

They're hiding the truth. We're fighting back.

SOCIAL MEDIA KIT

About the campaign

From Climate.gov to the National Climate Assessment, climate information you can trust is being hidden, erased, and replaced with misinformation. We're not letting that happen. We're building [Climate.us](https://climate.us)—independent, nonprofit, and immune to politics. But we can't do it without you. We've brought back the NCA5, and are raising funds to rescue vital resources, rebuild tools, and reunite our team of experts. Help spread the word about our mission—because the truth still matters.

Project goal

We envision a world where everyone has easy access to timely, trustworthy climate information, free from political interference. Climate.us will promote climate literacy and equip people to turn knowledge into meaningful conversations and climate-conscious actions by building an enduring, independent, and scientifically rigorous platform that the world can rely on for climate communication, education, and engagement.

Timeframe

The messages in this kit are valid through 2025. Consider posting on October 24 for International Day of Climate Action.



Transitioning Climate.gov to Climate.us.

HASHTAG

[#ClimateForUs](https://twitter.com/ClimateForUs)

SOCIAL ASSETS

[Images](#) | [Animations](#)

WEBSITE

<https://www.climate.us>

DONATION PAGE

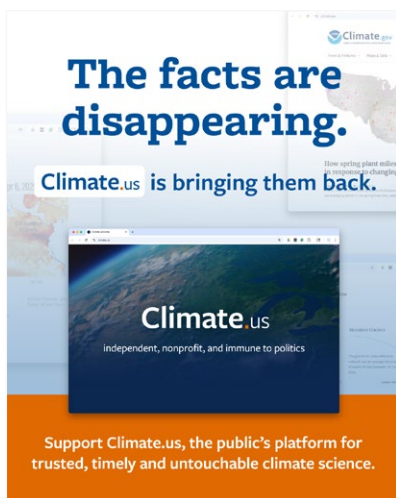
<https://donorbox.org/climate-us-protected-by-you>

FIND US ON SOCIAL

<https://climate.us/#take-action>

General messaging

How you talk about Climate.us is ultimately up to you. We have provided prewritten messaging and suggested graphics as a starting point for your organization. Feel free to use these resources as is or edit them as you feel fit for your organization's voice to shine through. The ultimate purpose of this kit is for partners, collaborators, and organizations to amplify Climate.us's mission, funding efforts, and to promote the resources we are committed to restoring.



Message 1: Who Climate.us Is

Former Climate.gov experts have built Climate.us to ensure everyone has access to accurate, science-based climate info.

[#ClimateForUs](#) [#ScienceNotSilence](#) [#ClimateAction](#)

Climate.us connects science to society, turning complex data into real-world understanding.

[#ClimateForUs](#) [#KnowledgeIsPower](#) [#OurClimateOurFuture](#)

Climate.us unites science and storytelling to help communities understand the climate crisis with trusted facts.

[#ClimateForUs](#) [#PreserveClimateScience](#) [#ClimateAction](#)

An informed society is a resilient one. Climate.us is leading the charge for open access to the climate information we need.

[#ClimateForUs](#) [#SaveThePlanet](#) [#ScienceNotSilence](#)

Climate.us is dedicated to keeping authoritative climate science public, transparent, and free from politics. The more people understand the climate, the more resilient we become.

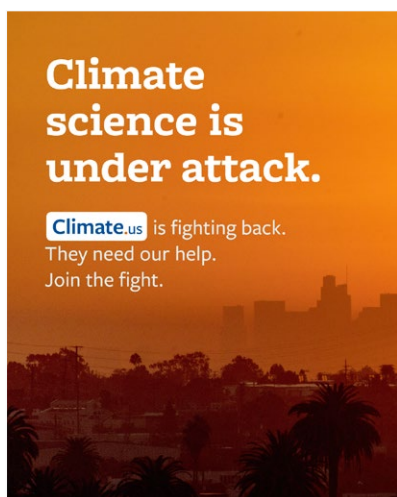
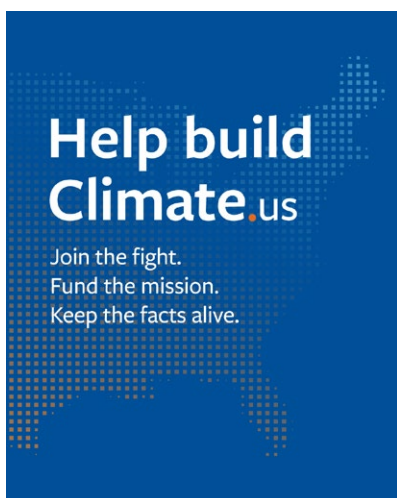
[#ClimateForUs](#) [#KnowledgeIsPower](#) [#SaveThePlanet](#)

Facts. Science. Action. Understanding the facts is the first step toward taking climate action. At Climate.us, facts come first.

