

Supporting hashtags and accounts

Fairtrade Social Media Accounts:

Please follow and look out for content from our accounts:

Fairtrade Foundation

- Twitter: [@FairtradeUK](#)
- Instagram: [@FairtradeUK](#)
- LinkedIn: [The Fairtrade Foundation](#)
- Facebook: [FairtradeFoundation](#)

Fairtrade America

- Instagram: [@fairtrademarkus](#)
- LinkedIn: [Fairtrade America](#)
- Facebook: [FairtradeMarkUS](#)

Fairtrade Africa

- Twitter: [@FairtradeAfrica](#)
- LinkedIn: [Fairtrade Africa](#)

Fairtrade International

- Twitter: [@FAIRTRADE](#)
- LinkedIn: [Fairtrade International](#)

General guidance:

Main campaign hashtag:

#BeFairCOP26

Please be mindful to use uppercase for the start of each letter

Supporting hashtags

Other hashtags to include when relevant, in order of importance:

- #Fairtrade
- #COP26
- #TradeJustice4Climate
- #TogetherForOurPlanet