Climate Resilience and Adaptation Funding Toolbox: Sample Social Media Posts for Technical Assistance Providers

Ready to communicate, educate and engage with potential applicants and recipients looking to make climate-resilient investments?

Technical assistance providers can use and/or adapt any of the messages and information in this social media packet to reach their target audiences through various social media platforms and other virtual spaces. Find infographics, videos and other outreach resources to pair with these social media posts online on the Communications Materials for Technical Assistance Providers webpage of EPA's Climate Resilience and Adaptation Funding Toolbox.

Spread the word about the Climate Resilience and Adaptation Funding Toolbox by using the hashtags **#KnowYourClimateRisk** and **#ResilientInvestments**. Don't forget to tag @epagov on Instagram, @EPA on X, or the U.S. Environmental Protection Agency on Facebook.

Sample Social Media Posts by Theme

- Learn about Climate Resilience and Adaptation
- Accounting for Climate Risks to Investments
- Nature-Based Solutions
- Resilient Built Environment
- Meaningful Engagement
- Helpful Tools for Evaluating Climate Risks
- Social Media Posts for CRAFT Infographics

Learn about Climate Resilience and Adaptation

Climate Resilience

X (Formerly Twitter)	Facebook
Is your investment resilient to the impacts of climate change? Find tools and resources to support **#ResilientInvestments**: https://www.epa.gov/resilient-investments	Is your investment resilient to the impacts of climate change? Consider both climate adaptation and mitigation strategies to keep your investments safe and build local climate resilience. Check out EPA's Climate Resilience and Adaptation Funding Toolbox for **#ResilientInvestments** tools and resources: https://www.epa.gov/resilient-investments

Climate Adaptation

X (Formerly Twitter)	Facebook
Climate adaptation strategies can help protect investments from the impacts of climate change. When developing adaptation-focused projects, prioritize the people and places facing the greatest threats from climate change. Learn about **#ResilientInvestments**: https://www.epa.gov/resilient-investments	Climate adaptation strategies can help protect your investment against current and future threats from climate change. Adaptation activities includes: ✓ Building infrastructure to better withstand extreme weather. ✓ Planting trees to reduce extreme heat in cities. ✓ Locating vehicle charging stations outside of areas prone to flooding. When developing adaptation-focused projects, prioritize the people and places facing the greatest threats from climate change. Visit EPA's Climate Resilience and Adaptation Funding Toolbox for more **#ResilientInvestments** resources! https://www.epa.gov/resilient-investments
Investments that offer climate adaptation benefits can help communities reduce their vulnerability and withstand the impacts of climate change. Learn more about **#ResilientInvestments:** https://www.epa.gov/resilient-investments	Investments that offer climate adaptation benefits can help communities reduce their vulnerability and withstand the impacts of climate change. Learn about how **#ResilientInvestments** can protect ecosystems, improve human health, support workforce development, promote environmentally just and equitable outcomes and more: https://www.epa.gov/resilient-investments

Climate Resilience and Adaptation

X (Formerly Twitter)	Facebook
Are you making **#ResilientInvestments** to address current and future climate impacts? Consider adopting both climate adaptation and resilience strategies as part of your project. Learn more: https://www.epa.gov/resilient-investments	Are you making **#ResilientInvestments** that address current and future climate impacts? Consider adopting both climate adaptation and resilience strategies when identifying, designing and implementing your project. Learn more: https://www.epa.gov/resilient-investments

Accounting for Climate Risks to Projects

Climate Risk

X (Formerly Twitter)	Facebook
Climate risk is financial risk! Performing a climate risk screening to **#KnowYourClimateRisk** can support the overall success of your investment. Check out EPA's Climate Resilience and Adaptation Funding Toolbox for tools and resources: https://www.epa.gov/resilient-investments	Climate risk is financial risk! Be sure to consider the potential climate risks and vulnerabilities to your investment for long-term success. Developing climate-smart infrastructure projects is not only fiscally sensible, but can also support local economic, social and environmental goals. Check out EPA's Climate Resilience and Adaptation Funding Toolbox for climate risk tools and resources that can help you **#KnowYourClimateRisk**: https://www.epa.gov/resilient-investments

What is a Climate Risk Assessment?

