

Social Media Toolkit

Quick Start

Graphics

- Film stills, movement graphics, and template images to download and share [\[LINK\]](#)

Hashtags:

- #StoryOfPlastic
- #BreakFreeFromPlastic

Relevant Links

- The Story of Plastic film website [\[Link\]](#)
- TRAILER – share via:
 - **Story of Stuff:** [Facebook](#) / [Twitter](#) / [YouTube](#)
 - **Break Free From Plastic:** [Facebook](#) / [Twitter](#)
 - **Discovery:** [Facebook](#)
- [Retweet or quote this tweet](#), and connect with Break Free From Plastic on [Twitter](#) | [Instagram](#) | [Facebook](#)

Sample Tweets

General

- The #StoryOfPlastic IS the story of Big Oil and Big Plastic. Want to watch the film? Organize a virtual screening for your network! storyofplastic.org/watch
[#BreakFreeFromPlastic](#) @BrkFreePlastic @storyofstuff
- Flatten the curve while educating yourself about the heroes and villains behind the plastic pollution crisis. Learn more about the #StoryOfPlastic and join the global movement to #BreakFreeFromPlastic, virtually: storyofplastic.org @brkfreeplastic

THE STORY OF PLASTIC

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- The #StoryOfPlastic is the story BIG PLASTIC does not want you to see, and it's fueling the global movement to #BreakFreeFromPlastic. Even though we can't watch together in person, we can still flatten the curve and be together virtually. storyofplastic.org
[@brkfreeplastic](https://twitter.com/brkfreeplastic)
- Fueling the global movement to #BreakFreeFromPlastic, #StoryOfPlastic is a feature-length documentary from @storyofstuff about the real causes of the plastic pollution crisis and the heroes who are rising up to stop big plastic. Join us virtually: storyofplastic.org [@brkfreeplastic](https://twitter.com/brkfreeplastic)
- The #StoryOfPlastic brings into focus an alarming, man-made crisis, and the heroes who are working every day to rise up against big plastic. You can flatten the curve AND be part of the worldwide movement to #BreakFreeFromPlastic: storyofplastic.org
[@brkfreeplastic](https://twitter.com/brkfreeplastic)

Promoting a Virtual Screening

- Excited to host a virtual screening of The #StoryOfPlastic, the story big plastic does not want you to know. Flatten the curve while educating yourself about the heroes and villains behind the plastic pollution crisis. Join us *[insert time and date]: [insert link]*
- We're hosting a virtual screening of The #StoryOfPlastic and would like you to join! Learn the ugly truth behind the global plastic pollution crisis while flattening the curve. #BreakFreeFromPlastic with us from your home on *[insert time and date]: [insert link]*

Promoting the U.S. Television Premiere

- Mark your calendars for the U.S. television premiere of The #StoryOfPlastic, A documentary about the real causes of the plastic pollution crisis and the heroes who are rising up to stop big plastic. Stay home and #BreakFreeFromPlastic: visit www.storyofplastic.org/watch
- #StoryOfPlastic is exposing the ugly truth behind the global plastic pollution crisis. Get excited for the U.S. television premiere on April 22nd at 2pm (EST and PST) on @Discovery. #BreakFreeFromPlastic while flattening the curve at home: visit www.storyofplastic.org/watch [@brkfreeplastic](https://twitter.com/brkfreeplastic)

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Sample Instagram / Facebook Posts

On Instagram, please consider making StoryOfPlastic.org the link in your bio and tagging @BreakFreeFromPlastic.

- The #StoryOfPlastic is exposing the ugly truth behind the global plastic pollution crisis. Even though we can't watch together in person, we can still flatten the curve and be together virtually. Visit StoryOfPlastic.org to learn about the film and join the global movement to #BreakFreeFromPlastic.
- The #StoryOfPlastic IS the story of Big Oil and Big Plastic. Want to watch the film? Sign up to host a virtual screening for your network and #BreakFreeFromPlastic with the movement that is rising up in response to the global plastic pollution crisis. Visit StoryOfPlastic.org! @BreakFreeFromPlastic
- The #StoryOfPlastic is the story BIG PLASTIC does not want you to see. Even though we can't watch together in person, we can still flatten the curve and be together virtually. Stay tuned for the U.S. television premiere on April 22nd 2pm (EST and PST) on @Discovery. Visit StoryOfPlastic.org to join the global movement to #BreakFreeFromPlastic!
- Mark your calendars for the U.S. television premiere of The #StoryOfPlastic, the feature-length documentary about the real causes of the plastic pollution crisis and the heroes who are rising up to stop big plastic. It's airing at 2pm local time on April 22nd on @Discovery. Stay home and #BreakFreeFromPlastic. @BreakFreeFromPlastic
- #StoryOfPlastic is exposing the ugly truth behind the global plastic pollution crisis. Get excited for the U.S. television premiere on April 22nd 2pm (EST and PST) in the U.S. on @Discovery. #BreakFreeFromPlastic while flattening the curve from home. @BreakFreeFromPlastic

