion t-shirt. <http://bit.ly/2KeL11c>

How many Earths do we need if the world's population lived like...



Source: Global Footprint Network National Footprint Accounts 2018

- How many Earths would we need if everyone on the planet lived like people in your country? Dive into Footprint data to find out, and then share a Footprint fact on social media with the hashtag #MoveTheDate to enter to win a Footprint Champion t-shirt. <http://bit.ly/2KeL11c>

Be a Garbage Collector for a Day



- Do you ever wonder how much garbage you actually produce? Be a garbage collector for a day to #MoveTheDate. Post a picture of yourself trying this step with the hashtag #MoveTheDate to be entered to win a Footprint Champion t-shirt. <http://bit.ly/2sWrQm6>
- It's easy to overlook just how much waste we produce and how it negatively impacts our shared planet. For 24 hours, collect and carry around everything you would normally throw away. Post a picture of yourself trying this step with the hashtag #MoveTheDate to be entered to win a Footprint Champion t-shirt. <http://bit.ly/2sWrQm6>

Commute Social



- Cars are responsible for 19.7% of the global carbon Footprint. #MoveTheDate by carpooling, cycling, taking public transit, or walking to wherever you need to go. Please post a picture of yourself trying this step with the hashtag #MoveTheDate to be entered to win a Footprint Champion t-shirt. <http://bit.ly/2yc3YA5>
- Can you walk to work one day this week? Post a picture of yourself trying this step with the hashtag #MoveTheDate to be entered to win a Footprint Champion t-shirt. <http://bit.ly/2yc3YA5>
- Getting to and from work doesn't have to be a lonely, annoying drive stuck in traffic! Bring social back to your daily commute to #MoveTheDate of Earth Overshoot Day. <http://bit.ly/2yc3YA5>

Challenge City Leaders to #MoveTheDate



Challenge your city leader(s) to #MoveTheDate of Earth Overshoot Day. Tell us you've contacted your local officials on social media by tagging #MoveTheDate, and you will be entered to win a Footprint Champion t-shirt. <http://bit.ly/2JhA5TT>

Beef up Your Plant-based Diet



It takes 14 times as much biologically productive land to produce 1 ton of beef as it takes to produce 1 ton of grain. Help #MoveTheDate by beefing up your plant-based diet and expanding your vegetarian repertoire. Post a picture of yourself trying this step with the hashtag #MoveTheDate to be entered to win a Footprint Champion t-shirt. <http://bit.ly/2J8x2sa>

Start a Population Conversation



- The more of us there are, the less planet there is per person and for wildlife. Use the Center for Biological Diversity's Endangered Species Condoms to talk about how addressing population growth can help #MoveTheDate. Post a photo of yourself trying this step with the hashtag #MoveTheDate to enter to win a Footprint Champion t-shirt. <http://bit.ly/2tRHm3e>
- Before your seduction, think Footprint reduction. Use the Center for Biological Diversity's playful condoms to start a population conversation to #MoveTheDate. Post a picture of yourself trying this step with the hashtag #MoveTheDate to be entered to win a Footprint Champion t-shirt. <http://bit.ly/2tRHm3e>

Travel with Eco-Sensibility



- Travel with an eco-sensibility and take fun and easy steps to limit the impacts of your vacation. Share a picture of yourself making an eco-conscious decision on social media with the hashtag #MoveTheDate, and you will be entered to win a Footprint Champion t-shirt (below). <http://bit.ly/2tPVcD8>
- Taking a nice vacation this summer? Think about the planet and travel with an eco-sensibility to help #MoveTheDate of Earth Overshoot Day. <http://bit.ly/2tPVcD8>

Design Your Own Step to #MoveTheDate



- We invite you to be creative and design your own step to #MoveTheDate of Earth Overshoot Day. Be sure to share a picture of your step with the hashtag #MoveTheDate, and you will be entered to win a Footprint Champion t-shirt. <http://bit.ly/2KGfHMW>
- Today is Earth Overshoot Day. We have busted our planet's ecological budget for the year. Get your creative juices flowing and design your own step to help #MoveTheDate. If we #MoveTheDate 5 days each year, Overshoot Day will be on Dec. 31—when it should be—by 2050. <http://bit.ly/2KGfHMW>

Footprint Champion t-shirt



As you take a step, please post a picture on social media with the hashtag #MoveTheDate to be entered to win a Footprint Champion T-shirt. <http://bit.ly/2xONi1j>

Ecological Footprint Calculator



- When would Earth Overshoot Day land if everyone in the world lived like you? Find out with the Ecological Footprint Calculator. #MoveTheDate www.footprintcalculator.org
- If everyone committed to #MoveTheDate 5 days each year, we could get out of global overshoot by 2050. Take your first step today and find out your Ecological Footprint! www.footprintcalculator.org