[#ClimateForUs](#) [#ScienceNotSilence](#) [#ProtectClimateScience](#)

SOCIAL ASSETS

[Images](#) | [Animations](#)



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[Images](#) | [Animations](#)

Message 2: Donate

Help sustain open, science-based climate resources. Climate.us needs your support to keep vital data online.

Donate today: <https://donorbox.org/climate-us-protected-by-you>

#ClimateForUs #ProtectClimateScience #StandUpForScience

Your contribution helps Climate.us maintain free, public access to essential climate tools and data.

Join the fight: <https://donorbox.org/climate-us-protected-by-you>

#ClimateForUs #SciencelsBack #PreserveClimateScience

Join others who believe in preserving science. Support Climate.us, founded by former members of the Climate.gov team, to keep the facts available to all.

<https://donorbox.org/climate-us-protected-by-you>

#ClimateForUs #ScienceNotSilence #PreserveClimateScience

Be part of the Climate.us community. Your donation powers transparent, reliable science access.

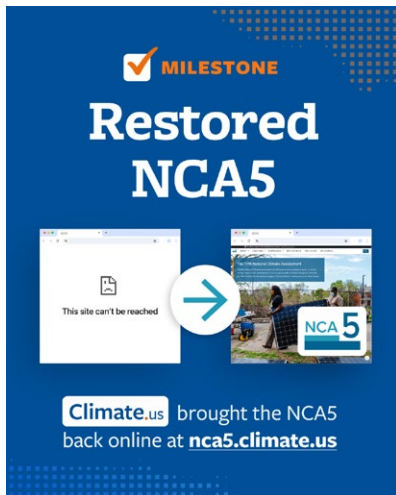
Support the launch of Climate.us: <https://donorbox.org/climate-us-protected-by-you>

#ClimateForUs #RestoreTheRecord #ClimateAction

Be part of the solution: contribute to Climate.us's mission to keep climate knowledge alive. Be part of a movement that values facts and transparency.

Support Climate.us: <https://donorbox.org/climate-us-protected-by-you>

#ClimateForUs #ScienceNotSilence #SciencelsBack



SOCIAL ASSETS

[Images](#) | [Animations](#)

Message 3: What Climate.us is Bringing Back

The Fifth National Climate Assessment is back, and Climate.us made that possible. They aim to bring back other critical climate resources that help people understand our changing planet.

[#ClimateForUs](#) [#NCA5Restored](#) [#ProtectThePlanet](#)

Climate.us is rebuilding and launching critical tools like the Fifth National Climate Assessment, the U.S. Government's preeminent report on climate change impacts, risks, and responses. Protect climate information from censorship.

[#ClimateForUs](#) [#NCA5Restored](#) [#ProtectClimateScience](#)

Science recovered. Climate.us is restoring access to climate science online, starting with the Fifth National Climate Assessment, the roadmap to how climate is changing across the U.S.

[#ClimateForUs](#) [#KnowledgelsPower](#) [#RestoreTheRecord](#)

What was once lost, has now been found. Climate.us is restoring what matters, from critical climate assessments, to online tools that help us better understand the climate story unfolding around us.

[#ClimateForUs](#) [#SciencelsBack](#) [#ProtectThePlanet](#)

Public access restored. Trust rebuilt. Explore the Fifth National Climate Assessment, revived by Climate.us. Available to all.

[#ClimateForUs](#) [#NCA5Restored](#) [#SciencelsBack](#)

Climate.us is rebuilding the backbone of public climate information, beginning with the Fifth National Climate Assessment. That is just the beginning, there is much more to come.

[#ClimateForUs](#) [#NCA5Restored](#) [#RestoreTheRecord](#)