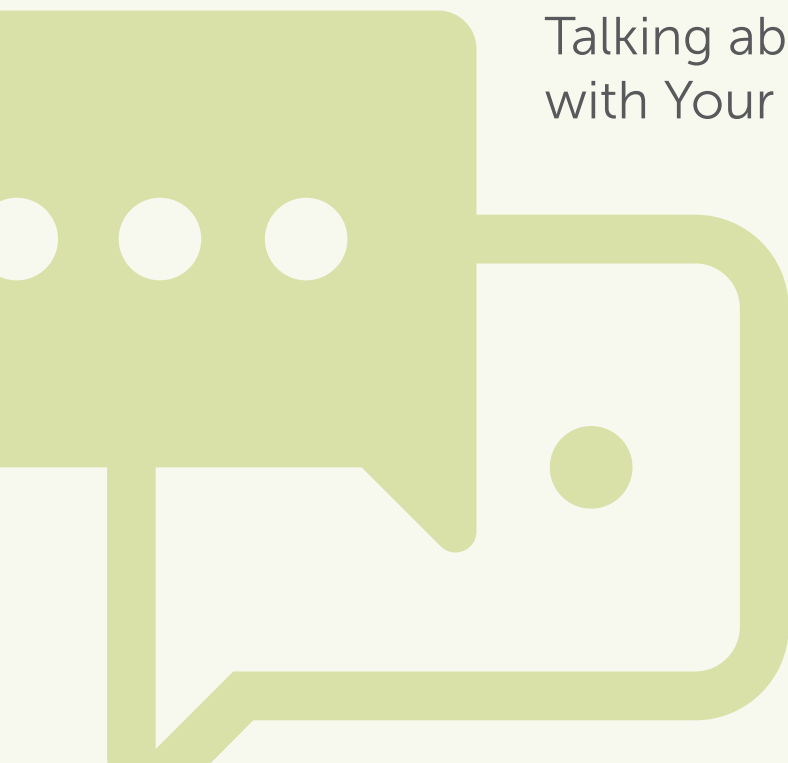




RSPO is an international non-profit organisation formed in 2004 with the objective to promote the growth and use of sustainable oil palm products through credible global standards and engagement of stakeholders.

RSPO Social Media Messaging Toolkit

Talking about Sustainable Palm Oil
with Your Stakeholders



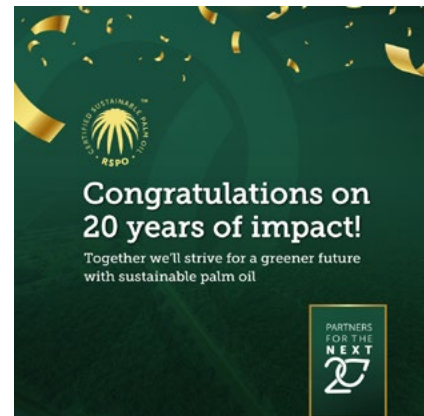
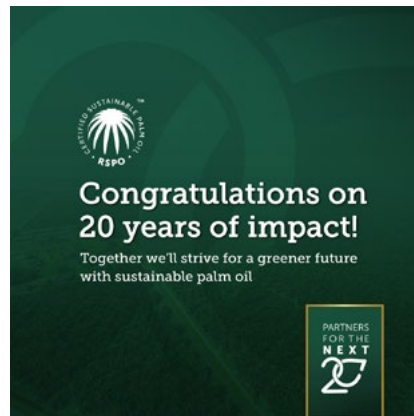
How to use this toolkit

RSPO Members who would like to communicate their support for and commitment to sustainable palm oil sourcing may use the resources in this Messaging Toolkit with the Visual Assets in the accompanying resource folder. You may use one or more of the visuals.

Please note, that RSPO Members must not make any misleading or unsubstantiated claims about the production, procurement or use of sustainable palm oil. Only RSPO Certified members may communicate about the use of RSPO Certified Sustainable Palm Oil.

| | |
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Anniversary Post



Caption Copy Suggestion 1

[Organisation name] is proud to be a part of a global partnership to make palm oil sustainable.

For 20 years, the Roundtable on Sustainable Palm Oil has come together to transform the global palm oil sector, inspired by our shared vision of a sustainable industry that benefits people, safeguards the planet, and promotes prosperity for rural communities worldwide.

