



### 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.

## August 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/](http://www.facebook.com/nctcogenv/)

Instagram: nctcogenv

Twitter: @NCTCOGenv

### Texas SmartScape

Facebook: [www.facebook.com/TXSmartScape/](http://www.facebook.com/TXSmartScape/)

Twitter: @TXSmartScape

Pinterest: [www.pinterest.com/texasSMARTscape/](http://www.pinterest.com/texasSMARTscape/)

### Defend Your Drains North Texas

Facebook: [www.facebook.com/DefendDrainsNTX/](http://www.facebook.com/DefendDrainsNTX/)

Twitter: @DefendDrainsNTX

### Time to Recycle

Facebook: [www.facebook.com/RecycleNorthTexas/](http://www.facebook.com/RecycleNorthTexas/)

Twitter: @TimeToRecycle

## Notable Dates (post these before or the day of)

12: International Youth Day — #YouthDay

- 🌍 Get the kids outside for #YouthDay and have them pick off the dead flowers of your annuals and perennial plants. Don't have any perennials? Find #SmartScape perennials and more at TXSmartScape.com

16: National Tell a Joke Day - #NationalTellAJokeDay

- 🌍 There's nothing funny about pet waste, so don't be a joke for #NationalTellAJokeDay and instead #DooTheRightThing. Always pick up after your pets at home and around town – DFWStormwater.com/PetWaste

19: World Honey Bee Day – Third Saturday in August - #WorldHoneyBeeDay

- 🌍 Find a plant on TXSmartScape.com that benefits bees. It's the perfect time to plant seeds for bees on #WorldHoneyBeeDay!
- 🌍 Did you know some pollinators are attracted to particular colors? Find out what colors your #TXSmartScape needs for #WorldHoneyBeeDay at <http://bit.ly/2rFGu2P>

26: Dog Day — #DogDay

- 🌍 Don't forget to pick up after your pooch while spoiling them for #DogDay today! Always #DooTheRightThing and dispose of dog waste in the trash or down the toilet – DFWStormwater.com/PetWaste

26: National Toilet Paper Day - #NationalToiletPaperDay

- 🌍 Celebrate #NationalToiletPaperDay by going to the bathroom and using toilet paper, only toilet paper! Practice this daily, because wet wipes, paper towels, and other items can clog your pipes, resulting in sewer backups and expensive repairs – DefendYourDrainsNorthTexas.com

## Texas SmartScape

- 🌍 It's the perfect time to sow bluebonnet seeds now for spring bloom! Add some color to your landscape with a variety of #SmartScape plants that can be found on TXSmartScape.com

- 🇺🇸 Do your plant beds have bare soil? Cover it with mulch to increase moisture retention and provide a fresh, clean look to your #SmartScape. Add 2 to 3 inches of mulch and be sure to keep it away from plant stems and tree trunks to prevent root rot – TXSmartScape.com

## Doo the Right Thing

- 🇺🇸 When pet waste is disposed of improperly, water quality isn't the only thing that suffers — your health may be at risk, too. #DooTheRightThing – DFWStormWater.com/PetWaste
- 🇺🇸 When pet waste is washed into lakes and streams, the waste decays, using up oxygen and sometimes releasing ammonia. Low oxygen levels and ammonia can kill fish and other aquatic life. #DooTheRightThing by cleaning up after pets – DFWStormWater.com/PetWaste
- 🇺🇸 Time is running out to cast your vote for the most calendar-worthy pups! Help us decide who to feature in the 2019 Doo the Right Thing Calendar by voting at DFWStormWater.com/PetWaste. Deadline is August 13<sup>th</sup>!
- 🇺🇸 We just don't have the heart to choose between all the Good Boys and Good Girls who were entered in the 2019 Doo the Right Thing Calendar Contest. Help us out by casting your vote at DFWStormWater.com/PetWaste. Deadline for voting is August 13<sup>th</sup>!

## Fats, Oils, and Grease

- 🇺🇸 Grease discharged into storm drains ends up in our creeks and lakes, where it coats fish gills, smothers aquatic organisms, and uses up oxygen needed by aquatic life. #DefendYourDrains and keep grease in the garbage! DefendYourDrainsNorthTexas.com
- 🇺🇸 #DefendYourDrains and keep Fats, Oils, and Grease (FOG) out of your homes plumbing pipes. Small amounts of FOG can be soaked up with a paper towel or poured into a closed-lid container such as a coffee can and disposed of in the trash. More at DefendYourDrainsNorthTexas.com

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

- 🇺🇸 Excessive application of fertilizers/pesticides to yards and paved areas causes the discharge of algae-promoting or toxic chemicals to a storm drain that routes to a creek or lake. #SmartScape up your yard, so you don't need as many chemicals or water.
- 🇺🇸 Leaves and grass clippings blown off lawns are carried to storm drains, where excess organic matter reach waterways. This waste decomposes and uses up oxygen needed by aquatic life. #YardSmart - leave the leaves!

## Educator's Toolbox

- 🇺🇸 Videos, activity books, games and curriculums can all be found in the FREE Stormwater Educator's Toolbox! Something for every age - [http://www.nctcog.org/envir/SEEclean/stormwater/program-areas/public\\_education/toolbox.asp](http://www.nctcog.org/envir/SEEclean/stormwater/program-areas/public_education/toolbox.asp)