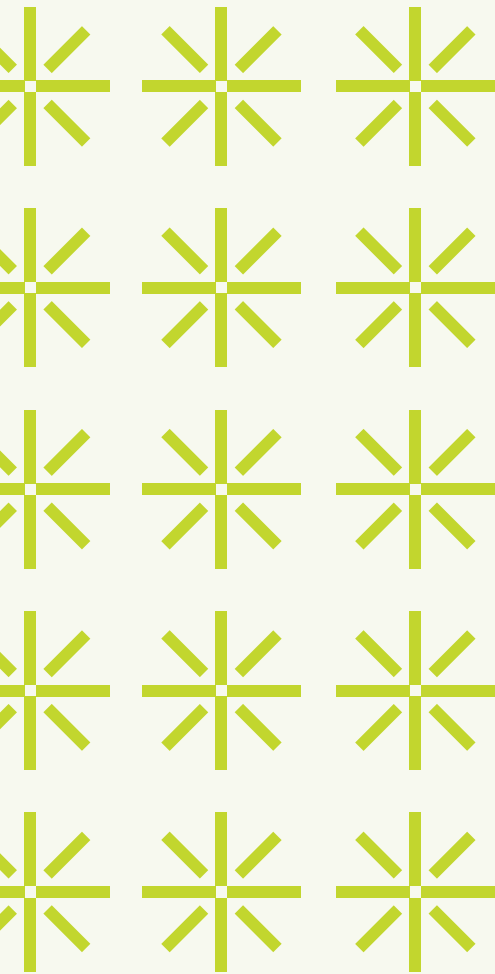




RSPO is an international non-profit organisation formed in 2004 with the objective to promote the growth and use of sustainable oil palm products through credible global standards and engagement of stakeholders.



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.