X (Formerly Twitter)	Facebook
DYK which climate risks could impact your investment? A climate risk assessment can inform important decisions at all stages of your project, from initial planning to long-term maintenance. **#KnowYourClimateRisk** and build **#ResilientInvestments**. https://www.epa.gov/resilient-investments/climate-risk-assessment-resources	Evaluating the short and long-term climate risks to your investment can help achieve its intended outcomes as the climate changes. A climate risk assessment is a helpful tool to inform important decisions related to project planning, design, implementation and even long-term maintenance. Visit EPA's Climate Resilience and Adaptation Funding Toolbox for climate risk tools and resources that can help you **#KnowYourClimateRisk** and take informed actions to support **#ResilientInvestments**. https://www.epa.gov/resilient-investments/climate-risk-assessment-resources

Managing Climate Risks to Infrastructure Projects

X (Formerly Twitter)	Facebook
Investing in climate-smart infrastructure and proactively managing climate change risks to these investments helps build the resilience and adaptive capacity of communities. Learn more about **#ResilientInvestments**: https://www.epa.gov/resilient-investments	Investing in climate-smart infrastructure and proactively managing climate change risks to these investments helps build the resilience and adaptive capacity of communities. Infrastructure projects can be designed to enhance energy efficiency, minimize greenhouse gas emissions and withstand the impacts of climate change. **#KnowYourClimateRisk** to develop infrastructure projects that deliver community benefits over their intended service life. Learn more about **#ResilientInvestments**: https://www.epa.gov/resilient-investments

Nature-Based Solutions

What are Nature-Based Solutions?

X (Formerly Twitter)	Facebook
Nature-based solutions are climate solutions! How are you incorporating nature-based approaches into your community project to create **#ResilientInvestments**? ✓ Living shorelines ✓ Rain gardens ✓ Green roofs Learn more: https://www.epa.gov/resilient-investments	Nature-based solutions are climate solutions! These solutions include environmental protection or conservation approaches like reforestation, wetland restoration, or the sustainable management of farms, fisheries or other resources. Nature-based solutions help improve the climate resilience of communities in addition to providing other social, environmental and economic benefits. They also include similar terms commonly used by federal agencies – like green infrastructure, nature-based features and natural infrastructure. Learn more about nature-based solutions as **#ResilientInvestments:** https://www.epa.gov/resilient-investments

Benefits of Nature-Based Solutions

X (Formerly Twitter)	Facebook
Nature-based solutions can provide many benefits, including improving water quality, mitigating air pollution, sequestering carbon, and enhancing climate resilience and adaptation. Nature-based solutions are **#ResilientInvestments:** https://www.epa.gov/resilient-investments	Did you know that nature-based solutions can provide multiple community benefits? Investing in these solutions maximizes the ability of a single project to improve water quality, mitigate air pollution, sequester carbon and enhance local climate resilience. Adopt nature-based solutions to get the most out of your **#ResilientInvestments:** https://www.epa.gov/resilient-investments

Building Community Resilience

X (Formerly Twitter)	Facebook
Nature-based solutions are climate solutions! Incorporating nature-based solutions in project planning, design and implementation can help advance the climate resilience of your community. Learn more **#ResilientInvestments:** https://www.epa.gov/resilient-investments	Nature-based solutions are climate solutions! How are you incorporating nature-based approaches into your community project to drive **#ResilientInvestments**? Including nature-based solutions in project planning, design and management practices is a key part of building climate adaptation and resilience in your community. Learn more: https://www.epa.gov/resilient-investments

Green Infrastructure

X (Formerly Twitter)	Facebook
Green infrastructure projects – like rooftop gardens or tree boxes – can help regulate building temperature and increase energy savings. Learn more about using green infrastructure to achieve **#ResilientInvestments**: https://www.epa.gov/resilient-investments	Green infrastructure projects – like rooftop gardens or tree boxes – help regulate building temperature and increase energy savings. Green infrastructure can also support the structural resilience of built infrastructure by reducing the impacts of climate change, such as from extreme weather. Learn more about using green infrastructure to achieve **#ResilientInvestments**: https://www.epa.gov/resilient-investments
Green infrastructure projects – like permeable pavements and rain gardens – can help reduce the impact of flooding and extreme heat. Learn more about adopting green infrastructure as **#ResilientInvestments**: https://www.epa.gov/resilient-investments	Green infrastructure projects – like permeable pavements and rain gardens – can help reduce the impact of flooding and extreme heat. They can also help store carbon, providing additional climate mitigation benefits. Learn more about adopting green infrastructure as **#ResilientInvestments**: https://www.epa.gov/resilient-investments

