



WILDLIFE
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Digital Earth Day 2020 Quick Guide



Due to the coronavirus (COVID-19) pandemic many in-person Earth Day events will be cancelled or postponed. This presents an opportunity to shift the movement online and perhaps activate even more employees and community members.

Participation in Digital Earth Day will help communicate ongoing corporate commitment, engage with like-minded organizations and customers, and increase employee morale while many may be working from home.

There are various resources available to help plan digital events and activities including <https://www.earthday.org/> and <http://www.earthdayinitiative.org/>.

In addition, WHC suggests the following digital actions to implement throughout the month of April.

Be sure to tag @wildlifehc on all of your activity so we can share it as well.

- **Show Your Nature** – Encourage employees to share photographs of nature they see at their workplace, on walks or in their backyard. Images can be shared to social media tagging your company and #ShowYourNature. Alternatively, submissions can be collected via email and shared online on the company's social media accounts or Intranet.
- **Kids Art Contest** – With many children home, ask employees to share their children's artwork related to the nature. Create an online gallery on the company intranet or through Facebook or Instagram for employees to vote for winners.
- **Live Streaming** – Go live on your company's social media with a short nature walk at a facility or at home. Engage with viewers and answer questions. Alternatively, instead of going live, post short nature/environment/Earth Day related videos.
- **How I Make a Difference** – Have employees send photos of how they contribute to the environment – recycling, conserving water, saving electricity, planting seeds, etc. Images can be shared to social media tagging your company and #MyEarthDay2020. Or, submissions can be collected via email and shared online via the company's social media accounts or Intranet.