A picture containing drawing

Description automatically generated

**International Year of Rangelands and Pastoralists**

*Social Media Toolkit*

**HOW TO USE:** On Thursday, October 1, the Food and Agriculture Organization of the United Nations’ (FAO) Committee on Agriculture (COAG) will review the *Proposal for an International Year of Rangelands and Pastoralists*. SRM, along with our many partners, has led this effort to designate an international year focused on our rangelands resources for the past five years – *NOW* is the time for action.

We are encouraging our members to join our social media campaign to raise global awareness for this initiative. The following suggested social media posts have been formulated for Twitter, but feel free to adapt them for Facebook, Instagram, Reddit, TikTok, or others.

**WHO TO TAG:** @USUNRomeAmb; @FAO; @ILC\_Rangelands; @UNEP; @USUNRome @AmbasciataUSA; @rangelands; #rangelands #IYRP

**SUGGESTED POSTS:**

* The numbers keep rising! At least 14 countries have signed on in support of the International Year of Rangelands and Pastoralists (#IYRP) initiative ahead of a critical @FAO vote this week. Learn more at <https://iyrp.info/>
* [.@USUNRomeAmb](mailto:.@USUNRomeAmb), October 1 is the day to show the United States’ commitment to our nation’s #rangelands resources and the producers who manage those lands. Vote for the International Year of Rangelands & Pastoralists at the FAO COAG meeting ➡ <http://www.iyrp.info>
* #Rangelands cover vast areas of North America from the Canadian prairies to the desert grasslands of Mexico, providing a wealth of ecosystem services. We need to bring these messages to the global community. Designating an #IYRP will allow us to do that! <https://iyrp.info/>
* Let’s make 2026 the International Year of Rangelands and Pastoralists (#IYRP)! @USUNRomeAmb, will you vote for this initiative when it comes before the @FAO Committee on Agriculture this Thursday? Learn more about #rangelands in North America ➡️ <https://iyrp.info/north-america>
* Hear inspiring stories from pastoralists & see the amazing diversity of the world’s #rangelands on the new International Year of Rangelands and Pastoralists initiative website! #IYRP has a critical vote coming up on Oct 1, join us in urging support ---> <https://iyrp.info/>

**IMAGES:** View and download images to go along with your post at this Dropbox link. <https://www.dropbox.com/sh/r0bnl44j1aqu73c/AABfM4b46w2T3Pj6vhZUApCFa?dl=0>