



SOCIAL MEDIA MESSAGING



Suggested Post Copy:

Post a photo of the tree you're planting or the event you're hosting along with the suggested copy we've provided below.

EVENT PROMOTION (INTERNAL CHAPTER COMMUNICATIONS)

Use this post copy to promote the event you are hosting:

- Join [tag Alpha Kappa Alpha] [CHAPTER] on [DATE] at [PLACE] as we enhance our environment by planting trees. When planted, these trees will filter our air, cool our cities, and create more resilient communities.
- This [day of the week], Alpha Kappa Alpha [CHAPTER] will enhance our environment by planting trees! We're determined to create healthier, more resilient communities and will plant trees where they are needed most.

TREE PLANTING (EXTERNAL CHAPTER COMMUNICATIONS)

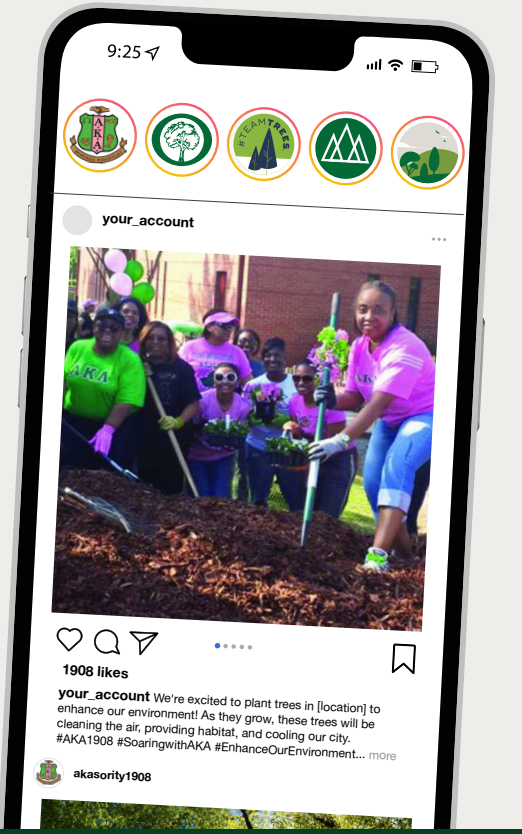
Use this post copy to share a photo of the tree you've planted:

- We're excited to plant trees in [location] to enhance our environment! As they grow, these trees will be cleaning the air, providing habitat, and cooling our city. 🌱
- Just got my tree and I am ready to watch it grow! This tree has the power to cool our cities, clean our air, and even slow flooding in our communities. Can't wait to enhance our environment! 🌳

IMPORTANCE OF TREES

Additional messaging supporting the benefits of trees

- Trees play a critical role in creating healthier, safer, and more connected communities. They clean our air, filter our water, and even slow storm surge and flooding in our cities. Trees also provide shade and cool our cities by up to 10 degrees, which can help prevent heat-related deaths in urban areas. That's why [tag Alpha Kappa Alpha] is on a mission to plant 3,100 more of them every year. Let's get planting!
- What can a tree do for you? A lot. In fact, one large tree can provide a day's supply of oxygen for up to four people. 🌳 We're on a mission to create healthier, more resilient communities by planting 3,100 trees every year with [tag Alpha Kappa Alpha].
- From increasing property values to providing habitat for wildlife, trees positively affect us, our communities, and our world. And we're on a mission to plant more of them with [tag Alpha Kappa Alpha].



How to interact with ALPHA KAPPA ALPHA SORORITY, INC.® on social:

- Facebook: @akasorority1908
- Instagram: @akasorority1908
- Twitter: @alphakappaalphasorority
- LinkedIn: @akasorority1908

Make sure to use appropriate hashtags in your post

- #AKA1908
- #SoaringwithAKA
- #EnhanceOurEnvironment
- #AKAandArborDay

VEN-90586001-22