



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.

July 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)

11: WorldPopulationDay — #WorldPopulationDay

- 🌍 For #WorldPopulationDay we're encouraging everyone to take steps to protect water quality. #DooTheRightThing by disposing of pet waste properly – DFWStormwater.com/PetWaste
- 🌍 For #WorldPopulationDay we're encouraging everyone to take steps to protect water quality. #DefendYourDrains from blockage and dispose of fats, oils, and grease properly – DefendYourDrainsNorthTexas.com

12: Paper Bag Day - #NationalPaperBagDay





- 🌍 Opt for the paper bag at the store for #NationalPaperBagDay. Paper bags are a better option than plastic because they are more easily recycled. #RethinkWaste at TimeToRecycle.com

Texas SmartScape



- 🌍 Not sure how to keep your lawn green with watering restrictions? #SmartScape your lawn and follow these rules provided by Agrilife Extension - <http://bit.ly/2nbUxsx>
- 🌍 Fact: It gets hot in Texas. Fact: Even in 100+ degree heat, twice a week watering will keep your plants healthy. Watering correctly and incorporating #SmartScape plants will require less water during this hot summer – TXSmartScape.com
- 🌍 Reduce your #water bill by catching rainfall! Make a rain barrel to include in your #TXSmartScape - <http://bit.ly/2FdFODL>

Doo the Right Thing



- 🌍 It's hot out! Don't forget to bring water and waste bags while walking your dog. #DooTheRightThing and pick up after pets everytime – DFWStormWater.com/PetWaste

-  Pet waste left to wash into streams, rivers, and estuaries degrades water quality by adding harmful bacteria that makes water unsafe for humans, pets, and wildlife. DFWStormWater.com/PetWaste
-  Thank you to everyone who submitted a photo and pledged to #DooTheRightThing! Photo submissions are now closed, but you can still take the pledge at DFWStormWater.com/PetWaste and do your part to improve local water quality.
-  Our Doo the Right Thing Calendar Contest submissions are in! Click the vote button at DFWStormWater.com/PetWaste beginning July 16th to vote for your favorite dog! Who do you think is calendar worthy? #DooTheRightThing
-  We need you to help us choose the best Good Boys and Good Girls to be featured in the 2019 Doo the Right Thing Calendar! Cast your vote here: 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>
-  #DefendYourDrains and put food in your belly, not in the garbage disposal. If you can't finish what's on your plate, scrape it into the garbage before washing your dish in the sink - DefendYourDrainsNorthTexas.com

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

-  Grass clippings can save you money on fertilizer. Be #YardSmart and leave the trimmings on your lawn. Your yard will thank you!
-  #YardSmart tip: Raise your mower. A slightly taller leaf blade helps shade the soil, which allows it to hold more moisture. We could all use more shade this summer.

Educator's Toolbox

-  Need some resources for teaching kids about pollution? Check out this free tool kit!
http://www.nctcog.org/envir/SEEclean/stormwater/program-areas/public_education/toolbox.asp