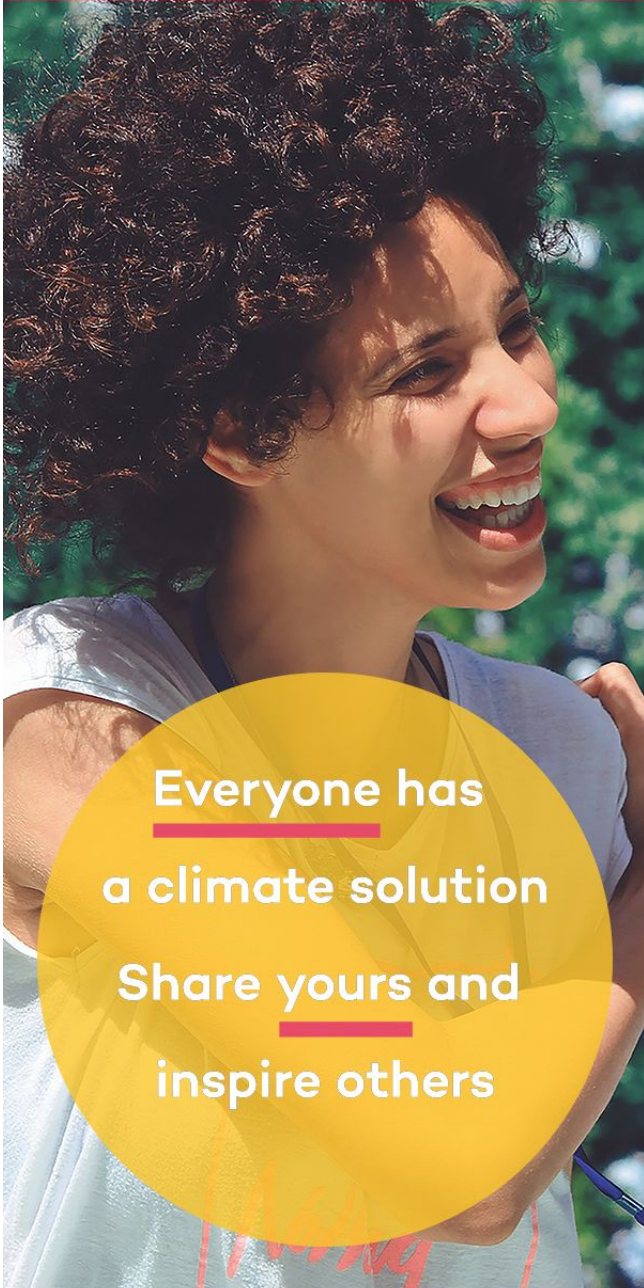


PROJECT  
**nøutral**



Everyone has  
a climate solution  
Share yours and  
inspire others

a project of  
**Tides Canada**  
SHARED PLATFORM

## Project Neutral Social Media Toolkit

**Project Neutral gives people the tools they need to understand their climate impact and what they can do about it.**

**Inside this toolkit, you'll find everything you need to share Project Neutral's award-winning carbon calculator on social media.**

### **Need help? Contact us!**

By email:

[hello@projectneutral.org](mailto:hello@projectneutral.org)

By phone:

647.799.4009, ext 3

## Project Neutral helps people understand how their daily choices impact climate change...

... and when people realize that they can create immediate reductions in greenhouse gas emission by taking action in the areas that matter the most, they become an inspiration for others to do the same.

As a registered charity and a [project of Tides Canada](#), we're proud to share their mission of providing uncommon solutions for the common good by helping Canadians secure a healthy environment in ways that promote social equity and economic prosperity.

Small changes people can make at home have ripple effects that add up to big impacts for the planet. Since 2010, more than 2,500 households have used Project Neutral's tools to measure their carbon impact, find out how they compare to their neighbours, and explore climate actions.

Project Neutral began by working closely with community leaders to provide Torontonians with the tools they needed to establish a greenhouse gas baseline and explore actions that reduce energy use and carbon emissions. Those actions paid off: by 2014 we had engaged over 1,000 Toronto residents, and 80% of their households had reduced their GHG emissions by 5 tonnes — that's like taking 1,000 cars off the road for a whole year!

In June 2018, Project Neutral soft-launched a simpler, easier-to-use carbon calculator to hundreds of households across the province. Since then, the number of Ontarians who've measured their climate impact has tripled! In October 2018, we launched a new website featuring more local climate action incentives, more actions people can take to reduce their carbon impact and what actions will help the most.

But this is only the beginning. The most important work, ***engaging more households to take meaningful action on climate change***, still lies ahead! When you share Project Neutral with your followers and supporters while encouraging them to measure their impact, you help build a constituency for public policy that supports climate action and a healthy planet for generations to come.

**Thank you for helping us bring climate action to households and communities like yours!**

Measure. Act. Connect.

Centre for Social Innovation | 720 Bathurst St, Toronto ON M5S 2R4 | 647-799-4009 | [hello@projectneutral.org](mailto:hello@projectneutral.org)

## Begin by:

Liking us on Facebook at <https://www.facebook.com/ProjectNeutral/>

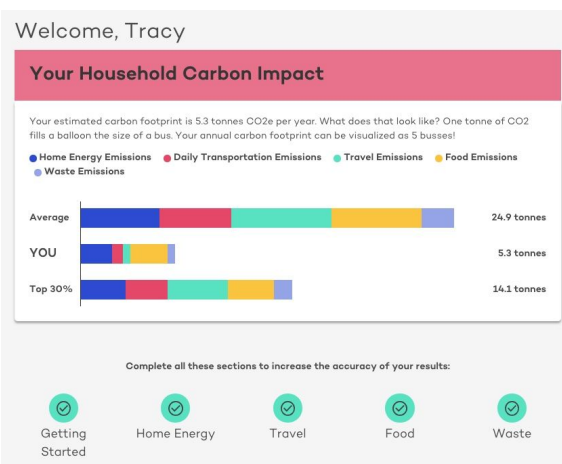
Following us on Twitter at <https://twitter.com/projectneutral>

Finding us on LinkedIn at <https://www.linkedin.com/company/project-neutral/>

Visiting us online at <https://app.projectneutral.org/>

## Share our posts and ask people to...

1. **Discover their climate impact** by creating an account and completing our Getting Started survey at <https://app.projectneutral.org/register>
2. **Take screenshot of their dashboard results, share it** and **tag @ProjectNeutral** when they do!



3. **Log in** again at <https://app.projectneutral.org/login> and **update their results** by completing the deeper dive modules on **Home Energy**, **Travel**, **Food** and **Waste**.
4. **Use these hashtags**, especially if they can be neatly worked into a sentence:  

#MeasureYourImpact	#ShareYourSolution
#TakingClimateAction	#InspireClimateAction
5. **Share factual information that helps people understand:**
  - the causes climate change <https://app.projectneutral.org/climate-change>
  - what greenhouse gasses are <https://app.projectneutral.org/ghgs>
  - the big (climate change) picture <https://app.projectneutral.org/measure-impact>
  - why we measure your impact <https://app.projectneutral.org/why-measure>
  - how anyone can make a difference <https://app.projectneutral.org/take-action>
  - what actions will help the most <https://app.projectneutral.org/make-changes>

**Need more ideas?** Try our #MeasureYourImpact and #TakingClimateAction campaign kits!

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