



Bhumi Global

Global Hindu environmental survey – social media toolkit

This document has been prepared by Bhumi Global to support organisations in promoting the Global Hindu Environmental Survey - the first ever survey of its kind.

Included in this pack is:

- Information about Bhumi Global
- Information on the survey
- Template tweets
- Template Facebook posts
- Template Instagram posts

If you have any questions on the content, please reach out to us by emailing info@bhumiglobal.org.

About Bhumi Global

Bhumi Global is a not-for-profit Hindu movement for Mother Earth registered in the United States.

Our mission is to engage, educate, and empower people and communities to address the triple crisis of climate change, biodiversity loss, and pollution. Bhumi Global's work is based on Hindu principles of environmental care.

Our vision is of a world where balance is restored between humans and the natural world.

Information on the survey

In June 2021, Bhumi Global launched the first ever international Hindu survey on the environment. The short, 11-question survey aims to understand attitudes on the environment and what Hindus believe are the biggest environmental issues that need addressing.

The survey will be open for approximately two months and is due to close in early August. The findings of the survey will be compiled and made available in a public report, along with helping to inform national and international Hindu environmental advocacy, education and outreach campaigns.

The survey is an exciting opportunity for Hindus to share their views and help shape future policy, grassroots action, and global leadership – at the United Nations and beyond – on this topic.



Template tweets

Below are five template tweets that can be used to promote the survey on your Twitter page:

- Are you a Hindu passionate about the environment and keen to take action? Have your voice heard by sharing your views now! <http://bit.ly/BhumiSurvey> #MotherEarth #environment
- Want to be part of shaping future policy, action, and global leadership on the environment? Join Hindus around the world in completing the first every global Hindu environmental survey: <http://bit.ly/BhumiSurvey> #MotherEarth #environment
- As Mother Earth faces climate change, wildlife extinction, and air pollution, Hindus must take action! Share your views on the biggest environmental issues that need addressing by completing this survey: <http://bit.ly/BhumiSurvey> #MotherEarth #environment
- Join us in supporting @BhumiGlobal environment survey by sharing your views on the biggest issues facing the planet: <http://bit.ly/BhumiSurvey> #BhumiGlobal #MotherEarth #environment
- @BhumiGlobal has launched the first ever Hindu survey on the environment and wants to hear your views on the biggest issues facing our planet. Check the survey out here: <http://bit.ly/BhumiSurvey> #BhumiGlobal #MotherEarth #environment

Template Facebook and LinkedIn posts

Below are three posts that can be used to promote the survey on Facebook and LinkedIn. If you'd prefer to share picture posts, the Instagram posts in the next section can also be shared:

Post 1

As the world faces environmental challenges such as climate change, wildlife extinction, and air pollution, it's important that Hindu communities increase their commitment to care for Mother Earth.

We are supporting Bhumi Global, a not-for-profit Hindu movement, in the first ever Hindu survey on the environment, and would love to hear your views, perspectives, and attitudes on the biggest issues facing our planet.

Be part of shaping global grassroots action and political advocacy by completing the survey: <http://bit.ly/BhumiSurvey>



Post 2

Are you a Hindu passionate about the environment and keen to have your voice heard?

The first ever global Hindu environmental survey has recently launched with the aim of understanding attitudes on the environment and what Hindus believe are the biggest environmental issues that need addressing.

This survey is an exciting opportunity to share your views and help shape future policy, action, and global leadership on this topic. <http://bit.ly/BhumiSurvey>

Post 3

Have your voice heard.

As the world faces environmental challenges such as climate change, wildlife extinction, and air pollution, it's important that Hindu communities increase their commitment to care for Mother Earth.

The first global Hindu environmental survey was recently launched to gather views, perspectives, and attitudes on the biggest issues facing our planet.

The survey is an exciting opportunity to have your voice heard and help shape future policy, action, and global leadership on this topic. <http://bit.ly/BhumiSurvey>

Template Social Media graphics posts

We have sample social media graphics for you to use. You can download them here: <https://www.bhumiglobal.org/s/Flyers-PNG.zip>