



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.

November 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 Vinegar Day - #NationalVinegarDay

- 🇺🇸 Happy #NationalVinegarDay! Did you know vinegar can be used as an eco-friendly weed killer in your #SmartScape? Find out more at <http://bit.ly/2naInjC>

3: Texas Arbor Day (First Friday in November)

- 🇺🇸 [#TexasArborDay](#) is this Friday! Find a tree on TXSmartScape.com and plant for the long term. [#TXSmartScape](#)

13: World Kindness Day — #WorldKindnessDay

- 🇺🇸 Turn a new leaf for #WorldKindnessDay! Start picking up your pet's waste and disposing of it properly. [#DooTheRightThing](#)

15: America Recycles Day

- 🇺🇸 [#RethinkWaste](#) and find out how to recycle properly at TimeToRecycle.com for [#AmericaRecyclesDay](#)

19: World Toilet Day — #WorldToiletDay

- 🇺🇸 Think about all the twisting, turning pipes under your home. Products like wipes, paper towels, and other items that don't break down in water can easily get stuck in those tight spaces. For [#WorldToiletDay](#), stop treating your toilet like a trash can – DefendYourDrainsNorthTexas.com

23: Thanksgiving

- 🇺🇸 Fats, oils, and grease (FOG) aren't just bad for our personal diet; they are bad for our sewer system as well. Help keep sewers Fat-Free and [#DefendYourDrains](#) by disposing of (FOG) correctly – DefendYourDrainsNorthTexas.com
- 🇺🇸 Don't ruin Thanksgiving by clogging drains! [#DefendYourDrains](#) by never pouring cooking fats, oils, or grease down sink drains or into toilets.
- 🇺🇸 [#DefendYourDrains](#) after your Thanksgiving feast! Scrape grease and food scraps from trays, plates, pots, pans, utensils and cooking surfaces into the trash for disposal. DefendYourDrainsNorthTexas.com

Texas Smartscape

- 🌍 Fall is a great time to work leaves into soil for aeration and drainage improvements. This allows sufficient time for the leaves to decompose prior to spring planting. Check out TXSmartScape.com for no-hassle plants that will save you time and money.
- 🌍 Help prepare your landscape for winter by applying 3 to 6 inches of shredded leaves around the base of trees and shrubs. TXSmartScape has more info on turning your dull lawn into a thriving #SmartScape.

Doo the Right Thing

- 🌍 Woof-woof waste does not make for good fertilizer. #DooTheRigthThing and pick up dog waste every time they go – DFWStormWater.com/PetWaste
- 🌍 Humans and pets risk being infected when they come into contact with contaminated soil, because parasite eggs can live for years after a "poop pile" has decomposed. #DooTheRightThing and pick up dog waste – 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 locator map - <http://bit.ly/2zl35Ue>
- 🌍 Don't be a pain in the drain! #CeaseTheGrease and avoid putting fats, oils, and grease in the sink. #DefendYourDrains at DefendYourDrainsNorthTexas.com

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

- 🌍 Mow a light covering of leaves and leave the shredded leaves on the lawn. The leaf fragments will provide nutrients to your lawn as they decompose. #YardSmart and #DontBagIt
- 🌍 Did you know collected leaves can be worked directly into garden and flower bed soils? A 6 to 8 inch layer of leaves tilled into a heavy, clay soil will improve aeration and drainage. #YardSmart and #DontBagIt

Educator's Toolbox

- 🌍 Need some information on how to limit your impact on the local environment? The #Stormwater Educator's Toolbox can help - <http://bit.ly/2z8x7KT>