



## #cleanYOURblock Social Media

This year's Great American Cleanup theme — "Clean Your Block Party" — encourages volunteers and participants to take what they learn from experiencing a public space Great American Cleanup event and bring those lessons home to organize an event in their neighborhood or even on their own block. Keep America Beautiful is providing activity ideas and other online resources, encouraging participants to celebrate their hard work and accomplishments with neighbors, friends and family.

When sharing on social, we encourage you to use our 2017 Great American Cleanup hashtag #cleanYOURblock to share the when, where and what of your Great American Cleanup event. Create your own post or use some of our sample posts below for easy sharing.

### Sample Posts:

	Facebook/Instagram	Twitter
<b>Lead-Up to Event</b>	Ready to create a cleaner community for your friends & neighbors? Join us [INSERT DATE] to learn about a #cleanYOURblock party! #DoBeautifulThings	Ready to create a cleaner community for your friends & neighbors? Join us [INSERT DATE] to learn about a #cleanYOURblock party! #DoBeautifulThings
	Behavior change starts at home. Learn how you can start creating a cleaner, greener, more beautiful neighborhood by joining us at our cleanup event [INSERT DATE]. #cleanYOURblock #DoBeautiful Things	Create a more beautiful neighborhood by joining us at our cleanup event [INSERT DATE]. #cleanYOURblock #DoBeautifulThings
	If you're ready for a cleaner community and join me [INSERT DATE] with [INSERT AFFILIATE NAME] to clean up [INSERT LOCATION] and take tips home. #cleanYOURblock party! #DoBeautifulThings	RETWEET if you're ready for a cleaner community. Join me [INSERT DATE] with [INSERT AFFILIATE NAME] to clean up [INSERT LOCATION] & take tips home. #cleanYOURblock
<b>Day of Event</b>	I'm excited to learn how to create cleaner, greener, more beautiful communities with [INSERT AFFILIATE NAME] and learn how to launch my own #cleanYOURblock party! #DoBeautifulThings	I'm excited to learn how to create cleaner, greener communities with [INSERT AFFILIATE NAME] & learn how to launch my own #cleanYOURblock party!
	I'm ready to clean and then celebrate a job well done with [INSERT AFFILIATE NAME] #cleanYOURblock #DoBeautifulThings	I'm ready to clean and then celebrate a job well done with [INSERT AFFILIATE NAME] #cleanYOURblock
	Today I'm [CLEAN/BEAUTIFY] [INSERT SPACE] with [INSERT AFFILIATE NAME] and learning how to take it back to my neighborhood! #cleanYOURblock #DoBeautifulThings	Today I'm [CLEAN/BEAUTIFY] [INSERT SPACE] with [INSERT AFFILIATE NAME] and learning how to take it back to my neighborhood! #cleanYOURblock
<b>Post-Event</b>	Ready to launch a #cleanYOURblock in my neighborhood! Great time and great work today by [INSERT AFFILIATE NAME]. #DoBeautifulThings	Ready to launch a #cleanYOURblock in my 'hood! Great time and great work today by [INSERT AFFILIATE NAME]. #DoBeautifulThings
	Great work by all at the [INSERT CLEANUP NAME]; Ready to bring back the good work to my neighborhood! #cleanYOURblock #DoBeautifulThings	Great work by all at the [INSERT CLEANUP NAME]; Ready to bring back the good work to my 'hood! #cleanYOURblock
	Getting ready to launch a #cleanYOURblock to create a cleaner, greener, community.You should attend or hold your own party! #DoBeautifulThings	Getting ready to launch a #cleanYOURblock to create a cleaner, greener, community. RETWEET if you want to attend!