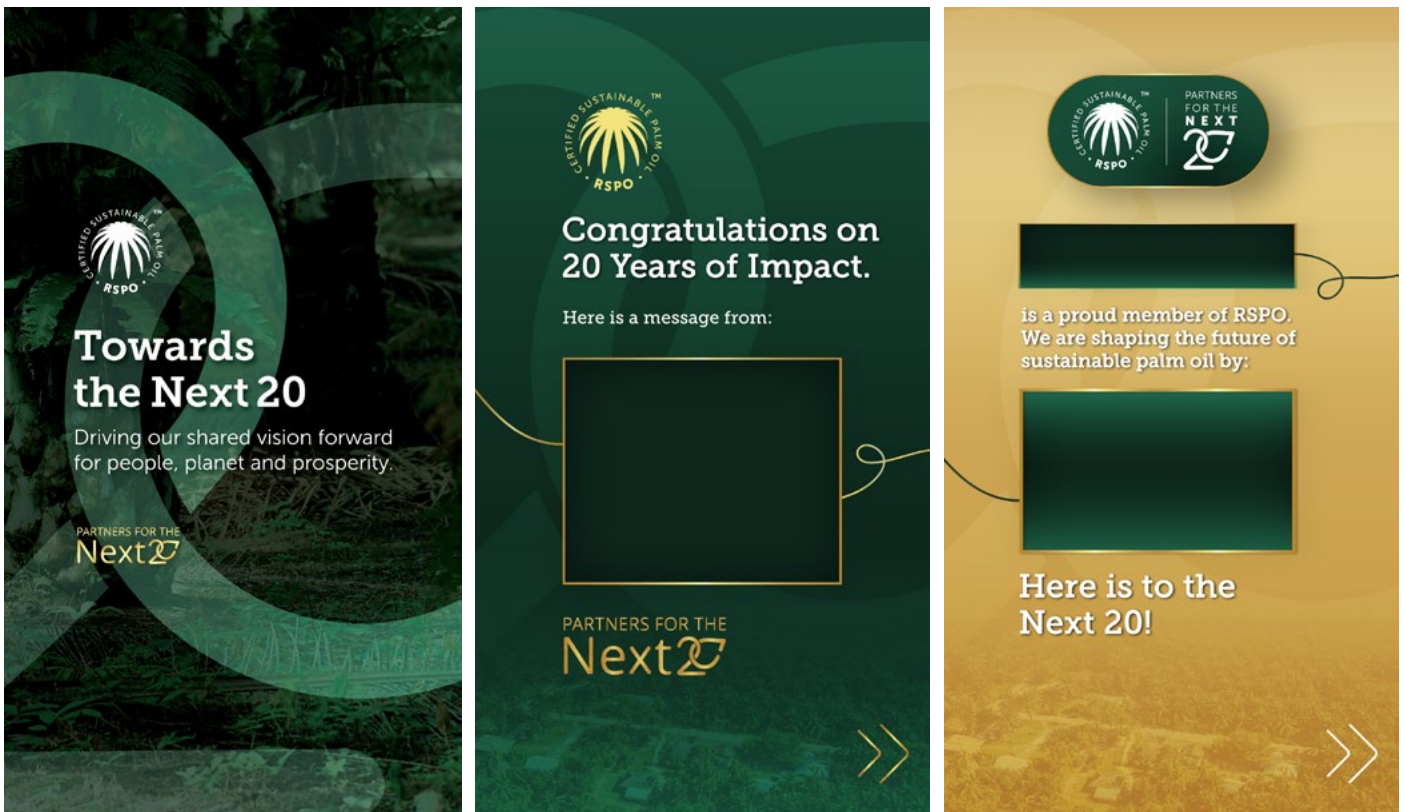
We're celebrating the significant milestones of the past two decades – from conserving over 360,000 hectares to date under RSPO Principles and Criteria Certification, to remediating over 100,000 hectares of land, and improving the lives of over half a million workers in the global palm oil industry under RSPO certification system.

Committed to stronger partnerships, we look forward to building on our progress, and driving a more sustainable future.

We're looking beyond the horizon, and towards the Next 20.

#RSPONext20 #RSPO #sustainablepalmoil

Instagram Story



Caption Copy Suggestion 2

This April, we celebrate a 20-year legacy that we are proud to be a part of. RSPO Members are united by a shared mission to significantly transform the palm oil industry from seed to shelf, by ensuring that palm oil is produced sustainably, in ways that protect our precious natural resources and wildlife, improve the livelihoods of small farmers, and promote the development of rural communities worldwide.

Committed to stronger partnerships, we look forward to building on our progress and driving a more sustainable future in the Next 20.

