



### 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.

## September 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)

### First Week: Zero Waste Week

- 🌍 Don't know what is recyclable? Find out at [http://timetorecycle.com/recycle/what\\_is\\_recyclable.asp](http://timetorecycle.com/recycle/what_is_recyclable.asp) for #ZeroWasteWeek
- 🌍 Composting is a great way to keep food and yard waste out of landfills. It's #ZeroWasteWeek, so see how you can bring #compost to your home - <http://timetorecycle.com/reduce/composting.asp>
- 🌍 Heard of #Bokashi? A fast, easy way to compost ALL of your food scraps. Find out more for #ZeroWasteWeek at <http://timetorecycle.com/reduce/composting.asp#bokashi>
- 🌍 Find out what those plastic recycle numbers mean for #ZeroWasteWeek - [http://timetorecycle.com/recycle/how\\_to\\_recycle.asp](http://timetorecycle.com/recycle/how_to_recycle.asp)
- 🌍 It's #ZeroWasteWeek, so make sure you're recycling plastic correctly - wash out all containers, remove non-plastic lids, do not mix different types of plastic unless permitted by collectors, and remove plastic containers from bags – visit TimeToRecycle.com.
- 🌍 Stop waste for #ZeroWasteWeek! Visit the Recycling Facility Locator map at TimeToRecycle.com to find where certain materials can be recycled in North Texas.

### 5: International Bacon Day – #BaconDay

- 🌍 Happy #BaconDay! Remember to keep that bacon grease out of your sink drain by saving it for future use or throwing it in the garbage. #DefendYourDrains every day to keep your pipes clear.

### 16: National CleanUp Day

- 🌍 Participate in #NationalCleanUpDay in your own neighborhood by making sure storm drains are clear of trash and debris. More info on storm drain blockage at [DFWStormwater.com](http://DFWStormwater.com)

## 22: First Day of Fall

- 🇺🇸 Fall is here and it's a great time to reevaluate your home's landscape! Natives and other adapted plants are a good choice for homeowners due to their hardiness. Find #SmartScape plants like these at TXSmartScape.com

## 25: World Rivers Day — #WorldRiversDay

- 🇺🇸 Stormwater runs off streets and yards into drainage ditches, gutters, storm pipes, and other drains, which transport the #stormwater directly to creeks, lakes and the Trinity River. Everyone can reduce and prevent Stormwater pollution for #WorldRiversDay

## 28: National Good Neighbor Day - #GoodNeighborDay

- 🇺🇸 Today is #GoodNeighborDay, so #DooTheRightThing and pick up after your pets to keep your pets and neighbors happy and healthy! DFWStormwater.com/PetWaste

## Texas Smartscape

- 🇺🇸 Composting is an excellent way for recycling plant wastes such as grass clippings, leaves, and other organic materials. TXSmartScape.com has info on composting for your #SmartScape!
- 🇺🇸 Texas #SmartScapes are designed to limit runoff and reduce the use of chemical products to help protect water quality. Start saving and protecting water at TXSmartScape.com

## Doo the Right Thing

- 🇺🇸 Pick up pet waste from your yard. It is not a fertilizer. It's actually unhealthy for yards, people, animals, and waterways – DFWStormWater.com/PetWaste
- 🇺🇸 When pet waste is left on the ground, it can have a devastating impact on lawns and, more importantly, on the larger environment around you. #DooTheRightThing and clean up after pets – 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>
- 🇺🇸 Fats, Oils and Grease (FOG) are a leading cause of sewer backups. FOG occurs when cooking fats are poured down the drain and coat the inside of the pipes, eventually forming a blockage. #DefendYourDrains and dispose of FOG correctly – DefendYourDrainsNorthTexas.com

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

- 🇺🇸 Texans apply about 5 million pounds of fertilizer and 4 million pounds of pesticides on lawns. It's estimated that 1/3 of that is wasted by overuse. #YardSmart and limit your use of fertilizers and pesticides.
- 🇺🇸 #SmartScape plants are adapted to North Texas and are more resistant to pests and disease. Visit TXSmartScape.com to find a native or adapted plant for your yard.

## Educator's Toolbox

- 🇺🇸 Need some resources for teaching kids about pollution? Check out this free tool kit! - <http://bit.ly/2z8x7KT>