Promoting a Virtual Screening

- We're hosting a virtual screening of The #StoryOfPlastic and would like you to join! Learn the ugly truth behind the global plastic pollution crisis while flattening the curve from home on [insert date and time of screening].
- Flatten the curve while educating yourself about the heroes and villains behind the plastic pollution crisis. Join our virtual screening of The #StoryOfPlastic on [insert date and time]. Let's #StayAtHome AND #BreakFreeFromPlastic. @BreakFreeFromPlastic

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“Meet The Heroes” Tweets

- Meet the heroes of the #StoryOfPlastic! An expert on international environmental law and a leader in climate litigation and climate-related financial and legal risks, @cmuffett1 is the President of @ciel_tweets. storyofplastic.org
 - [Download + use this photo of Carroll Muffett.](#)
- Meet the heroes of the #StoryOfPlastic! Executive Director and @Waterkeeper of San Antonio Bay Estuarine, Diane Wilson has fought Formosa’s wastewater discharge into Texas bays for the past 30 years. storyofplastic.org
 - [Download + use this photo of Diane Wilson.](#)
- Meet the heroes of the #StoryOfPlastic! @DelphineLeviAlv has played a crucial role in securing ambitious legislation on single-use plastics at the EU level through the coordination of @BrkFreePlastic Europe and @RethinkPlastic #RethinkPlastic #CircularEconomy #SUP
 - [Download + use this photo of Delphine Levi Alvares.](#)
- Meet the heroes of the #StoryOfPlastic! Mother-daughter team Ellen & Elise Gerhart resisted the seizure of their land by eminent domain for the construction of a natural gas pipeline which would transport natural gas liquids for the production of plastics. storyofplastic.org
 - [Download + use this photo of Ellen & Elise Gerhart.](#)
- Meet the #StoryOfPlastic heroes! @BrkFreePlastic's @Emma_Priestland has been involved with the #BreakFreeFromPlastic movement since its beginning. Through campaigning and advocating for new laws, Emma was instrumental in helping to reduce plastic bag usage across Europe.
 - [Download + use this photo of Emma Priestland.](#)
- Meet the heroes of the #StoryOfPlastic! Based in Manila, @ZeroWasteFroi is the Asia Pacific Coordinator of @GAIAnoburn and President of @MotherEarthPH, he works with cities and municipalities in the Philippines to build scalable Zero Waste systems. storyofplastic.org
 - [Download + use this photo of Froilan Grate.](#)

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- Meet the heroes of the #StoryOfPlastic! A leading voice for #ZeroWaste in Europe, Joan Marc Simon directs @ZeroWasteEurope. He was fundamental to building the #ZeroWasteCities Masterplan to phase out waste while implementing systems that don't create waste in the first place.
 - [Download + use this photo of Joan Marc Simon.](#)
- Meet the heroes of the #StoryOfPlastic! Mao Da is the director of Toxics-Free China and the policy advisor of China Zero Waste Alliance. He focuses on the promotion of zero waste strategy, sound management of chemicals, and plastic pollution prevention. storyofplastic.org
 - [Download + use this photo of Mao Da.](#)
- Meet the #StoryOfPlastic heroes! @MartinRBourque thrives at the intersection of community movement building, policy development, and program implementation. He has led the @EcologyCenter since 2000 and is a critical voice on the international waste trade. storyofplastic.org
 - [Download + use this photo of Martin Bourque.](#)
- Pratibha Sharma is a #StoryOfPlastic hero in Mumbai. Working with International Zero Waste Network and Wastepickers' Organizations in India, she has nearly a decade of experience in the Solid Waste Management sector. storyofplastic.org
 - [Download + use this photo of Pratibha Sharma.](#)
- Meet the #StoryOfPlastic heroes! Goldman Prize winner, Prigi Arisandi grew up near the Surabaya River in Indonesia and saw it degrade when factories began operating in the region. Committed to the communities living along the river, he founded @ecotonID while still at university.
 - [Download + use this photo of Prigi Arisandi.](#)
- Meet the heroes of the #StoryOfPlastic! Texan Priscilla Villa-Watt was formerly the Petrochemical Campaigner at @Earthworks. Her work focused on providing community members impacted by oil and gas development with tools to study & advocate for better air quality.
 - [Download + use this photo of Priscilla Villa-Watt.](#)
- Meet the heroes of the #StoryOfPlastic! @shibuknair is a champion of Zero Waste in India. He's provided technical support to communities, local governments, cities, and state governments on zero waste systems since 2000. storyofplastic.org

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- [Download + use this photo of Shibu K. Nair.](#)
- Meet the heroes of the #StoryOfPlastic! Jakarta-based attorney @TizaMafira is a law and public policy expert specializing in environmental law, waste management, and climate change policy. She is co-founder and Executive Director of @idDKP.
 - [Download + use this photo of Tiza Mafira.](#)
- Von Hernandez is a Filipino environmental activist who has been campaigning on waste and toxics pollution for more than 25 years. He is a Goldman Prize winner and Global Coordinator of @BrkFreePlastic. Meet the other heroes of the #StoryOfPlastic here: storyofplastic.org
 - [Download + use this photo of Von Hernandez.](#)
- Meet the heroes of the #StoryOfPlastic! @Regularisms is a powerhouse organizer and emerging leader from Houston dedicated to environmental and racial justice. She serves as a policy research and grassroots advocate with Texas Environmental Justice Advocacy Services.
 - [Download + use this photo of Yvette Arellano.](#)