



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.

May 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)

3: National Garden Meditation Day - #GardenMeditationDay

- 🌍 A #TXSmartScape doesn't necessarily mean a landscape without turf. There are plenty of groundcovers that can act as lawn substitutes that require less water and attention. Meditate on #TXSmartScape for #GardenMeditationDay.

7: World Migratory Bird Day — #WorldMigratoryBirdDay

- 🌍 TXSmartScape.com has a plant search database where you can find #TXSmartScape plants that benefit birds. Find a bird-friendly #TXSmartScape plant for #WorldMigratoryBirdDay today!

13: Mother's Day

- 🌍 Flowers for #MothersDay are old hat. Give mom a #TXSmartScape plant for a present that will last with little upkeep. Check out TXSmartScape.com for plants that will thrive in mom's North Texas lawn!

16: National Love a Tree Day - #LoveATreeDay

- 🌍 #LoveATreeDay today by finding your favorite #TXSmartScape tree at TXSmartScape.com!

17: International Recycling Day - #InternationalRecyclingDay

- 🌍 On #InternationalRecyclingDay, here's a reminder of TimeToRecycle.com's #RecyclingLocator, where you can find drop off locations for various products and materials.

18: (Post on 17th) National Bike to Work Day - #BikeToWorkDay

- 🌍 If you live close enough and have a safe route, consider commuting with your bike for #BikeToWorkDay tomorrow!

22: International Day for Biological Diversity — #BiologicalDiversityDay

- 🌍 This #BiologicalDiversityDay, take the time to appreciate the complex ecosystem around you. #DooTheRightThing and plant with #TXSmartScape plants to support our local ecosystems.

25: (Post on 24th) National Brown-Bag It Day - #BrownBagItDay

- 🌍 Tomorrow is #BrownBagItDay! Pack a lunch and bring it to work to cut out the lunchtime commute for the day.

30: National Water a Flower Day - #WaterAFlowerDay

- 🇺🇸 If you have #SmartScape plants, you might not need to participate in #WaterAFlowerDay. Save the water and bring efficient plants to your lawn with TXSmartScape.com

Texas Smartscape

- 🇺🇸 While it is important for you to select shrubs, trees, and grasses that have lower water requirements, you also need to know how to water the landscape for conservation purposes. Find simple tips that can help you conserve water at TXSmartScape.com
- 🇺🇸 Train your plants to thrive by developing deep roots. 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 soil aeration, and conserves water. TXSmartScape.com

Doo the Right Thing

- 🇺🇸 Walking in dog waste is gross, especially considering that pet waste can carry diseases. #DooTheRightThing and dispose of pet waste properly – DFWStormWater.com/PetWaste
- 🇺🇸 There are only two ways to #DooTheRightThing with pet waste: Put it in the trash or flush it down the toilet. DFWStormWater.com/PetWaste
- 🇺🇸 Calling all Good Boys and Good Girls! The 2019 Doo the Right Thing Calendar Contest is now open. If you think your dog is calendar-worthy, submit a photo and pledge to #DooTheRightThing at DFWStormWater.com/PetWaste. Deadline for submission is June 30th.
- 🇺🇸 Help solve regional water quality issues by pledging to #DooTheRightThing. If you take the pledge, you can also submit a photo of your dog to be entered for a chance to be featured in the 2019 Doo the Right Thing calendar! Pledge and submit photos here: DFWStormWater.com/PetWaste
- 🇺🇸 We're launching our Doo the Right Thing 2019 Calendar Photo Contest, and we need your help! Winners will have their dogs' photos published in the 2019 calendar. Learn more about the impacts of dog waste at DFWStormWater.com/PetWaste. Deadline for submission is June 30th.

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/2zI35Ue>
- 🇺🇸 #DefendYourDrains before washing dishware - scrape or wipe cooled grease and sauces from all dishware including utensils, cookware and plates into the trash or compost. Why? - DefendYourDrainsNorthTexas.com

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

- 🇺🇸 Placing bagged grass clippings, tree leaves, and other yard waste into the curbside garbage collection system uses valuable landfill space and costs residents more in taxes/fees. <https://www.youtube.com/watch?v=h44-YEInBk>
- 🇺🇸 During the year, at least 20% of the solid waste generated by Texans comes from grass clippings, tree leaves, and other yard wastes. Leave it a lawn! Don't rake and bag fallen tree leaves or bag grass clippings.

Educator's Toolbox

- 🇺🇸 If you own a business, you probably own a dumpster. Make sure you're managing this container for proper stormwater protection - http://www.nctcog.org/envir/SEEclean/stormwater/program-areas/public_education/toolbox-docs/Addison_Dumpster_Management_Brochure.pdf
- 🇺🇸 Learn and educate on all things water with the Stormwater Educator's Toolbox - <http://bit.ly/2z8x7KT>

