



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.

June 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)

1: National Doughnut Day (First Friday in June) - #NationalDoughnutDay

- 🇺🇸 Compost what you can, then scrape food, oils, grease, and sauces – yes, even #Doughnuts – into the trash. Only let soap and water down the drain. #NationalDoughnutDay

2: National Prairie Day - #NationalPrairieDay

- 🇺🇸 Prairies are incredibly rich and diverse landscapes. For #NationalPrairieDay, consider how your daily actions affect local biomes, including Texas' own unique and rare Blackland Prairie. Visit TXSmartScape.com to find prairie grasses that you can include in your landscape.

5: World Environment Day — #WorldEnvironmentDay

- 🇺🇸 Happy #WorldEnvironmentDay! #RethinkWaste by recycling and disposing of trash properly. You can help keep our waterways clean for a healthier North Texas ecosystem – TimeToRecycle.com

6: National Gardening Exercise Day - #GardeningExerciseDay

- 🇺🇸 Develop deep roots for #GardeningExerciseDay. Deep, infrequent watering creates deep roots, which helps plant to absorb water from the deeper soil over a longer period of time. Visit TXSmartScape.com for more tips on improving and developing a #TXSmartScape.

8: World Oceans Day — #WorldOceansDay

- 🇺🇸 Our community might not be close to an ocean, but you can celebrate #WorldOceansDay by protecting our local waterways, which all lead to the seas - <https://www.youtube.com/watch?v=XGpwGjYNfX4&t=20s>

17: Father's Day

- 🇺🇸 Save your dad time and money for #FathersDay! Get him some plants, tools or even designs for turning his boring lawn into an efficient Texas #SmartScape. Visit TXSmartScape.com for more info!

18 – 24: National Pollinator Week

- 🇺🇸 Celebrate pollinators and spread the word about what you can do to protect them for #NationalPollinatorWeek. Start by incorporating bee and butterfly friendly plants in your garden. Find these at TXSmartScape.com

18: National Go Fishing Day - #NationalGoFishingDay

- 🇺🇸 Freddy the Fish wants you to think about the water he swims in for #NationalGoFishingDay - <https://www.youtube.com/watch?v=jjPflHJbdc0>

21: First Day of Summer

- 🇺🇸 Summer is here and you can expect another hot one! Visit TXSmartScape.com to find water efficient plants that won't waste water (or money).

21: National Selfie Day - #NationalSelfieDay

- 🇺🇸 Take a picture with your pet for #NationalSelfieDay! #DooTheRightThing and make sure there's no unsightly pet waste in the background. Visit DFWStormwater.com/PetWaste to find out how to protect your family and pets.

21: National Daylight Appreciation Day - #DaylightAppreciationDay

- 🇺🇸 Solar power is an emerging clean energy option that can positively impact North Texas' environment and save consumers money on their electric bills. Check out GoSolarTexas.org for #DaylightAppreciationDay

- 🇺🇸 TXSmartScape.com features plenty of native and adapted plants that certainly appreciate daylight! Find your sun-loving #TXSmartScape plant today for #DaylightAppreciationDay

Texas SmartScape

- 🇺🇸 Save water on these hot days. Deep, infrequent watering creates deep roots, which helps plant to absorb water from the deeper soil over a longer period of time. This also reduces disease, helps air movement in the soil, and conserves water-#SmartScape it at TXSmartScape.com
- 🇺🇸 Almost 95% of drip irrigation water can reach a plant, while traditional automatic sprinklers are much less efficient. Easy to install and maintain, drip irrigation systems are a lot like #SmartScape plants. Start saving now and find out more at TXSmartScape.com

Doo the Right Thing

- 🇺🇸 Pet waste left anywhere is a potential public health risk. Pet waste on playing fields, sidewalks, or parks can be unhealthy and messy. Even at home, responsible pet owners should #DooTheRightThing and throw pet waste in the trash or flush it down the toilet – DFWStormWater.com/PetWaste
- 🇺🇸 Dog waste is more than a nightmare for our shoes. Just like human sewage, untreated pet fecal matter is harmful to waterways. #DooTheRightThing and pick up after pets – DFWStormWater.com/PetWaste
- 🇺🇸 We're looking for [city name] pups to feature in our Doo the Right Thing 2019 Calendar—and owners to take the pledge to pick up after them! Take the pledge and submit your dog's photo by June 30th! DFWStormWater.com/PetWaste #DooTheRightThing
- 🇺🇸 We love our dogs, but their poop is another story! Unfortunately, dog waste isn't fertilizer—it harbors bacteria and parasites. Visit DFWStormWater.com/PetWaste to take the pledge to #DooTheRightThing and submit your dog's photo for the 2019 calendar. Deadline is June 30th!

Fats, Oils, and Grease

- 🇺🇸 Large amounts of household chemicals should not be disposed by way of your household plumbing. Bleach, disinfectants, and other household cleaners are difficult to extract from water, and chemicals can be harmful to workers and the environment – DefendYourDrainsNorthTexas.com
- 🇺🇸 Leftover paint, insecticides, herbicides, fertilizer, and paint remover are hazardous, and should NOT be poured down drains. These chemicals are difficult to remove from the water and could damage your home. #DefendYourDrains at <http://bit.ly/2hP8xbu>

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

- 🌐 Help keep yard waste where it belongs – On The Lawn! Visit DFWStormwater.com/YardWaste for more info.
- 🌐 Did you know that blowing or sweeping yard waste into streets and storm drains is illegal in **(enter your city name if applicable)**. Yard waste is a big problem for local waterways and storm drain systems.
- 🌐 It's too hot for yard work! Visit TXSmartScape.com to find groundcovers and grass that require less maintenance and water than a conventional lawn.

Educator's Toolbox

- 🌐 Top 100 Plants of North Texas is one of many resources that can be found in the Stormwater Educator's Toolbox at <http://bit.ly/2z8x7KT>