



GROWING A HOPEFUL MESSAGE

Demonstrate that Alpha Kappa Alpha Sorority, Inc.® is bold enough to believe in a brighter future by partnering with the Arbor Day Foundation to plant trees where they're needed. The following are pre-written posts and directions on effective ways to promote your planting efforts and events on your social media accounts.



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 grow a better future by planting trees that will filter the air, cool our cities, and create more resilient communities.
- This [day of the week], Alpha Kappa Alpha [CHAPTER] will grow a better future by planting trees where they're needed most. We're determined to create healthier, more resilient communities.

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 clean the air, provide wildlife habitat, and cool our cities. We're determined to grow a better future for all. 🌱
- 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, cooling 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 19,000 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 19,000 trees every year with [tag Alpha Kappa Alpha].
- From increasing mental and physical health 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

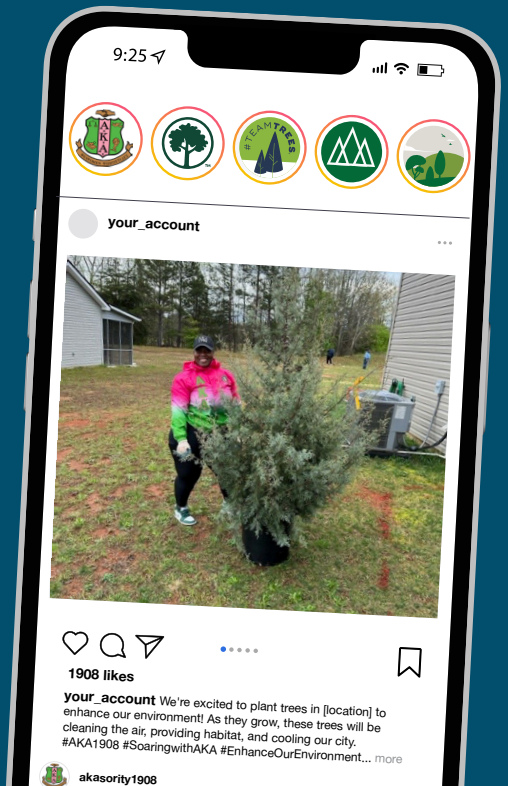
Make sure to use appropriate hashtags in your post

#AKA1908

#SoaringwithAKA

#EnhanceOurEnvironment

#AKAandArborDay



**ALPHA KAPPA ALPHA
AND ARBOR DAY FOUNDATION,
GROWING A BETTER FUTURE FOR ALL.**

