

# #PHOTO4CLIMATE

 | Instagram Challenge  
@Connect4Climate

## 2.0



## #PHOTO4CLIMATE INSTAGRAM CHALLENGE 2.0 INITIATIVE IS BACK



One year after the Connect4Climate's launch of the #Photo4Climate Instagram Challenge, the initiative is taking over the social media channel once again, challenging the audience to show us how climate change is affecting their community/country/world through images.

Are you eager to share your own reality that is affected by climate change? Have you met someone taking action on global warming? Our common home is changing, and so are our lives. We have a special challenge for you: capture that moment, landscape, idea, solution or person that is raising awareness and taking on climate change.

Every two weeks we will announce a different theme in order for you to share your climate story with us. Join the Connect4Climate weekly Instagram challenge and get a chance to be featured on our Instagram page, @Connect4Climate, on Facebook and Twitter, and on our newsletter and website.





### How does it work?

1. Follow @Connect4Climate on [Instagram](#)
2. Take a photo related to the weekly theme, and share it on Instagram. The photo must be original – i.e. you must be the photographer. Your photos are governed under the [Instagram terms of use](#).
3. In the caption describe your climate photo, where it was taken, and why it means something to you.
4. Use the hashtag #Photo4Climate. Don't forget to set your account to "public".
5. Judging criteria for photo winner:
  - Power of the photograph and its caption or narrative (includes creativity and the story the photo tells related to climate change and the monthly theme);
  - Potential impact on the challenge objectives of raising awareness about climate change issues and communicating a personal climate change story or local climate change solution;
  - Originality;
6. Finalist photo will:
  - Be featured on Connect4Climate Instagram page on the following Monday (photos are reviewed on Friday after 12pm)
  - Be featured in a photo album on the Connect4Climate Facebook page
  - Be featured in Connect4Climate Twitter account
  - Be featured on Connect4Climate website as an article
  - Be included on our newsletter to all our partners

Submit as many photos you want. Connect4Climate reserves the right to use these images on our social media channels, website, at events for Connect4Climate with photo credit/Instagram account name of submitter.

## SOCIAL MEDIA SAMPLES

**Article:** <http://bit.ly/2mJIF0t>

**Visuals:** <http://ow.ly/26If309S7sJ>

**Hashtag:** #Photo4Climate

Twitter

.@Connect4Climate's #Photo4Climate Instagram challenge is back on March 22! See how you can be part of it: <http://bit.ly/2mJIF0t>

Can a photo stop climate change? Enter @Connect4Climate #Photo4Climate Instagram challenge 2.0, March 22: <http://bit.ly/2mJIF0t>

.@Connect4Climate #Photo4Climate Instagram challenge second round is ON this March 22! Enter: <http://bit.ly/2mJIF0t>

.@Connect4Climate presents once again its #Photo4Climate Instagram Challenge.  
Participate: <http://bit.ly/2mJIF0t>

How is climate change affecting your community? Share it on @Connect4Climate #Photo4Climate Instagram Challenge: <http://bit.ly/2mJIF0t>

Share your climate story today! Participate on @Connect4Climate #Photo4Climate Instagram Challenge: <http://bit.ly/2mJIF0t>

An image can say more than a 1000 words. Share your story with @Connect4Climate #Photo4Climate Instagram Challenge <http://bit.ly/2mJIF0t>

Raise your climate voice through images. Be part of @Connect4Climate #Photo4Climate Instagram Challenge: <http://bit.ly/2mJIF0t>

[March 22<sup>nd</sup> THEME:](#)

#Photo4Climate Instagram challenge starts TODAY! Upload a photo on the theme #Rivers and #Lakes: <http://bit.ly/2mJIF0t>

Do you have photos on #Rivers and #Lakes? Then enter #Photo4Climate Instagram challenge: <http://bit.ly/2mJIF0t>

## Facebook/LinkedIn

Can a photo stop climate change? Are you eager to share your own reality that is affected by climate change through photos?

[Connect4Climate](#) Photo4Climate Instagram Challenge is back on March 22!

See how you can participate here: <http://bit.ly/2mJlF0t>

Your photo can be selected to be featured on Connect4Climate channels!

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Are you looking for an opportunity to share your climate story with the world? Now you can do it! [Connect4Climate](#) presents once again the #Photo4Climate Instagram Challenge. See how you can participate here: <http://bit.ly/2mJlF0t>

THEME: Share a photo on Rivers and Lakes. Your photo can be selected to be featured on Connect4Climate's channels!

## Instagram

Can a photo stop #climatechange?

@connect4climate #Photo4Climate Instagram Challenge IS BACK! Here's how you can enter:

- 1 – Follow @connect4climate
- 2 – Take a photo related to the weekly theme and SHARE on your Instagram.
- 3 – Describe your climate photo, where was taken and why it means something for you.
- 4 – Use the HASHTAG #Photo4Climate. Don't forget to set your account to "public".

Week's THEME: Share a photo on Rivers and Lakes.

MORE on [www.connect4climate.org](http://www.connect4climate.org)

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