



#IDigTrees Toolkit

2 million trees.
And growing.



We can't wait to hear about your tree planting endeavours this season! Your tree planting efforts are needed now more than ever and we couldn't achieve such fantastic results for **climate, wildlife and communities** without the help of people like you: wonderful volunteers and community groups, coming together to make a real difference. So first of all, **THANK YOU!**

This simple two-page toolkit includes resources designed to help you communicate **I Dig Trees** key messaging and share your fantastic events. It is designed to be easily shared via email with your volunteers and includes clickable links which will navigate to further resources.

Key statement

Our key message to be used as much as possible whenever talking about I Dig Trees:

"#IDigTrees - 2 million trees. And growing."

Sharing **your** social media posts

We **LOVED** seeing your fantastic events last year on social media and where possible we shared your images and videos on our channels to highlight your fantastic achievements at a national level!

Please continue to share your fantastic images, videos and stories. Most importantly, don't forget to tag us using the social media links below.



Hashtags & handles

Please use the [#IDigTrees](#) hashtag on social media platforms, encouraging volunteers and participants to do the same!

It's a great idea to tag your posts and photos with our national handles – this helps us to keep track of all I Dig Trees-related posts and share your posts where we can:

-  [@TCVtweets](#) for Twitter
-  [@TheConservationVolunteers](#) for Facebook
-  [@The Conservation Volunteers](#) for LinkedIn
-  [@tcv_theconservationvolunteers](#) for Instagram



2 million trees



Sharing **our** social media posts

This year we will be leading the I Dig Trees social media campaign with the short video above, which you'll find pinned to our social media pages (links above). Please like, comment and **share** these post far and wide, plus any subsequent posts with the #IDigTrees hashtag - Only **together** can we can spread the word to more communities and get over 2 million carbon-busting trees safely in the ground this season!

Suggested Twitter text:

2 million trees. And growing.

We're joining the #IDigTrees phenomenon with @TCVtweets and @OVOEnergy - helping communities plant 2 MILLION carbon-busting #trees!

Claim your FREE trees and make a difference - <https://www.tcv.org.uk/communities/i-dig-trees/>

Suggested Facebook & LinkedIn text:

2 million trees. And growing.

We're joining the #IDigTrees phenomenon with @TheConservationVolunteers and @OVOEnergy - helping communities plant 2 MILLION carbon-busting #trees!

Claim your FREE trees and make a difference - <https://www.tcv.org.uk/communities/i-dig-trees/>

THANK YOU!



Connecting people and green spaces