#RSPONext20 #RSPO #sustainablepalmoil

Learn more about how RSPO and its Members have made two decades of impact to the People, Planet and Prosperity: <https://rspo.org/our-impact>

RSPO Next 20

Facebook Cover Photo



Find the **cover photo template** Google Slides in the [resource folder](#)

- Make a copy of the Google Slides.
- Select one from the design options.
- Right click the “Insert Logo Here” box. Select replace image and add in your logo (adjust accordingly).
- Download PNG/JPEG on the current slide and it’s ready to be posted on your social media.

LinkedIn Cover Photo

Company account templates



Individual account templates



Find the **cover photo template** Google Slides in the [resource folder](#)

- Make a copy of the Google Slides.
- Select one from the design options.
- Right click the “Insert Logo Here” box. Select replace image and add in your logo (adjust accordingly).
- Download PNG/JPEG on the current slide and it’s ready to be posted on your social media.

Suggested messaging

Set 1



Caption Copy

[Organisation name] is a proud Member of the Roundtable on Sustainable Palm Oil (RSPO), the leading sustainability organisation that catalyses international collaboration to transform the future of palm oil.

RSPO Certified Sustainable Palm Oil is produced and sourced in line with stringent Standards aimed at protecting communities, ecosystems and wildlife in the pursuit of a greener sector.

Through the global partnership, 4.9 million hectares of oil palm plantations across 23 countries are today certified against the world-class RSPO Standard.

Learn more about the sustainable palm oil partnership. #RSPONext20 #RSPOMember <https://rspo.org/why-sustainable-palm-oil>

Set 2



Caption Copy

As a proud member of the Roundtable on Sustainable Palm Oil (RSPO), [organisation name] joins nearly 6,000 Members from across the global value chain to make the production and consumption of palm oil sustainable through stringent Standards.

The RSPO Standards have prohibited the conversion of primary forests since 2005 and prohibited any deforestation (based on High Conservation Value and High Carbon Stock assessments of forests and high carbon environments) since 15 November 2018. By becoming an RSPO Member, we are committing to building a greener palm oil supply chain.

Learn more about the sustainable palm oil partnership. #RSPONext20
#RSPOMember
<https://rspo.org/who-we-are>

Set 3



Caption Copy

[Organisation name] is a proud Member of the Roundtable on Sustainable Palm Oil (RSPO), the global sustainability partnership that unites stakeholders from across the palm oil supply chain.

When produced and sourced sustainably, palm oil can help address issues such as deforestation, climate change, biodiversity protection, labour and community rights and food security. By becoming an RSPO Member, we are committing to doing our part in transforming the industry for the better.

#RSPONext20 #RSPOMember

Learn more about how RSPO and its Members are making a difference to the People, Planet and Prosperity: <https://rspo.org/our-impact>

Design guidelines

Find the **square post template** Google Slides in the [resource folder](#)

- Make a copy of the Google Slides.
- Select one from the design options.
- Right click the “Insert Logo Here” box. Select replace image and add in your logo (adjust accordingly).
- Download PNG/JPEG on the current slide and it’s ready to be posted on your social media.

Find the **Instagram story post template** Google Slides in the [resource folder](#)

- Make a copy of the Google Slides.
- Select one from the design options.
- Right click the “Insert Logo Here” box. Select replace image and add in your logo (adjust accordingly).
- Download PNG/JPEG on the current slide and it’s ready to be posted on your social media.

Find all the visual assest for the toolkit in this [PNG folder](#)

Posting guidelines

1. Use official hashtags

Please include official RSPO hashtags in your posts including reels and stories to increase visibility and reach.

#RSPO #RSPONext20 #SustainablePalmOil #RSPOMember

2. Tag RSPO official accounts

Tag RSPO official social media accounts in your posts to increase engagement and facilitate communication.

LinkedIn: [Roundtable on Sustainable Palm Oil \(RSPO\)](#)

Facebook: [Roundtable on Sustainable Palm Oil - RSPO](#)

Twitter: [@RSPOtweets](#)

Instagram: [@supportsustainablepalmoil](#)

For Instagram, you can use the collaboration feature to create a collaborative post.

1. To begin, click the + sign to create a new post.
2. Once you've uploaded the content, click on "Tag people."
3. Click on "Invite collaborator."
4. Search for the account and click on their profile.
5. Wait for them to accept the request.

Once we've accepted the invitation, the post will go live on both of the accounts' grids and feeds.

3. Encourage interaction and sharing

When you tag us on social media, we appreciate it! We'll gladly share your post on our respective accounts. To enhance engagement and broaden the reach, consider leaving a comment on the shared post. Engaging with your audience in the comments can foster a sense of community and increase the visibility of your content.

If you have any questions or comments, feel free to contact the RSPO Communications team at comms.team@rspo.org.



Roundtable on Sustainable Palm Oil

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