Agricultural or Rural Community Nature-Based Solutions

X (Formerly Twitter)	Facebook
Nature-based solutions can help improve water quality and availability, as well as restore ecosystems and soils on agricultural lands. Learn more about adopting these solutions as **#ResilientInvestments**: https://www.epa.gov/resilient-investments	Farmers, ranchers and rural communities can play an important role in addressing the impacts of climate change. Adopting nature-based solutions – like efforts to restore soil health, protect wetlands and forests, and enhance ecosystem biodiversity – can improve water quality and availability, enhance the sustainability of agricultural systems, build the resilience of rural communities and more. Learn more about adopting these solutions as **#ResilientInvestments**: https://www.epa.gov/resilient-investments

Coastal Protection and Restoration

X (Formerly Twitter)	Facebook
Living shorelines are nature-based solutions! Protecting and restoring coastal habitats can buffer surrounding communities from climate-related impacts like flooding and storm surge. Learn more about nature-based solutions as **#ResilientInvestments**: https://www.epa.gov/resilient-investments	Protecting and restoring coastal habitats can buffer surrounding communities from climate-related impacts like flooding, storm surge and extreme weather. Adopting living shorelines, wetlands, sand dunes and reefs are all forms of nature-based solutions that support **#ResilientInvestments** along our coastlines. Learn more about these projects: https://www.epa.gov/resilient-investments

Urban Greenspaces

X (Formerly Twitter)	Facebook
Expanding urban green spaces can lead to improved air and water quality, cooler temperatures, less flooding and greater access to nature for community members. Learn more about incorporating nature-based solutions into community projects: https://www.epa.gov/npdes/national-menu-best-management-practices-bmps-stormwater-post-construction	Densely populated areas can reap the biggest benefits from green spaces. Expanding green spaces in urban areas can lead to improved air and water quality, cooler temperatures, less flooding, and greater access to nature for community members. Learn more about incorporating nature-based solutions into community projects: https://www.epa.gov/npdes/national-menu-best-management-practices-bmps-stormwater-post-construction

Replacement of Hard ("Gray") Infrastructure

X (Formerly Twitter)	Facebook
Natural infrastructure can replace or reduce the need for hard infrastructure, often providing cost savings and benefits for communities, such as recreational areas. Learn more about incorporating natural infrastructure solutions into community projects: https://www.epa.gov/npdes/national-menu-best-management-practices-bmps-stormwater-post-construction	Natural infrastructure can replace or reduce the need for hard infrastructure, often providing cost savings and additional benefits to communities. ✓ Living shorelines can buffer the impacts of flooding in coastal neighborhoods. ✓ Trees can cool urban areas, reducing energy use. ✓ Parks and other greenspaces can slow and filter water, reducing the strain on water treatment plants. Learn more about incorporating natural infrastructure solutions into community projects: https://www.epa.gov/npdes/national-menu-best-management-practices-bmps-stormwater-post-construction

Resilient Built Environment

What Is a Resilient Built Environment?

X (Formerly Twitter)	Facebook
Resilient built environments are: ✓ Constructed to meet modern, resilient building codes and standards. ✓ Designed to include low emission construction materials. ✓ Located away from hazard zones. Learn more: https://www.epa.gov/resilient-investments	Resilient built environments are constructed to meet modern building codes, renovated to high-performance resilience standards and located away from hazard zones — most importantly, they proactively help protect communities from the impacts of climate change. Learn how you can improve the resilience of local infrastructure projects by adopting energy efficient technology, resilient building codes and standards, and low emission construction materials. Visit EPA's Climate Resilience and Adaptation Funding Toolbox: https://www.epa.gov/resilient-investments

Building Codes

X (Formerly Twitter)	Facebook
Have you considered adopting modern building standards and codes that can support climate **#ResilientInvestments** in your community? Learn more with EPA's Climate Resilience and Adaptation Funding Toolbox: https://www.epa.gov/resilient-investments	Buildings that adopt modern, climate-resilient construction standards and codes can better withstand extreme weather events while improving overall energy use. Get the most out of your project investments by considering resilient infrastructure approaches. Start learning about the benefits of **#ResilientInvestments** with EPA's Climate Resilience and Adaptation Funding Toolbox: https://www.epa.gov/resilient-investments

