



International Year of Soils: Social Media Cheat Sheet

The United Nations has declared 2015 the International Year of Soils. FAO has been nominated to implement IYS 2015, within the framework of the Global Soil Partnership and in collaboration with Governments and the secretariat of the United Nations Convention to Combat Desertification.

The IYS 2015 aims to increase awareness and understanding of the importance of soils for food security and essential ecosystem functions. The six key messages for the international year are:

- Healthy soils are the basis for healthy food production.
- Soils are the foundation for vegetation which is cultivated or managed for feed, fibre, fuel and medicinal products.
- Soils support our planet's biodiversity and they host a quarter of the total.
- Soils help to combat and adapt to climate change by playing a key role in the carbon cycle.
- Soils store and filter water, improving our resilience to floods and droughts.
- Soil is a non-renewable resource; its preservation is essential for food security and our sustainable future.

Promoting the year via social media

Help us spread the word on social media! Like/retweet/share IYS 2015 content that is posted on FAO social media accounts via your personal accounts or if you're an FAO staff member, via other corporate twitter accounts. Complete list of FAO twitter accounts is available from:

<https://twitter.com/FAOnews/lists/fao-twitter-accounts/members>

The hashtag for the year is **#IYS2015**. Corporate hashtag for FAO remains **#UNFAO**.

FAO's main social media accounts are:

Facebook: <https://www.facebook.com/UNFAO>

Main FAO twitter accounts to monitor for #IYS2015 news: <https://twitter.com/FAOKnowledge> & <https://twitter.com/FAOnews>

LinkedIn: <https://www.linkedin.com/company/fao>

Google+: <https://plus.google.com/+UNFAO/>

Pinterest: <https://www.pinterest.com/unfao/international-year-of-soils/>

YouTube: <https://www.youtube.com/playlist?list=PLzp5NgJ2-dK7iaOH5OKUYRVROROUMEztd>

FAO Social media guidelines are available from:

<http://www.fao.org/communications/policy/social-media/en/> (available via intranet only)



Useful Links and Material

English

- International Year of Soils 2015 **website**: <http://bit.ly/1sS7pBQ>
- Soil **facts**: <http://bit.ly/1vsKAHN>
- It's about time we talk about soil!: <http://bit.ly/1tMKsfN>
- **Frequently Asked Questions**: <http://bit.ly/1CvrcMi>
- **Infographics** "International Year of Soils 2015: Healthy soils for a healthy life": <http://bit.ly/1vTgOrX>
- Factsheet (1/6) "Soil is a non-renewable resource" : <http://bit.ly/1ELyyp5>

Spanish

- **Sitio web** del Año Internacional de los Suelos 2015: <http://bit.ly/1zQQ799>
- **Datos** sobre los suelos: <http://bit.ly/1x4BLxH>
- ¡Es hora de hablar de los suelos! : <http://bit.ly/1u2zlPT>
- **Preguntas frecuentes**: <http://bit.ly/1F68FnU>
- **Infografía** "Año Internacional de los Suelos 2015: Suelos sanos para una vida sana": <http://bit.ly/1zflF8O>
- Hoja de datos (1/6) "El suelo es un recurso no renovable" : <http://bit.ly/1KneLTQ>

Take a look at the FAO IYS 2015 communications toolkit! Use the toolkit videos, photos and promotional materials to increase awareness and understanding of the importance of soils: <http://bit.ly/1uzEPII>

To promote the 6 key messages on social media we have created 6 images in all 6 UN official languages that you can download and use: <http://bit.ly/iys2015imgs>

Sample social media posts

Twitter

- 2015 is the International Year of Soils! The spotlight turns to humanity's silent ally <http://bit.ly/1sS7pBQ> #IYS2015
- Multiple roles of #soils often go unnoticed. Raising awareness on importance of healthy soil with #IYS2015 <http://bit.ly/1sS7pBQ>
- Without soils we cannot sustain life on earth! Healthy soils are the basis for healthy food production <http://bit.ly/1sS7pBQ> #IYS2015
- #Soils are our silent ally in food production. We must manage soils sustainably! #IYS2015 Infographic: <http://bit.ly/1vTgOrX>
- Our soils are precious. #DYK it can take up to 1,000 yrs to form 1cm of top #soil? More soil facts: <http://bit.ly/1vsKAHN> #IYS2015



Facebook, LinkedIn, Google+

- The United Nations have declared 2015 International Year of Soils #IYS2015. Learn why healthy soils are the basis for healthy food production, and not only: <http://bit.ly/1yU1lcv>
- Soil is a non-renewable resource; its preservation is essential for food security and our sustainable future: <http://bit.ly/1KzLTYs> #IYS2015
- Our soils are in danger because of expanding cities, deforestation, unsustainable land use and management practices, pollution, overgrazing and climate change. As long as soils are at risk, sustainable agriculture, food security and the provision of ecosystem services are compromised: <https://bit.ly/1vLc7Q0> #IYS2015
- There can be no life without it, it feeds us and we are responsible for it...It's about time we talk about soil! Get involved and share these facts about soil with just 1 click! <https://bit.ly/1AJITq8>
- [#DidYouKnow?](#) [#Soil](#) is one of the most diverse habitats on earth and contains thousands of different organisms, which interact and contribute to the global cycles that make all life possible: <https://bit.ly/1vLc7Q0> #IYS2015

The “cheat sheet” will be updated on regular basis as new content becomes available.

For more information email us at social-media@fao.org