



America's Seafood Campaign Digital Toolkit - Earth Day

April 22, 2022

Climate Friendly and Sustainable

- As we confront food challenges related to climate change, seafood has an essential role to play in achieving food security.
- The United States is a global leader in responsibly managed fisheries and sustainable seafood.



Twitter Social Copy

- #Seafood is one of the most climate friendly proteins on the planet. Join America's Seafood Campaign and help get the word out: <https://bit.ly/36U4t3u> #EarthDay
- Seafood: a delicious part of a climate friendly diet. To join our campaign to promote #seafood, visit <https://bit.ly/36U4t3u>. #EarthDay
- Celebrate #EarthDay – one bite of sustainable seafood at a time. To join our campaign to promote #seafood, visit <https://bit.ly/36U4t3u>.

LinkedIn Social Copy

- In addition to being a delectable meal, seafood is one of the most environmentally friendly and carbon-efficient proteins on earth. To learn more about how you can promote seafood, join our campaign at <https://bit.ly/36U4t3u>. #EarthDay
- Adding more seafood to your diet is a small, delicious step to a more sustainable planet. To learn more about how you can promote seafood, join our campaign at <https://bit.ly/36U4t3u>. #EarthDay

A fisherman wearing a red jacket and a colorful beanie is on a boat, holding a large salmon. The fish is silver with a dark back and is being held up by the fisherman's gloved hand. The background shows a cloudy sky and the ocean. The text "BE AN ADVOCATE" is in large blue letters, and "Visit SeafoodCampaign.Org" is in smaller blue and red letters.

BE AN ADVOCATE
Visit **SeafoodCampaign.Org**