Energy Efficiency

X (Formerly Twitter)	Facebook
Improving energy efficiency makes buildings less vulnerable to service interruptions when extreme weather events hit. Get the most out of your infrastructure investments by incorporating energy efficient approaches. Learn more about **#ResilientInvestments**: https://www.epa.gov/resilient-investments	Energy efficiency projects can also provide climate resilience benefits! For example, buildings that adopt energy efficient or low emissions technology can improve operational capacity during extreme temperatures, hurricanes and wildfires, making buildings more resilient to the impacts of climate change. Get the most out of your infrastructure investments by incorporating energy efficient approaches. Learn more about the benefits of **#ResilientInvestments** with EPA's Climate Resilience and Adaptation Funding Toolbox: https://www.epa.gov/resilient-investments

Resilient Infrastructure Design and Construction

X (Formerly Twitter)	Facebook
Improve your building's resilience to climate change by incorporating sustainable design principles and operational practices, such as energy efficient technologies and low embodied carbon materials. Learn more about **#ResilientInvestments**: https://www.epa.gov/resilient-investments	Adopting resilient design approaches for your infrastructure project can help reduce current and future climate risks over your project's anticipated service life. Incorporate modern and resilient building codes, high-performance standards and specifications, and low embodied carbon materials to help your building be resilient to the impacts of climate change. Learn more about the benefits of **#ResilientInvestments** with EPA's Climate Resilience and Adaptation Funding Toolbox: https://www.epa.gov/resilient-investments

Federal Flood Risk Management Standard

X (Formerly Twitter)	Facebook
DYK about the Federal Flood Risk Management Standard? As flood events become more frequent and severe with climate change, some federally funded infrastructure projects must consider current and future flood risk. Learn more about **#ResilientInvestments**: https://www.epa.gov/resilient-investments	DYK if your project is located in a high flood risk area? As flood events become more frequent and severe with climate change, some federally funded infrastructure projects are required to consider current and future flood risk. Flood **#ResilientInvestments** make for more financially sound investments long term! Learn more about the Federal Flood Risk Management Standard can improve your project: https://www.epa.gov/resilient-investments

Meaningful Engagement

Project Partners

X (Formerly Twitter)	Facebook
Engaging project partners with diverse expertise can lead to more holistic, resilient and equitable investments! Learn more about engaging project partners to support **#ResilientInvestments**: https://www.epa.gov/resilient-investments/meaningful-engagement-climate-adaptation-and-resilience	Engaging multiple project partners can lead to more holistic, resilient and equitable investments! This includes state, local, and Tribal governments, nonprofit and philanthropic organizations, for profit businesses, universities and others that can offer diverse expertise for addressing local climate challenges. Start engaging project partners to support your **#ResilientInvestments**: https://www.epa.gov/resilient-investments/meaningful-engagement-climate-adaptation-and-resilience

Community Engagement

X (Formerly Twitter)	Facebook
Create climate **#ResilientInvestments** using an iterative process to assess the climate risks to your project, develop a project plan, apply for funding and implement your project – all while engaging with local community members. Learn more: https://www.epa.gov/resilient-investments/meaningful-engagement-climate-adaptation-and-resilience	What's the key to creating lasting **#ResilientInvestments**? It's incorporating meaningful community engagement and intentional outreach from project start to finish. Involving community members in the planning, design and implementation of your project can result in more equitable outcomes. Learn more about how to meaningfully engage community members to create locally-driven solutions: https://www.epa.gov/resilient-investments/meaningful-engagement-climate-adaptation-and-resilience

Community Outreach and Education

X (Formerly Twitter)	Facebook
Interested in incorporating more community outreach and education activities into your climate project? Check out these EPA resources: https://www.epa.gov/resilient-investments/meaningful-engagement-climate-adaptation-and-resilience	Interested in incorporating more community outreach and education activities into your climate project? Curious about how to discuss the benefits of climate adaptation, resilience and climate justice activities with residents? Check out these EPA resources: https://www.epa.gov/resilient-investments/meaningful-engagement-climate-adaptation-and-resilience

