



## 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.

## February 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

### Defend Your Drains North Texas

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

Twitter: @TimeToRecycle

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

### 2: World Wetlands Day — #WorldWetlandsDay

- 🌍 Today is #WorldWetlandsDay! Everyone can make a difference by connecting to and supporting local wetlands. By restoring, creating and protecting wetlands, we can improve the health of our local, national, and international waterways.

### 2: Groundhog Day

- 🌍 It's Groundhog Day and whether spring is here or not, it's a good time to prepare for gardening by picking out efficient and effective plants. Find Texas natives, perennials, and more at [www.TXSmartScape.com](http://www.TXSmartScape.com)

### 7: National Periodic Table Day - #PeriodicTableDay

- 🌍 Happy #PeriodicTableDay! Our world is made up of elements that interact and change. Make sure your interactions with the world have positive result.

### 8: National Boy Scouts Day - #NationalBoyScoutsDay

- 🌍 Today is #NationalBoyScoutsDay! Thank you to all of the scouts who are improving our community and fostering environmental stewardship.

### 9: National Pizza Day - #NationalPizzaDay

- 🌍 Happy #NationalPizzaDay! Remember pizza boxes or any paper product tarnished with food grease, oil or food scraps are not recyclable – unless you remove the tainted portions. #RethinkWaste at [timetorecycle.com](http://timetorecycle.com)!
- 🌍 Do you blot off pizza grease with a napkin? Make sure those napkins, food scraps and grease end up in the garbage for #NationalPizzaDay! #DefendYourDrains every day at [DefendYourDrainsNorthTexas.com](http://DefendYourDrainsNorthTexas.com)

### **11: National Inventors' Day - #NationalInventorsDay**

- 🇺🇸 For #NationalInventorsDay, we'd love if someone would invent a wipe that is actually flushable. Until then, don't flush "flushable" wipes. #DefendYourDrains and keep wipes from clogging your sewer line. More info: <http://bit.ly/2hkZhc1>

### **14: Valentines Day**

- 🇺🇸 Show your pupper that you care this #ValentinesDay. Help protect their health by picking up their waste in the yard, on walks, and anywhere nature calls. #DooTheRightThing at [DFWStormwater.com/PetWaste](http://DFWStormwater.com/PetWaste)

### **17: Digital Learning Day — #DLDay**

- 🇺🇸 Plenty of digital learning opportunities can be found in the FREE Stormwater Educator's Toolbox! #DLDay - <http://bit.ly/2z8x7KT>

### **18: National Battery Day - #NationalBatteryDay**

- 🇺🇸 For #NationalBatteryDay, go to [TimeToRecycle.com](http://TimeToRecycle.com) to find a battery recycling location near you. #RethinkWaste and begin collecting dead batteries for recycling.

### **18: National Drink Wine Day - #NationalDrinkWineDay**

- 🇺🇸 Just a reminder for #NationalDrinkWineDay – Every bottle you drink can be recycled! #RethinkWaste and visit [TimeToRecycle.com](http://TimeToRecycle.com) for recycling info and locations.

### **20: National Love Your Pet Day - #NationalLoveYourPetDay**

- 🇺🇸 Love your pet every day, but especially #NationalLoveYourPetDay, by committing to always pick up their waste and dispose of it properly. More on how pet waste affects you, your pet and our environment at [DFWStormwater.com/PetWaste](http://DFWStormwater.com/PetWaste)

### **23: National Dog Biscuit Day - #NationalDogBiscuitDay**

- 🇺🇸 Give your dog a biscuit for #NationalDogBiscuitDay and pick up after them to #DooTheRightThing! [DFWStormwater.com/PetWaste](http://DFWStormwater.com/PetWaste)

### **24: National Skip the Straw Day - #SkipTheStrawDay**

- 🇺🇸 Did you know that over 500,000,000 plastic drinking straws are used every day in the United States? Many of these end up in our rivers, lakes, and oceans where they can harm wildlife. #RethinkWaste and pass on the straw for #SkipTheStrawDay and every day after.

## **Texas Smartscape**

- 🇺🇸 [TXSmartScape.com](http://TXSmartScape.com) has a huge plant database available to help finish up your seed and plant orders for the upcoming spring. Search by region, plant type, sun light/water demands, landscape use, native or adapted, season and more!
- 🇺🇸 Perennial Protection: After a frost has "hardened off" perennials, it is helpful to add mulch (1" to 2" layer). Do not mulch too early or the mulch may encourage new growth which can be killed by a sudden hard freeze. Don't have perennials? Find yours at [TXSmartScape.com](http://TXSmartScape.com)

## **Doo the Right Thing**

- 🇺🇸 Pet waste doesn't just decompose. It adds harmful bacteria and nutrients to local waters, when it's not disposed of properly. #DooTheRightThing by always picking up after your pets – [DFWStormwater.com/PetWaste](http://DFWStormwater.com/PetWaste)
- 🇺🇸 Carry a bag with you on every walk with your dog, so you can #DooTheRightThing and throw it in the nearest trash can. [DFWStormWater.com/PetWaste](http://DFWStormWater.com/PetWaste)

## Fats, Oils, and Grease

- Disposing of grease down drains can lead to clogged pipes and sewage backups. Proper disposal and recycling locations can be found at [DefendYourDrainsNorthTexas.com](http://DefendYourDrainsNorthTexas.com)
- Prescription pharmaceuticals and over-the-counter medications should never go down the drain or into the toilet, they end up in the water supply because water treatment processes can't completely remove them. #DefendYourDrains at [DefendYourDrainsNorthTexas.com](http://DefendYourDrainsNorthTexas.com)
- 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>

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

- It's the perfect time to plan for this year's garden. Why not try some native and adapted plants? The #TXSmartScape database of perennials, grasses, shrubs, and trees can be searched by a variety of criteria to find just the right landscape addition - <http://bit.ly/2iAXCTj>
- Trees still shedding leaves on your lawn? Why not keep the leaves for your lawn's own benefit? Make Fallen Leaves Work for You - <https://buff.ly/2AkdH7h>
- @AgriLifeDallasWaterUniversity has created a simple guide for picking plants that will require minimal maintenance all year-round: <http://wateruniversity.tamu.edu/media/1216/right-plant-right-place-for-winter.pdf> Check out the #TXSmartScape database for the right plant - <http://bit.ly/2iAXCTj>

## Educator's Toolbox

- Have you met Wally? He's a Water Molecule! Check out his video on the photosynthesis process - <http://www.schooltube.com/video/d235cb8c44c6bea55a48/Adventures-of-Wally-the-Water-Molecule>
- Need some resources for teaching kids about pollution? Check out this free tool kit! - <http://bit.ly/2z8x7KT>
- Lean flood science and safety with Owlle Skywarn – Find this and many more education activities at <http://bit.ly/2z8x7KT>