

## #GreatGlobalNurdleHunt Social Media Toolkit



[The Great Nurdle Hunt](#) is calling on everyone from individuals, to groups, and organisations across the world to take part in the #GreatGlobalNurdleHunt during **October 2023**). Join us in organising, facilitating or encouraging people to do a #NurdleHunt throughout October in your country or region.

The Great Nurdle Hunt is a community science engagement project that aims to raise awareness of plastic pellet (nurdle) pollution and build evidence of the extent of this problem globally. **Taking part is easy, fun and contributes valuable data, illustrating worldwide nurdle pollution.** We then use this data as evidence to take to government and industry to show that this is a problem, lots of people care and to encourage work towards a coordinated solution.

To give the #GreatGlobalNurdleHunt maximum impact we have developed some social media content you can use to promote your own hunt or to encourage your followers to do a nurdle hunt themselves. Please feel free to use and/or adapt the content below. Get in touch with our team at [info@fidra.org.uk](mailto:info@fidra.org.uk) if you have other questions, queries, or suggestions.

### Key information:

- **Launch: 1<sup>st</sup> October 2023**
- **Ends: 31<sup>st</sup> October 2023**
- **Website: [www.nurdlehunt.org.uk](http://www.nurdlehunt.org.uk)**



## Hashtags:

- #TheGreatGlobalNurdleHunt (**the main hashtag for this campaign**)
- #solutionstopelletspollution

## Who to tag:

Organisers: @Greatnurdler (twitter and Instagram) @nurdlehunt (Facebook) @FidraTweets (X formerly known as Twitter) - We will reshare as many stories and images as we can!

## Quick Links:

- [The Great Global Nurdle Hunt event page](#)
- Download [The Great Global Nurdle Hunt event logo](#)
- Follow this link to [submit data](#)
- Follow us on social media: [Twitter](#) | [Facebook](#) | [Instagram](#) | [TikTok](#) | [YouTube](#)
- [Learn more about Fidra's work on Solutions to global pellet loss](#)
- [Dated social media assets](#); including a promotional poster
- [Undated social media assets](#)
- [Images](#) to use on your social media before you event

## Twitter - Sample Tweets

### Helping to promote and spread the word? Post these:

Plastic pollution starts with #nurdles, help end it with a #nurdlehunt. This October @greatnurdler is asking everyone to take part in the #GreatGlobalNurdleHunt 🌐. Look for #nurdles on a beach or river and submit your finds to the map 🗺️ <https://ow.ly/lieL50PIgif>

- Who's in? 🙋 This October @greatnurdler is asking everyone to take part in the #GreatGlobalNurdleHunt 🌐. #Plasticpellets or #nurdles are found everywhere from #Iceland to #Indonesia. Take part in a #nurdlehunt and help collect evidence 🗺️ <https://ow.ly/z8Jc50PIcQA>
- #Plasticpellets are the 2nd largest source of primary #microplasticpollution globally. Join this year's #GreatGlobalNurdleHunt & support calls for industry to take action to prevent this form of pollution. Learn more @greatnurdler 🗺️ <https://ow.ly/z8Jc50PIcQA>
- [Countries worldwide are at risk from over 2 trillion plastic pellets \(or nurdles\) spilling into the environment each year!](#) 🗺️ This is the equivalent to the surface area of Barcelona and all its beaches 🏖️ 🏖️. #Nurdles are almost impossible to remove & cause harm to wildlife. Join the #GreatGlobalNurdleHunt to help stop this form of pollution 🌐 🗺️ 🙋 <https://bit.ly/2TVLj4K>
- Have you seen a #nurdle before? #Nurdle are small plastic pellets spilt by the plastics industry and pollute our oceans worldwide 🌐 Join the #GreatGlobalNurdleHunt 1st – 31st Oct 2023. Let @greatnurdler know if you find any & submit your data 🗺️ <https://ow.ly/lieL50PIgif>

- Want to help map global #plasticpellet or #nurdle pollution? 🗺️ Take part in @greatnurdler 's #GreatGlobalNurdleHunt over October & help collect valuable #communityscience data on this worldwide problem 🌐🌍 <https://ow.ly/z8Jc50PlcQA>
- ⚠️ Volunteers needed to collect valuable data on #plasticpellet #pollution! Help @greatnurdler show industry & decision makers the scale of this issue & join this year's #GreatGlobalNurdleHunt. Can you help? <https://ow.ly/z8Jc50PlcQA>
- Plastic pellets are pollutants from the plastic industry. Take part in @greatnurdler 's #GreatGlobalNurdleHunt across October & help collect valuable #citizenscience data on this worldwide problem 🗺️🌐 <https://ow.ly/z8Jc50PlcQA>
- Single-use plastic products, including sachets are created from #pellets - help us tackle pollution at source. Join the #GreatGlobalNurdleHunt 🌐🗺️🗋️ <https://ow.ly/z8Jc50PlcQA>

Add our Square tiles (below) or you can [download higher resolution undated tiles here.](#)



Add our square tiles or promotional photos (below) or you can [download higher resolution dated tiles here.](#)



