

## Equal by 30 Campaign

### Becoming a Signatory – Onboarding Process

#### 1. Send us your company logo and description!

Logos need to be provided as a **png or jpg file, on a white background**. Once the logo is received, it will be uploaded in 3 to 5 business days. We will give you a head's up before it goes live so that you can line up your own outreach and promotion.

#### 2. When your logo is posted, we will:

- Tweet out from the [@NRCan](#) account, cc'ing you, and pointing people to [Equalby30.org](#).
- Use the hashtag [#Equalby30](#) so that you are connected to the broader social media campaign.
- Re-tweet or Favorite any tweets, news releases, or other content you send out in return.

#### 3. Get your Page ready for your commitments!

Once your commitments are done, we will be posting them online. To help populate your company page on Equal by 30, we would also like a **one-sentence description of your organization**, which will appear on your company page on [Equalby30.org](#). This information helps our readers get to know a little about who you are, where you are, and when you joined.

#### Example:

##### Student Energy



- Student Energy is a global charity building the next generation of energy leaders who will accelerate the world's transition to a sustainable energy future.
- Student Energy joined Equal by 30 on July 10, 2018.
- Student Energy is based out of Vancouver, British Columbia, Canada.
- [Learn more about Student Energy.](#)

**Template:**

[Company X]

[logo]

- One-line description.
- Joining Date.
- Headquarters
- [Link to additional information](#)

**4. Thereafter, you'll be invited to:**

- Participate in some thematic micro-campaigns on Twitter, where we target specific sectors or audiences such as youth or clean tech. We might ask you to tag other companies or challenge your audiences to learn more about the campaign and sign on.
- Promote [#Equalby30](#) workshops and events as they arise.

Don't hesitate to reach out to the [Equal by 30 Team](#) for web or social media support!