Social Media Kit - International Dark Sky Week 2020

What is International Dark Sky Week?
International Dark Sky Week is a worldwide event hosted by the International Dark Sky Association to celebrate the night and bring attention to the problems caused by light pollution. Each year, International Dark Sky Week is held in April during the week of the new Moon, when the sky is darkest and the stars most visible. This year’s celebrations begin on Sunday, April 19th and runs through Sunday, April 26th, 2020. Learn more at idsw.darksky.org

What is the International Dark-Sky Association (IDA)?
IDA works to protect the night from light pollution. Since1988, the International Dark-Sky Association has promoted win-win solutions that allow people to appreciate dark, star-filled skies while enjoying the benefits of responsible outdoor lighting. IDA is headquartered in Tucson, Arizona. Learn more at darksky.org.

IDA’s Vision: The night sky, filled with stars, is celebrated and protected around the world as a shared heritage benefitting all living things.

What is light pollution?
Light pollution is any adverse effect or impact attributable to artificial light at night. Learn more: darksky.org/light-pollution
Help us celebrate International Dark Sky Week and achieve our vision by spreading the word on social media.

The Basics

**Primary Hashtags:** #IDSW2020 #DarkSkyWeek #lookuptogether  
**Secondary Hashtags:** #idadarksy #darksky #lightpollution

**IDA Handle:** @IDADarksy  
**Account Links:** Facebook, Twitter, Instagram, Youtube, LinkedIn

**IDSW Website:** idsw.darksky.org

**IDSW Graphic:** [https://darksy.box.com/s/qnxqpde1hhum0nfywffl0p5ukpvd2equ](https://darksy.box.com/s/qnxqpde1hhum0nfywffl0p5ukpvd2equ)  
**IDSW Video:** [https://darksy.box.com/s/44tdrb4nkehoxnz2yrwnf9u4k3wtnl](https://darksy.box.com/s/44tdrb4nkehoxnz2yrwnf9u4k3wtnl)  
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Happy International Dark Sky Week! #IDSW2020 is an worldwide event led by @idadarksky to celebrate the beauty of the night, draw attention to #lightpollution, and promote simple solutions to reverse it. Learn more: idsw.darksky.org

Happy International Dark Sky Week! Join me in celebrating #IDSW2020 by joining one of @idadarksky’s virtual events for the week: idsw.darksky.org

Let’s #lookuptogether in celebration of International Dark Sky Week! All week long @idadarksky is hosting virtual presentations about the night from experts around the world. Learn more: idsw.darksky.org #IDSW2020