The Great Nurdle Hunt is run by [Fidra](#) an SCIO and Scottish Registered Charity. SC043895.  
[www.nurdlehunt.org.uk](http://www.nurdlehunt.org.uk) | [www.fidra.org.uk](http://www.fidra.org.uk)



## Taking part? Post these before the nurdle hunt launches (Before 1<sup>st</sup> October):

- We are excited to be part of @greatnurdler 's #GreatGlobalNurdleHunt \*\*\*add your event date\*\*\*Join us & help build a global picture of #plasticpellet pollution! Together we can highlight this pollution problem and [support calls for further action to end nurdle pollution!](#)
- @greatnurdler is asking individuals, groups & organisations across the world to take part in the #GreatGlobalNurdleHunt between 1<sup>st</sup> – 31<sup>st</sup> October 2022! We're in, are you? Check out the event & log your #NurdleHunt to the map! <https://ow.ly/z8Jc50PlcQA>
- We're taking part in the #GreatGlobalNurdleHunt this October! We find #nurdles on our beach cleans regularly & want to add our data to @greatnurdler 's global pollution map to help stop this form of pollution. It's easy to join in too! <https://ow.ly/z8Jc50PlcQA>
- Do you find #nurdles on your beach walks or cleans? We do, & that's why we are helping add our data to @greatnurdler's worldwide map by taking part in the #GreatGlobalNurdleHunt between Sep 20<sup>th</sup> – Oct 17<sup>th</sup> 2022. Fancy doing a #NurdleHunt on your local beach? Join in too! [📍 https://ow.ly/z8Jc50PlcQA](https://ow.ly/z8Jc50PlcQA)

## Taking part? Post these on the day of your hunt:

- We're having a great time taking part in the #GreatGlobalNurdleHunt today! We've supported @greatnurdler's call to action by joining in with this global effort to help fight plastic pellet pollution. Join in too! <https://ow.ly/z8Jc50PlcQA>
  - [ADD PHOTO/VIDEO OF YOUR NURDLE HUNT]
- It's the #GreatGlobalNurdleHunt this week! We're out today searching for #nurdles to support this worldwide effort & help prevent #plastic pellet pollution! Be part of it too! <https://ow.ly/z8Jc50PlcQA>
  - [ADD PHOTO/VIDEO OF YOUR NURDLE HUNT]
- We're out searching for #nurdles today as part of @greatnurdler's #GreatGlobalNurdleHunt! You can be part of this worldwide search too by heading to your local beach & hunting for #nurdles! Take part all October & submit your data online! <https://ow.ly/z8Jc50PlcQA>
  - [ADD PHOTO/VIDEO OF YOUR NURDLE HUNT]



## Facebook and Instagram - Sample Posts

### Help promote and share:

- Who's in!? 🧑🧑. This year, @NurdleHunt \*tag for facebook\* @greatnurdler \*tag for Instagram\* needs your help to map 🌐 plastic pellet pollution all around the world 🌐🌐🌐. #Nurdles are small plastic pellets spilt by the plastics industry and pollute our oceans worldwide. They're asking individuals, groups and organisation to take part in the

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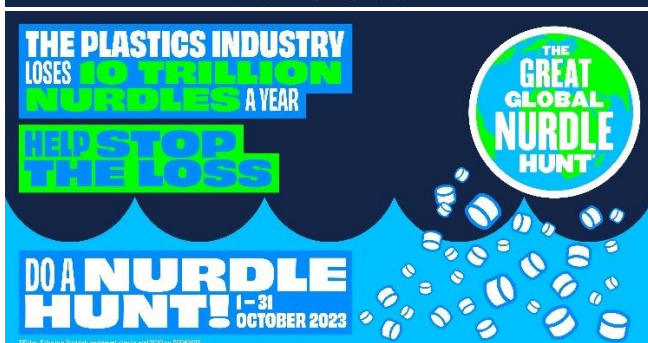
#GreatGlobalNurdleHunt throughout October. #Nurdles are the 2<sup>nd</sup> largest source of primary microplastic pollution globally. By taking part you can help raise awareness and contribute valuable data to support calls for industry to take action & prevent this form of pollution. All you need to do is head to a beach, look for nurdles and add your data to their global map.

Simple 📍. Learn more about how to take part in this global event here:

[www.nurdlehunt.org.uk](http://www.nurdlehunt.org.uk)

- [Countries worldwide are at risk from over 2 trillion plastic pellets \(or nurdles\) spilling into the environment each year!](#) 🗺️ This is the equivalent to the surface area of Barcelona and all its beaches 🏖️ #Nurdles are small plastic pellets spilt by the plastics industry and pollute our oceans worldwide 🌍. Once in the ocean they are difficult to remove, adsorb toxic chemicals & cause harm to wildlife. Join the @NurdleHunt \*tag for facebook\* @greatnurdler \*tag for Instagram\* to take part in the #GreatGlobalNurdleHunt All October & help stop this form of pollution [www.nurdlehunt.org.uk](http://www.nurdlehunt.org.uk)
- Between 1<sup>st</sup> -31<sup>st</sup> October this year @NurdleHunt \*tag for facebook\* @greatnurdler \*tag for Instagram\* is asking everyone to take part in a #GreatGlobalNurdleHunt. #Nurdles are small plastic pellets spilt by the plastics industry and pollute our oceans worldwide 🌍. Nurdles have been found on beaches across the world, from #Norway to #NewZealand. Last year, #NurdleHunts took place across all 7 continents. More help is needed to map this pollution problem worldwide. Why not check out [their map](#) to see if you can help to fill in the gaps? By taking part you can help raise awareness of this issue, contribute valuable #communityscience data, and support calls for industry to take action to prevent this form of pollution. Join in and let them know if #nurdles are polluting your beaches [www.nurdlehunt.org.uk](http://www.nurdlehunt.org.uk)