Helpful Tools for Evaluating Climate Risks

Climate Risk Assessment Resources

X (Formerly Twitter)	Facebook
Do you **#KnowYourClimateRisk**? Search EPA's sortable list of federal tools that can help you identify, design and implement climate **#ResilientInvestments**! https://www.epa.gov/resilient-investments/climate-risk-assessment-resources	Do you **#KnowYourClimateRisk**? Search EPA's sortable list of federal tools that can help you evaluate climate risks and hazards, develop **#ResilientInvestments** and consider the impacts of climate change throughout project implementation! Check out EPA's list of tools and worksheet to assess your project's climate risk: https://www.epa.gov/resilient-investments/climate-risk-assessment-resources
Want to know how and when to use certain federal climate risk assessment tools to inform **#ResilientInvestments**? Check out the resources on EPA's Climate Resilience and Adaptation Toolbox: https://www.epa.gov/resilient-investments/climate-risk-assessment-resources	Want to know how and when to use certain federal climate risk assessment tools? Check out the tools and resources on EPA's Climate Resilience and Adaptation Toolbox to: ✓ Perform a climate risk assessment. ✓ Screen for climate change hazards. ✓ Identify climate impacts. ✓ Understand regional climate trends. ✓ Locate climate justice issues. These tools and resources can help you develop funding applications and create **#ResilientInvestments**: https://www.epa.gov/resilient-investments/climate-risk-assessment-resources

Climate Adaptation Resource Center (ARC-X)

X (Formerly Twitter)	Facebook
Working on climate adaptation and resilience solutions in communities? The Climate Adaptation Resource Center is an interactive resource designed to support local-level climate adaptation and **#ResilientInvestments**. Learn more: https://www.epa.gov/arc-x	Are you a government official or professional working to advance the climate adaptation and resilience of communities? The Climate Adaptation Resource Center is an interactive resource designed to support local-level climate adaptation and inform **#ResilientInvestments:** https://www.epa.gov/arc-x Check out EPA's Climate Resilience and Adaptation Toolbox for additional federal tools and resources: https://www.epa.gov/resilient-investments/climate-risk-assessment-resources
[Thread post] Visit EPA's Climate Resilience and Adaptation Toolbox for more federal tools: https://www.epa.gov/resilient-investments/climate-risk-assessment-resources	

EJSCREEN

X (Formerly Twitter)	Facebook
EJScreen provides public information to enable decision-makers to reduce environmental health burdens in their communities, including those from climate change. Use EJScreen to support **#ResilientInvestments** that advance environmental justice. Learn more: https://www.epa.gov/resilient-investments/climate-risk-assessment-resources	EPA's EJScreen provides information to the public that enables decision-makers to reduce environmental health burdens in their communities, including those from climate change. EJScreen can also support educational programs, grant writing, community awareness efforts, and more. Use EJScreen to support **#ResilientInvestments** that advance environmental justice. Learn more about EJScreen and other federal tools here: https://www.epa.gov/resilient-investments/climate-risk-assessment-resources

Climate Mapping Resilience and Adaptation (CMRA)

X (Formerly Twitter)	Facebook
Looking to understand the climate risks and impacts to your local investments? Explore federal tools – like the Climate Mapping for Resilience and Adaptation tool – that can highlight the climate change challenges relevant to your project or location: https://www.epa.gov/resilient-investments/climate-risk-assessment-resources	Looking to understand the climate risks and impacts to your community investments? Explore federal tools – like the Climate Mapping for Resilience and Adaptation tool – that can provide climate change information relevant to your project or location on: ✓ Sea level rise ✓ Flooding ✓ Wildfire ✓ Drought ✓ Heat Check out EPA's Climate Resilience and Adaptation Toolbox to start exploring federal climate risk tools: https://www.epa.gov/resilient-investments/climate-risk-assessment-resources

