

Social Media elements for The Adaptors Earth Day radio special

General Promotion – Use immediately

Twitter:

You haven't heard climate reporting like this before. Catch @flichtman and Alex Chadwick's hour-long special on [April XX].

Flora Lichtman, @SciFri alum and host of new @TheAdaptors podcast, returns to the IRL airwaves on [April XX] for a 1hr EarthDay special

For Earth Day this year, people who are dreaming big about our future. Catch @TheAdaptors special, on [April XX]

Designing energy-efficient humans, power plants that run on tornados, and more on [April XX] with an hour of @TheAdaptors

Our strangest climate change inventions and our darkest #ClimateConfessions. Hear it all in @TheAdaptors special on [April XX]

Facebook:

The future of our planet won't be determined by scary line graphs. It will be determined by people. Meet them in our Earth Day special on [April XX], brought to you by The Adaptors podcast's Flora Lichtman and Alex Chadwick. [tag page with: www.facebook.com/theadaptorspodcast]

Are you ready to meet the adaptors? They're the ones doing something about climate change. Get introduced, [April xx], with Alex Chadwick and SciFri [tag <https://www.facebook.com/scifri>] alum Flora Lichtman. [tag page with: www.facebook.com/theadaptorspodcast]

With image quotes:

Meet [Matthew / Louis] on [insert air date] in The Adaptors' Earth Day Special, an hour packed with science and excitement.

Our strangest climate change inventions and our darkest #ClimateConfessions. Hear it all in @TheAdaptors special on [April XX]

USE THESE CLOSER TO AIR DATE

(Using @TheAdaptors on Twitter or tagging TheAdaptors page
(www.facebook.com/theadaptorspodcast on Facebook)

No politics, no scary numbers, no polar bears. Just an hour of awesome science stories with @TheAdaptors on [April xx]:

The neatest climate change stories you'll hear this Earth Day are from @TheAdaptors:

What if we could build power plants that harnessed tornadoes instead of burned fossil fuels? @TheAdaptors explores:

Why the humans of the future need fur and cat eyes. @TheAdaptors explores.

Tornado power: It sounds like science fiction, but PayPal's Peter Thiel's invested \$300k in it already. @TheAdaptors go for a demo:

A better battery is on the horizon! Seriously, aren't you dying to kiss those AA and AAAs goodbye? @TheAdaptors are:

Long showers, leaving every light on, imported parmesan, driving everywhere: What's your #ClimateConfession? Hear @TheAdaptors' on [April xx] and share your own.

Subscribe

Like stories about tornado machines and cat eyes? subscribe to @TheAdaptors:
<https://itunes.apple.com/us/podcast/the-adaptors/id960840471>

For more from the climate research frontier, subscribe to @TheAdaptors:
<https://itunes.apple.com/us/podcast/the-adaptors/id960840471>

Science-art-story-production team @flichtman and @katlwells have created a totally unique podcast. Subscribe! <https://itunes.apple.com/us/podcast/the-adaptors/id960840471>

Enjoy the Earth Day special from @TheAdaptors? Subscribe to the podcast:
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Did you catch @TheAdaptors Earth Day special? Subscribe on iTunes, binge listen at your leisure. <https://itunes.apple.com/us/podcast/the-adaptors/id960840471>