



Stormwater Public Education Task Force Social Media Toolkit

This toolkit provides post templates for talking about pollution prevention on Facebook, Instagram, Twitter. In this document you will find sample social media posts and images for your organization to copy and customize in any way you see fit.

Please make sure to tailor posts/images to your programs and their particular audience. Be sure to keep up with the pages of Texas SmartScape, Time to Recycle and Defend Your Drains North Texas for regular posts to share and copy. Keep in mind that these pages can also share your posts and events for wider reach. Send us your future event pages and posts so that we may share them.

April 2018

Be sure to follow our social media accounts for updates and posts. We'll be on the lookout for your mentions so we can retweet and repost!

NCTCOG Environment & Development

Facebook: www.facebook.com/nctcogenv/

Instagram: nctcogenv

Twitter: @NCTCOGenv

Texas SmartScape

Facebook: www.facebook.com/TXSmartScape/

Twitter: @TXSmartScape

Pinterest: www.pinterest.com/texasSMARTscape/

Defend Your Drains North Texas

Facebook: www.facebook.com/DefendDrainsNTX/

Twitter: @DefendDrainsNTX

Time to Recycle

Facebook: www.facebook.com/RecycleNorthTexas/

Twitter: @TimeToRecycle

Notable Dates (post these before or the day of)

First Week: National Green Week

1: April Fools Day

- 🌧️ Don't make an #AprilFool out of your neighbors. #DooTheRightThing and pick up pet waste. DFWStormwater.com/PetWaste

11: National Pet Day - #NationalPetDay

- 🌧️ Hold your pets tight for #NationalPetDay and always dispose of their waste in the garbage or toilet – DFWStormwater.com/PetWaste

22: Earth Day — #EarthDay

- 🌧️ Support environmental protection for #EarthDay! #DefendYourDrains by recycling used cooking oil and keeping Fats, Oils, and Grease (FOG) from going down drains. DefendYourDrainsNorthTexas.com
- 🌧️ Support environmental protection for #EarthDay! #DefendYourDrains by only flushing toilet paper. NEVER flush Wipes, Paper Towels, Personal Care and Hygiene Products! DefendYourDrainsNorthTexas.com
- 🌧️ #DooTheRightThing for #EarthDay! Clean up dog waste in your yard at least once a week, and either flush it down the toilet or dispose of it in the trash. DFWStormwater.com/PetWaste

25: National Hug a Plumber Day - #NationalHugaPlumberDay

- 🌧️ You don't have to hug a plumber to celebrate #NationalHugaPlumberDay. Just do them a favor and #DefendYourDrains by not flushing wet wipes. Find out why at DefendYourDrainsNorthTexas.com

27: National Arbor Day - #NationalArborDay

- 🌧️ For #NationalArborDay, check out TXSmartScape.com's wide variety of #native trees that can serve at the center of your #SmartScape!

29: National Pet Parents Day - #NationalPetParentsDay

- 🇺🇸 You can't go wrong for #NationalPetParentsDay by buying doggie waste bags for the pet parent you know! Help your friends and family #DooTheRightThing and support clean communities – DFWStormWater.com/PetWaste

Texas Smartscape

- 🇺🇸 North Texans can never rely on the rain, so get #SmartScape plants for your yard. TXSmartScape.com features plants that can endure #TexasDrought and look good doing it.
- 🇺🇸 Not enough wildlife in your yard? Maybe you don't have the right plants to attract them. Use TXSmartScape.com to find plants that attract birds, bees, and butterflies.
- 🇺🇸 Spring is here and the sun is out! Find plants that drink in the sun at TXSmartScape.com in the plant search database.

Doo the Right Thing

- 🇺🇸 As Earth Day draws near, please remember that cleaning up after your dog is not only required by most laws, but it is also your civic duty. #DooTheRightThing and clean up after your pet's waste – DFWStormWater.com/PetWaste
- 🇺🇸 While it's common courtesy to pick up after your dog when you go on walks, it's also a good idea to pick up after them at home. #DooTheRightThing at DFWStormWater.com/PetWaste
- 🇺🇸 It might not seem like a stormwater problem, but animal waste is one of the many seemingly small sources of pollution that can add up to big problems for water quality, and even human health. #DooTheRightThing and dispose of pet waste properly – DFWStormWater.com/PetWaste

Fats, Oils, and Grease

- 🇺🇸 Looking for a place to responsibly dispose of medicines, paint and pesticides, cleaning products, or cooking oil? #DefendYourDrains and use the our locator map - <http://bit.ly/2zl35Ue>
- 🇺🇸 Many products don't belong in your drains (meaning your kitchen drain, toilet drain, bathtub drain, or any other household drain). These products range from wipes to dental floss and medicines to cleaning products. Find out more at DefendYourDrainsNorthTexas.com

General Stormwater/Yard Waste/Landscape BMPs/Litter-free waterways

- 🇺🇸 Lawn care season is upon us! If you want to do less yard work, save money, be environmentally-friendly, and still have a beautiful yard, keep yard waste out of the street, sidewalk, driveway, and storm drain - mulch grass clippings and leave them on the lawn, or compost them. https://www.youtube.com/watch?v=h44_-YEInBk
- 🇺🇸 FYI: Yard waste blown into the street make their way to nearby waterbodies via storm drain. In a local waterway, yard waste can kill fish and other aquatic life because it uses oxygen from the water.

Educator's Toolbox

- 🇺🇸 Need resources for teaching others about gardening? Check out our Educator's Toolbox (<http://bit.ly/2z8x7KT>) where you will find various education resources, including <http://bit.ly/2DJvYKl>