Equitable Resilience Builder

X (Formerly Twitter)	Facebook
Building resilience to climate change is an increasing challenge for communities. Check out the Equitable Resilience Builder – a tool that supports community resilience planning with a focus on equity. https://www.epa.gov/emergency-response-research/equitable-resilience-builder	Building resilience to disasters and climate change is an increasing challenge for communities, especially those facing disproportionate risks from climate change. Check out EPA's Equitable Resilience Builder – a tool that supports community resilience planning with a focus on equity. This tool guides users through a process to inclusively assess local hazards, equity and the resilience of built, natural and social systems. Results can be used to collaboratively prioritize actions to build local resilience in an equitable way. https://www.epa.gov/emergency-response-research/equitable-resilience-builder

Social Media Posts for CRAFT Infographics

How to Assess Your Project's Climate Risk Infographic

<table>
<tr><th>X (Formerly Twitter)</th><th>Facebook</th></tr>
<tr><td>#KnowYourClimateRisk as you begin project planning by following basic steps to conduct a climate risk assessment. ⬇</td><td rowspan="7">#KnowYourClimateRisk by following basic steps to conduct a climate risk assessment to ensure your project is resilient to the impacts of climate change.

Step 1 - Identify what matters! What elements of your project are important to its functioning?

Step 2 - Specify the project lifetime. How long should your project be operational?

Step 3 - Specify project durability, including risk tolerance and adaptive capacity. Can your project endure climate impacts without compromising functionality? Is your project able to adjust to changing climate conditions?

Step 4 - Screen for climate hazards by using climate data and information to determine if your project location is or will be prone to climate hazards.

Step 5 - Link the hazards to your project. Consider the current and projected impacts of climate hazards on each project element.

Step 6 - Assess risk! Pull it all together and evaluate the risk that climate change poses to your project. Consider the presence of climate hazards now and in the future as well as how much these potential risks matter to your overall project.</td></tr>
<tr><td>[Thread post]

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Invest in Building Community Resilience to Climate Change Infographic

X (Formerly Twitter)	Facebook
Create climate **#ResilientInvestments** using an iterative project planning process to assess risks, develop your plan, apply for funding and implement your project – all while engaging with local community members! ⬇	Create climate **#ResilientInvestments** using an iterative project planning process to assess risks, develop your plan, apply for funding and implement your project – all while engaging with local community members! Step 1 - Engage! Raise awareness of local climate-related risks and impacts. Meet with community members to understand their needs, including those facing disproportionate risks from climate change. Step 2 - Assess climate impacts, vulnerabilities and risks! Involve affected communities in the assessment process, ensuring their knowledge and perspectives are included. Step 3 - Plan! Involve community members in identifying climate adaptation and resilience solutions. Organize events to exchange information and ideas. Pinpoint projects to address local climate resilience and adaptation needs. Seek out technical assistance opportunities. Step 4 - Apply for funding! Identify federal, state and other sources of funding that can support your project. Apply for and secure funding. If applicable, showcase how you've considered climate change in your project proposal. Step 5 - Implement! Put your climate resilience and adaptation project into action! Give community members decision-making power as projects are implemented. Step 6 - Monitor and evaluate! Track the progress and effectiveness of your project. Adjust your project plans and implementation processes as needed. Ask community members what is and isn't working.
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Meaningful Engagement and Community-Driven Solutions for Adaptation and Resilience Projects Infographic

X (Formerly Twitter)	Facebook
Climate change exacerbates existing pollution problems impacting land, air and water – and people! The meaningful engagement process provides an opportunity for the community members to participate in decision-making about activities that affect their local environments. ⬇	Climate change exacerbates existing pollution problems impacting land, air and water – and people! The meaningful engagement process provides an opportunity for the community members to participate in decision-making about activities that affect their local environments. You can integrate meaningful engagement activities and community-driven solutions into every stage of your climate adaptation and resilience project through the following steps. 1. Engage! Include diverse voices in the project development process, acknowledging the different ways communities experience climate change impacts and envision solutions. 2. Assess! Involve communities in the assessment process, ensuring their knowledge and perspectives are considered to shape your project. If the community is not on board with your project, consider extending the engagement phase. 3. Plan! Develop an outreach and engagement strategy and use a variety of techniques to create early, frequent and continuing opportunities for engagement. 4. Apply for funding! Involve a diverse set of partners in the community when drafting application materials. 5. Implement! Create a work group or advisory board made up of community members that inform project implementation throughout its lifecycle. 6. Monitor & evaluate! Evaluate the distribution of adaptation projects and their respective benefits to enhance equity and justice.
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