

CarbonTaxWorks.ca Campaign Social Media Shareables

Below is content for the launch, which is now on Wednesday, August 28, and for three subsequent days: August 28, August 29, September 3.

We've designed the messaging to be used for Twitter (it's all under 280 characters). But the messaging is also great for Instagram and Facebook.

Obviously, edit as you see fit to reflect your tone, audience, etc...

Please send out in the morning, ideally before 11 am.

Wednesday, August 28:

Tax Carbon. Get Refund. Save Planet. Repeat.

Yup, you're getting a refund. It's bigger than what you're paying and you're helping fight the climate crisis. Yes, it's okay to smile. Get free stickers and share the truth:

Carbontaxworks.ca #carbontaxworks

Image: Aug 28 Tax Carbon Sticker

Thursday, August 29:

Upset at politicians not caring about your kid's future?
Don't like tax dollars wasted on undermining climate action?
Want to help fight the climate crisis?

Get FREE stickers and share the truth: carbontaxworks.ca #carbontaxworks

Image: Aug 29 Don't F*uck our Kids Future Sticker

If this sticker is too controversial for your audience, consider using this attachment instead:

Image: Aug 29 2 How are you investing Sticker

Friday, August 30:

Enjoy some calm this weekend as you spend your carbon refund.

Yep, I said refund and you already got one.
It's more than what you're paying for the carbon tax.
Enjoy spending it on something calm this weekend.

Get FREE stickers and share the truth: carbontaxworks.ca #carbontaxworks

Image: Aug 30 Stay Calm Sticker

Tuesday, Sept 3

We The North fight for climate action.

We The North are champions that know how to get it done.

The carbon tax is a tool to get it done.

Plus you get a refund.

Enough to treat yourself to some [swag/fun].

Now it's time to get it done.

#carbontaxworks carbontaxworks.ca (1/2)

What you can do:

- Tell your friends, neighbours, co-workers about #carbontaxworks
- Get free stickers at carbontaxworks.ca
- Join your neighbours across Ontario on Friday and Saturday and spread the word about climate action. Visit carbontaxworks.ca/getinvolved for details.

(2 /2)

Image: Sept 3 We the North Price Pollution Sticker