



## Earth Overshoot Day 2020 Social Media Toolkit (June 5)

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 information available on the [Overshoot Day website](#).

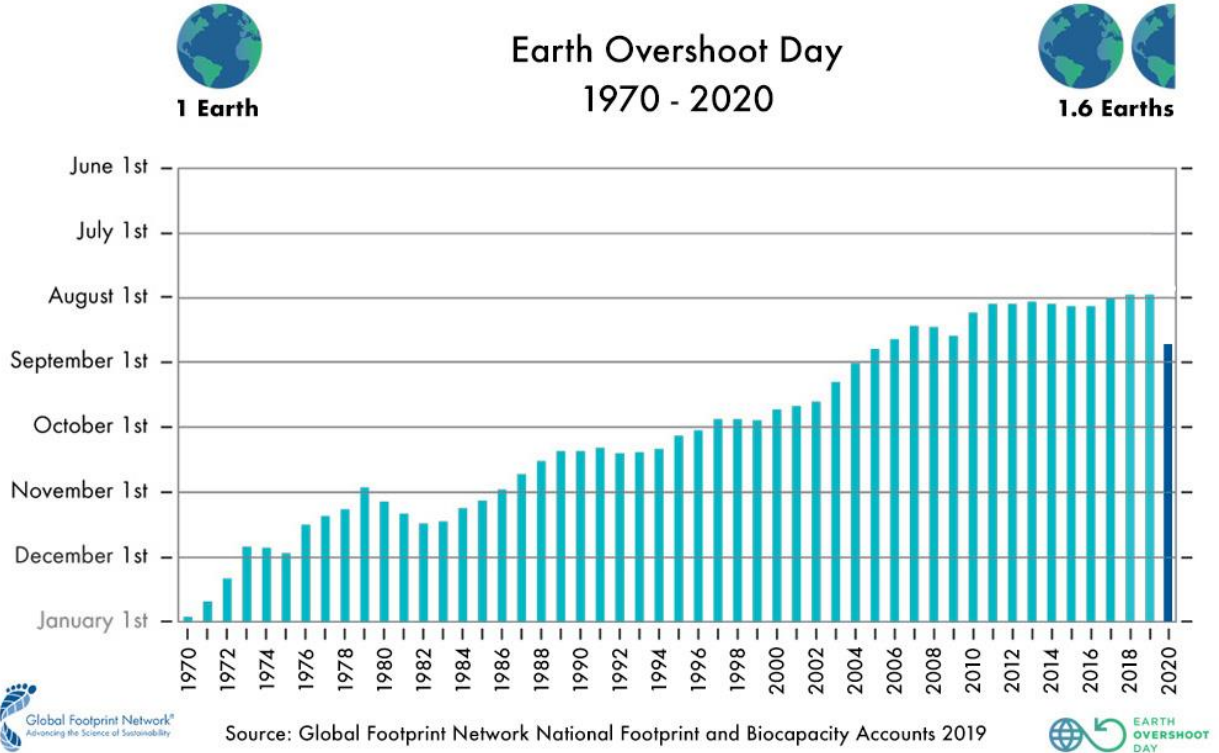
The following materials can be used to promote Earth Overshoot Day. As the campaign progresses, this PDF will be updated, and additional images and graphics will be available for download from our [Dropbox](#). We will also have a few infographics available in other languages [here](#).



### General

- August 22 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](http://www.overshootday.org)
- We are using 1.6 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 the ecosystems can absorb. How will you #MoveTheDate? [www.overshootday.org](http://www.overshootday.org)

## Past Earth Overshoot Days



- Earth Overshoot Day 2020 is on August 22. If we #MoveTheDate by 5 days per year, Earth Overshoot Day will fall back to December 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 by using the same edition of the National Footprint and Biocapacity Accounts. <http://bit.ly/2I3B7xD> #MoveTheDate