



## SOCIAL MEDIA ADVISORY

### INTERNATIONAL DAY OF FORESTS

21 March 2017

21 March, was declared the International Day of Forests by the UN General Assembly to raise awareness of the importance of all types of forests and of trees outside forests.

**2017 Theme:** Forests and Energy

**UNHQ event:** On Tuesday 21 March 2017 at the ECOSOC Chamber in UNHQ, NY, organised by the UN Forum on Forests Secretariat. Watch live on UN Web TV <http://webtv.un.org/>

**Landing page:** <http://bit.ly/DayForests>

**Campaign Hashtag:** #IntlForestDay

**UNDESA Social Media:** Connect with the campaign on [twitter.com/UNDESA](https://twitter.com/UNDESA) and [Facebook.com/joinUNDESA](https://facebook.com/joinUNDESA)

**Digital assets** in English are available on a Trello board, along with design files that can be customised for other languages: <https://trello.com/b/X6slCWbo>



## TWITTER: Five Forest Facts

**[FACT 1 CARD]** Forests cover 30% of land but 3MN hectares are still lost/year. Protect, restore & plant more! #IntlForestDay: <http://bit.ly/DayForests>

**[FACT 2 CARD]** Did you know that 2 BN ppl still use fuelwood to cook, boil water & stay warm? #IntlForestDay: <http://bit.ly/DayForests>

**[FACT 3 CARD]** 90% of fuelwood and charcoal use takes place in developing countries. #IntlForestDay: <http://bit.ly/DayForests>

**[FACT 4 CARD]** Sustainably managed forests can supply renewable, CO2 neutral energy. Learn more on this #IntlForestDay: <http://bit.ly/DayForests>

**[FACT 5 CARD]** Did you know, Trees are Nature's air conditioners? Learn more facts like this #IntlForestDay: <http://bit.ly/DayForests>



## FACEBOOK: Five Forest Facts

**[FACT 1 CARD]** Forests cover 30% of the Earth's land, but 3MN hectares are still lost/year. Protect, restore & plant more!

Celebrate the International Day of Forests on 21 March by supporting the UN's Global Forest target of increasing our world's forests by 3% by 2030!

<http://bit.ly/DayForests>

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**[FACT 2 CARD]** Over 2 billion people still use fuelwood every day - to cook their food, boil drinking water, and heat their homes. #IntlForestDay #GlobalGoals

Celebrate the International Day of Forests on 21 March by supporting sustainably produced wood products! <http://bit.ly/DayForests>

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**[FACT 3 CARD]** For rural poor in developing countries, forests are often the only available source of energy. 90% of fuelwood and charcoal use takes place in developing countries. #IntlForestDay #GlobalGoals

Celebrate the International Day of Forests on 21 March by supporting sustainably produced wood products! <http://bit.ly/DayForests>



## FACEBOOK: Five Forest Facts

**[FACT 4 CARD]** Forests provide clean air, water and energy! Sustainably managed forests can provide renewable and carbon neutral energy for a greener future.  
#IntlForestDay #GlobalGoals

Celebrate the International Day of Forests on 21 March by taking an energising walk in your local park! <http://bit.ly/DayForests>

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**[FACT 5 CARD]** Trees are Nature's air conditioners! Did you know that a young healthy tree cools just like 10 room-size air conditioners running 20 hours a day?  
#IntlForestDay #GlobalGoals

Celebrate the International Day of Forests on 21 March by taking a moment to enjoy the cool shade of a tree! <http://bit.ly/DayForests>

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