Suggested messaging
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6

Suggested messaging



Suggested caption

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

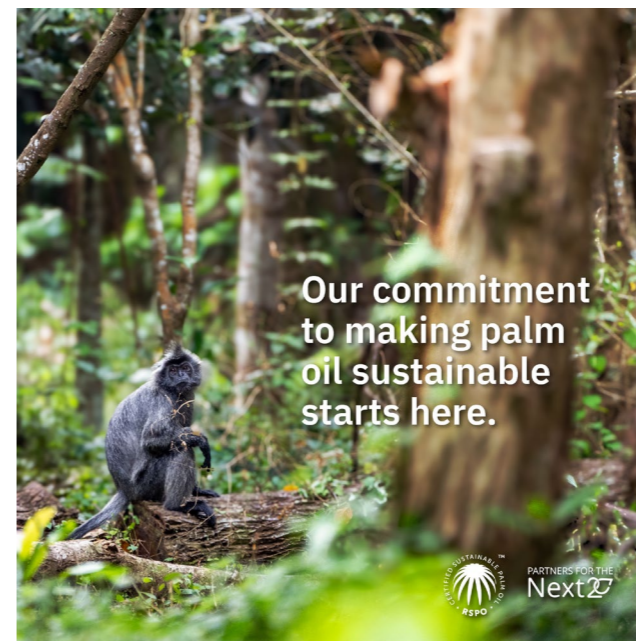
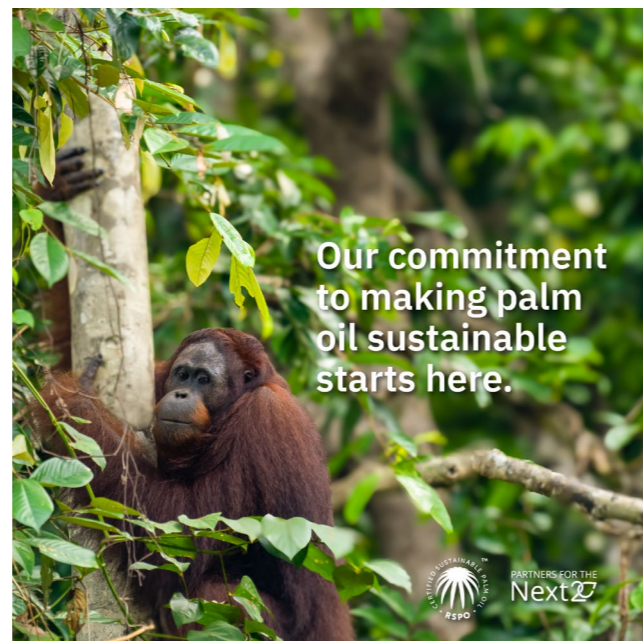
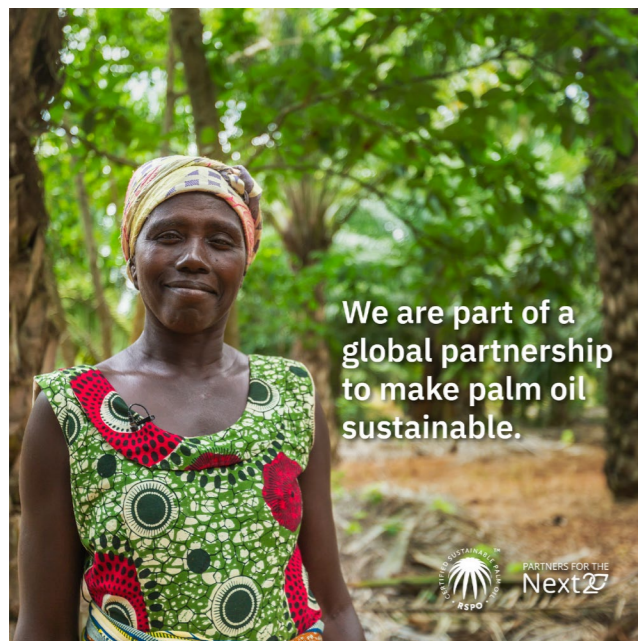
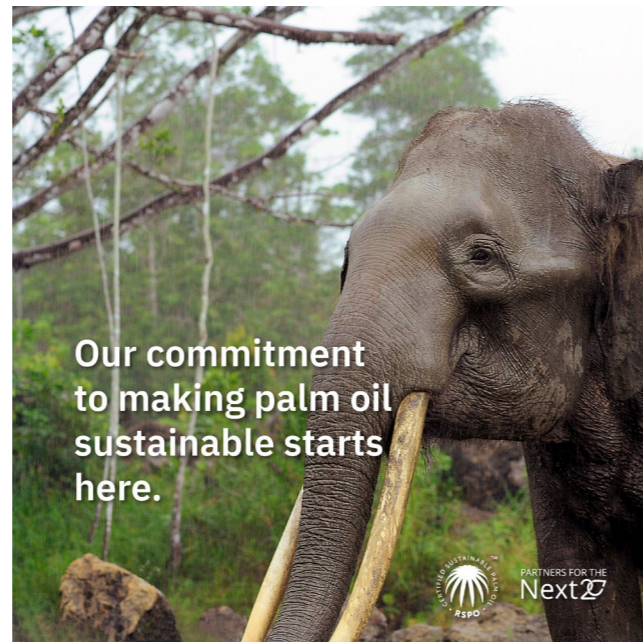
When produced and sourced sustainably, palm oil can help address issues such as deforestation, climate change, biodiversity and wildlife protection, labour and community rights, and food security. By becoming an RSPO Member, we are committing to doing our part to transform the industry for the better.

Learn more about RSPO: <https://rspo.org/who-we-are>

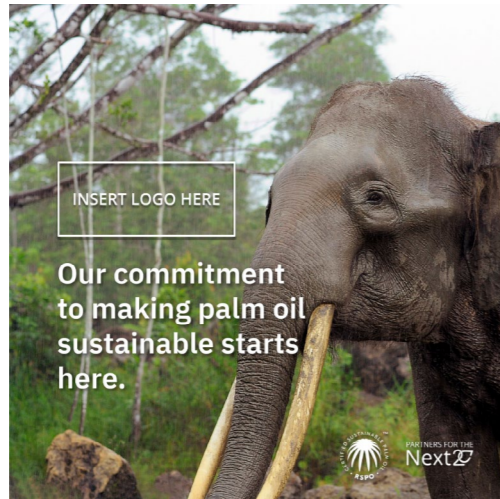
#RSPO #SustainablePalmOil #RSPOMember

Visual Template Options

Link to visual template:
[RSPO New Member Visual Template](#)



Design guidelines



Visual template in [Google slide format](#).

- 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.

Posting guidelines

1. Use official hashtags

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

#RSPO #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

We welcome your social media tags and may feature your posts on our accounts. To boost engagement and extend reach, we encourage commenting and interacting with your audience. This creates a sense of community and enhances the impact 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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