

Earth Day Social Media Toolkit

FACEBOOK:

1). Biodiesel: Helping the environment while fueling the economy.
#EarthDay #Biodiesel

Source for below visual: The Economic Impact of the Biodiesel Industry on the U.S. Economy, a study conducted by LMC International and released in June 2016.

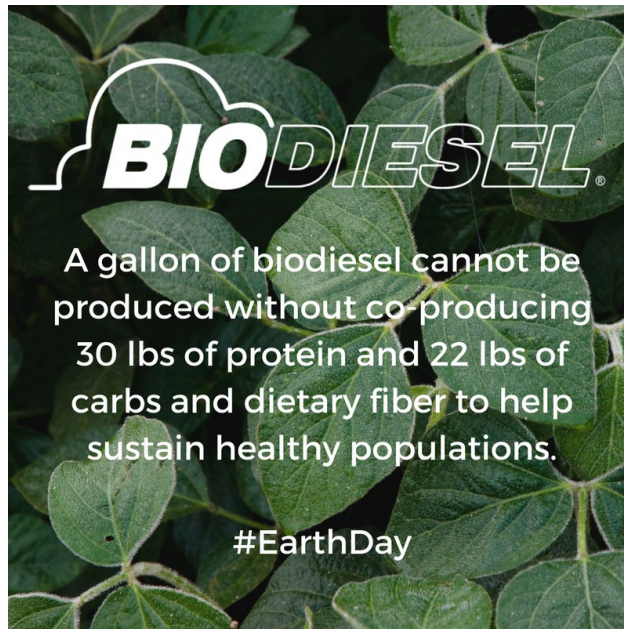


2). Did you know that a gallon of biodiesel cannot be produced without co-producing 30 lbs of protein and 22 lbs of carbs and dietary fiber to help sustain healthy populations? #EarthDay #WinWin

Source: National Biodiesel Board calculation based on industry standard of U.S. soybean composition being 80 percent meal and 20 percent carbohydrates and fiber.

TWITTER:

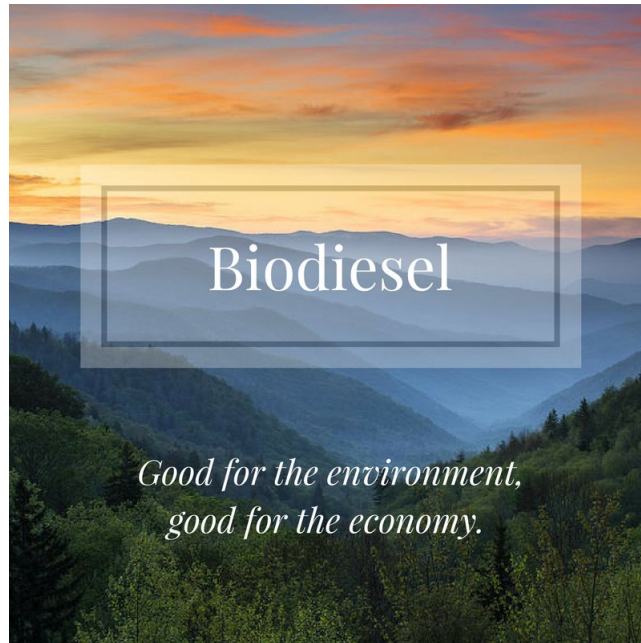
1.) Thank you to #Biodiesel for feeding AND fueling America
#EarthDay



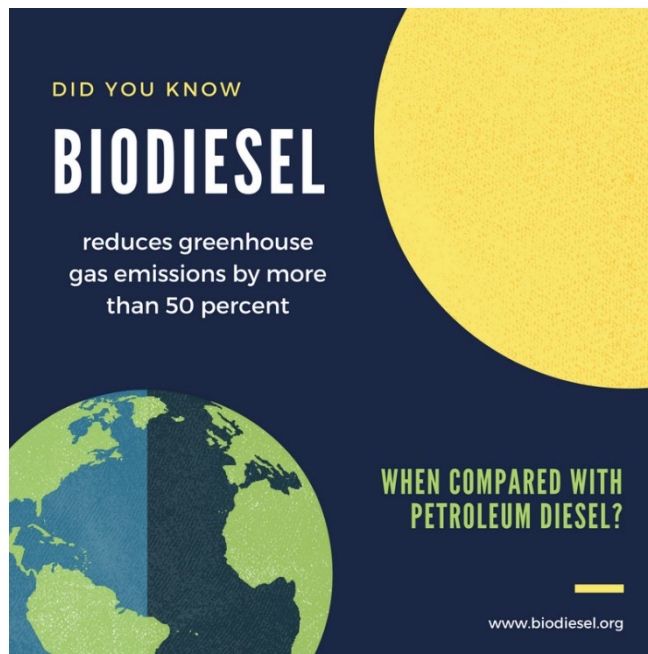
Source: National Biodiesel Board calculation based on industry standard of U.S. soybean composition being 80 percent meal and 20 percent carbohydrates and fiber.

INSTAGRAM:

1). Happy Earth Day! Did you know that Great Smoky Mountains National Park—America's most visited national park—uses biodiesel to help power their operations? Thank you, @greatsmokynps!
#EarthDay #Biodiesel



2). We strive for every day to be Earth Day. #Biodiesel #EarthDay
Source for below visual: EPA (page 2 highlighted section in attached document.)



The National Biodiesel Board is funded in part by the United Soybean Board and state soybean board checkoff programs.

For more information about biodiesel, visit www.biodiesel.org.