Add our dated rectangle social media tiles (below) or [download these tiles here](#).



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Add our undated rectangle social media tiles (below) or [download these tiles here](#).



### Taking part? Use these to share your participation:

- We are excited to take part in this years' #GreatGlobalNurdleHunt. We are going to join @NurdleHunt *\*tag for facebook\** @greatnurdler *\*tag for Instagram\** and loads of other individuals, groups and organisations across the world in searching for these tiny plastic pellets (also known as nurdles!). Take part too and join in October 2023! Find out more: [nurdlehunt.org.uk](http://nurdlehunt.org.uk)
  - [SHARE YOUR FACEBOOK EVENT, AND PHOTOS/VIDEOS OF YOUR HUNT]
- @NurdleHunt *\*tag for facebook\** @greatnurdler *\*tag for Instagram\** is asking individuals, groups & organisations across the world to take part in a #GreatGlobalNurdleHunt all October 2023. We're in, are you? Check out the event & join our #NurdleHunt [nurdlehunt.org.uk](http://nurdlehunt.org.uk)
  - [SHARE YOUR FACEBOOK EVENT, AND PHOTOS/VIDEOS OF YOUR HUNT]

### Submitting videos and images

This year we are keen to showcase images and footage of nurdle hunters around the world. We want to use this year's results to get nurdle pollution on the agenda of governments worldwide. So please consider sharing images and footage of your nurdle hunts when submitting your results to us, as this is a powerful tool to use alongside the data collected. There is an option to upload images on the nurdle submission page when uploading your data. If you have any video footage, please send it to [info@fidra.org.uk](mailto:info@fidra.org.uk).



#### Did you know?

We are now on TikTok [@greatnurdlehunt](#) so let us know if you want to connect and share videos on this social media platform too!

### Sample Invitation Email

Use the below email to send to other organisations or individuals who you think could take part.

#### Subject: The Great Global Nurdle Hunt

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[www.nurdlehunt.org.uk](http://www.nurdlehunt.org.uk) | [www.fidra.org.uk](http://www.fidra.org.uk)



Hello,

[Countries worldwide are at risk from over 2 trillion plastic pellets \(or nurdles\) spilling into the environment each year](#). Nurdles are small plastic pellets used and spilt by the plastics industry to make all plastic products. Plastic pellets are at the root of all plastic pollution issues faced in society, whether it be petrochemical expansion in your area, the sachet waste problem or waste trade. This is an invitation to take part in [The Great Global Nurdle Hunt](#) to evidence this global pollution problem.

Fidra's [The Great Nurdle Hunt](#) are asking groups across the world to join them in organising, facilitating or encouraging Nurdle Hunts to take place across **October**. We are taking part and would like you to join us by organising a #NurdleHunt in your area.

The Great Nurdle Hunt is a community science engagement project that aims to raise awareness of nurdle pollution and build data on the extent of this problem globally. Taking part is really simple – all you need to do is head to a beach or riverbank, hunt for nurdles and submit your results online. Check out [their website](#) for more details.

So far, hunts have taken place across all 7 continents and nurdles have been found on every coastline of every European country surveyed. They want to use this evidence to help support other non-government organisations communicate with their local governments and call for industry to take responsibility of the pellets they handle. They want to ensure that effective best practice measures are implemented at all stages of the supply chain where pellets are handled, to stop nurdle loss at source.

This is a global problem that calls for globally co-ordinated solutions. From supporting the formation of a plastic pellet loss steering group with the Scottish government to raising awareness with EU decision-makers and global trade associations, [Fidra \(along with other NGOs\) are pushing for solutions that work at an international scale](#). Evidence from The Great Global Nurdle Hunt is vital for this work. By submitting data to their Nurdle Map, we are collectively able to show that across the world people are finding these pellets washing up on their shores and provide evidence needed to create change at industry and government levels.

### **How can I take part?**

Fidra are currently **asking organisations, groups and individuals to organise events** in their area. If you have more contacts you think can help, please share this within your network.

More information can be found at [www.nurdlehunt.org.uk](http://www.nurdlehunt.org.uk)

Sincerely,

[insert your name]

### **More tips for promoting your hunt**

Please consider following these additional steps to promote your event more widely:

- Add the Great Global Nurdle Hunt to your event listings on your organisations/community group website.
- Let the local press know you're doing a nurdle hunt.
- Invite along a local elected representative or celebrity!
- Write a blog or webpage on the upcoming event.

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