



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.

March 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)

All Month: March is Texas #SmartScapeMonth (see Texas SmartScape section below for posts)

2: National Day of Unplugging - #DayOfUnplugging

- 🌐 Start conserving energy today by unplugging electronics when they are turned off and not in use for National #DayOfUnplugging. #RethinkWaste

4: World Wildlife Day — #WorldWildlifeDay

- 🌐 Happy #WorldWildlifeDay! Small actions can have big impacts! #DoOneThingToday that can help. #RethinkWaste, #DefendYourDrains, and #DooTheRightThng to help keep #wildlife water sources clean.

8: International Women's Day — #WomensDay

- 🌐 Surprise the women in your life with a #TXSmartScape flower for #WomensDay and #SmartScapeMonth — TXSmartScape.com

12: National Plant a Flower Day - #PlantAFlowerDay

- 🌐 Pick a #TXSmartScape flower for #PlantAFlowerDay! Find plenty of flowers and more at TXSmartScape.com

14: National Learn About Butterflies Day - #LearnAboutButterfliesDay

- 🌐 TXSmartScape.com 's Plant Search Database features a Wildlife Value parameter, so you can see which #SmartScape plants benefit bees, birds, and butterflies. #LearnAboutButterfliesDay

18: National Biodiesel Day - #NationalBiodieselDay

- 🌐 Did you know used vegetable oil can be recycled into non-toxic, renewable, biodegradable fuel called biodiesel? Visit DefendYourDrainsNorthTexas.com to find out more about recycling cooking oil for #NationalBiodieselDay.

19 – 25: Fix a Leak Week (<https://www.epa.gov/watersense/fix-leak-week>)

- 🇺🇸 American homes waste, on average, more than 11,000 gallons of water every year due to running toilets, dripping faucets, and other household leaks. Check your plumbing fixtures and irrigation systems each year in March during Fix a Leak Week - <http://bit.ly/2FECAKC>
- 🇺🇸 Are you ready to chase down leaks? Household leaks can waste more than 1 trillion gallons of water annually nationwide, so each year we hunt down the drips during Fix a Leak Week - <http://bit.ly/2mImNCG>

20: First Day of Spring

- 🇺🇸 Spring is here! Get outside and #DooTheRightThing by picking up after your pets to keep our community clean and healthy. Don't know why pet waste is a problem, check out DFWStormwater.com/PetWaste

22: World Water Day — #WorldWaterDay

- 🇺🇸 For #WorldWaterDay, consider how your daily actions affect our water sources. #DooTheRightThing by picking up your pets waste and #DefendYourDrains by keeping fats, oils, and grease (FOG) out of drains. These little actions help to protect North Texas water. <https://www.youtube.com/watch?v=XGpwGjYNfX4>

23: National Puppy Day - #NationalPuppyDay

- 🇺🇸 It's #NationalPuppyDay and you know what that means – Puppy Pics! Enjoy the cuteness and remember to #DooTheRightThing with your #Puppers and #Doggos by always disposing of their waste properly. DFWStormwater.com/PetWaste

28: National Weed Appreciation Day - #WeedAppreciationDay

- 🇺🇸 It might be #WeedAppreciationDay, but most homeowners are not fans. #TXSmartScape fans know that mulch helps minimize weeds and returns moisture to soil. Check out TXSmartScape.com for more info on fighting weeds and improving home landscaping.

30: National Take a Walk in the Park Day - #TakeAWalkInTheParkDay

- 🇺🇸 Enjoy #TakeAWalkInTheParkDay with your dogs and don't forget to bring pet waste bags. #DooTheRightThing and always clean up after your pet by getting pet waste in the trash or toilet.

Texas SmartScape

March is Texas SmartScape Month! #SmartScapeMonth

- 🇺🇸 It's #SmartScapeMonth! Find out how you can incorporate natives into your lawn at www.txsmartscape.com
- 🇺🇸 For #SmartScapeMonth, check out www.txsmartscape.com - a free web site where you can learn how to plan, design, and search for native and adapted #TXSmartScape plants suitable for the North Central and West Texas regions.
- 🇺🇸 Approximately 30% of your water bill is spent on outdoor water use. For #SmartScapeMonth, save money and water by searching TXSmartScape.com for #TXSmartScape plants and landscaping.
- 🇺🇸 Did you know that plant roots are opportunistic? They will grow where there is water. Deep, infrequent watering creates deep roots. Find out more for #SmartScapeMonth at TXSmartScape.com
- 🇺🇸 For #SmartScapeMonth, change your watering habits by watering only in the early morning (before 10 am) or at night (after 6 pm). Find more information at www.TXSmartScape.com
- 🇺🇸 #Spring is here and so is #SmartScapeMonth! Get your lawn efficient by following #TXSmartScape principles at TXSmartScape.com
- 🇺🇸 This #SmartScapeMonth, consider incorporating Texas natives around your home. These natives are often drought, insect, and disease resistant.
- 🇺🇸 For #SmartScapeMonth, check out TXSmartScape.com for a wide array of native and adaptive plants that will save you time and money in future landscaping.
- 🇺🇸 Since March is an active month for landscaping and #SmartScapeMonth, install a #TXSmartScape that will save water, money and time. www.TXSmartScape.com



- 🇺🇸 Consider #TXSmartScape landscaping for #SmartScapeMonth. TXSmartScape.com has all the info you'll need for converting your dull yard into a beautiful Texas SmartScape!
- 🇺🇸 Encourage friends and neighbors to plant #TXSmartScape for #SmartScapeMonth. They'll thank you when they see the outcomes and benefits of going #SmartScape!

Doo the Right Thing

- 🇺🇸 Picking up after your pet is easy, if you're prepared. #DooTheRightThing and carry plastic bags or get a compact, refillable bag dispenser for your leash. DFWStormWater.com/PetWaste
- 🇺🇸 #DooTheRightThing - Avoid letting your dogs do their business within 200 feet of a water body. DFWStormWater.com/PetWaste

Fats, Oils, and Grease

- 🇺🇸 Fats, Oils, and Grease (FOG) poured down the drain might clog your homes or neighborhoods pipes, causing backups. Additionally, overflows can also negatively impact the environment by contaminating ponds, streams and rivers. Visit DefendYourDrainsNorthTexas.com for more info.
- 🇺🇸 Common ingredients that don't belong down the drain – Dairy products, Butter/Margarine, Lard/Shortening, Batters/Dressings, Food Scraps, Meat Fats, Sauces, Soups, Oil, and Icing. #DefendYourDrains from clogs – DefendYourDrainsNorthTexas.com

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

- 🇺🇸 Your yard waste and food scraps can be turned into valuable compost. Compost is what you get when yard and garden debris, kitchen scraps and other organic materials have completely broken down into a rich, dark, crumbly material. Find out more about compost at TXSmartScape.com
- 🇺🇸 Our daily activities around our homes, on our streets, and in our neighborhoods can greatly impact the quality of our water. Listen to Freddy the Fish - "Only Rain Down the Storm Drain" <http://bit.ly/2Ewsl4f>
- 🇺🇸 https://www.youtube.com/watch?v=Wh_fZeDJYVw&t=6s Protect our #water by managing your yard responsibly. Be #YardSmart and don't accidentally #pollute our streams and water ways.

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>

