



## 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.

## October 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)

### Native Plant Week: October 15-21

Generally, you may want to post:

The first and second week of October: 1 post

Throughout the third week of October: 4-5 posts

#### Leading Up to Texas Native Plant Week

- 🇺🇸 #TexasNativePlantWeek is October 15 – 21! In 2009, the Texas legislature passed a bill that recognizes the third week in October as Texas Native Plant Week, designed to encourage the promotion and education of native plants and the role they play in the Texas ecosystem. [www.TXSmartScape.com](http://www.TXSmartScape.com)
- 🇺🇸 Mark your calendar for #TexasNativePlantWeek! October 15 – 21 is the time to support Texas by purchasing and planting Texas natives in your yard and gardens. [www.TXSmartScape.com](http://www.TXSmartScape.com)
- 🇺🇸 The third week of October is #TexasNativePlantWeek! Find out how native plants can turn your lawn into a Texas SmartScape at [www.txsmartscape.com](http://www.txsmartscape.com).
- 🇺🇸 What plants work best for Texas lawns and gardens? Texas Natives! Explore the wide array of naturally Texan options for #TexasNativePlantWeek at [www.TXSmartScape.com](http://www.TXSmartScape.com)
- 🇺🇸 #TexasNativePlantWeek is almost here! Learn how going native can save money and time on lawn & garden care. Visit [www.TXSmartScape.com](http://www.TXSmartScape.com) to find the perfect Texas native plants for your home.

#### During Texas Native Plant Week

- 🇺🇸 It's #TexasNativePlantWeek! Find out how you can incorporate natives into your lawn at [www.txsmartscape.com](http://www.txsmartscape.com)
- 🇺🇸 The Native Plant Society of Texas is a wonderful resource for learning about and utilizing native Texas plants. Find out more at [www.npsot.org](http://www.npsot.org) #TXSmartScape
- 🇺🇸 TX Native Plants save water, money, time & effort, while also providing a beautiful habitat for wildlife. [texasSMARTscape.com](http://texasSMARTscape.com) #GoNative

- 🇺🇸 Looking for Native Texas plants to incorporate into a yard or garden? Use TXSmartScape.com 's Plant Search Database! #TXSmartScape
- 🇺🇸 Fall is upon North Texas and #TexasNativePlantWeek is a great time to put natives in lawns and gardens for those looking to save water, money and time next Summer. Find out more at TXSmartScape.com
- 🇺🇸 Texas native plants can handle Texas' heat and dry conditions by requiring less water and maintenance, so consider going native for #TexasNativePlantWeek and find just the right plants at [www.TXSmartScape.com](http://www.TXSmartScape.com)
- 🇺🇸 The best time to plant native wildflowers, including bluebonnets, is #TexasNativePlantWeek! Plant your wildflowers now, so you can enjoy them next Spring.
- 🇺🇸 This #TexasNativePlantWeek, consider incorporating Texas natives around your home. These natives are often drought, insect, and disease resistant.
- 🇺🇸 For #TexasNativePlantWeek, check out Texas A&M AgriLife Extension Service's Texas Superstar plants that are certified toughest, most reliable, and best-looking. Find out more at [www.TexasSuperstar.com](http://www.TexasSuperstar.com)
- 🇺🇸 Whether it's a tree, shrub, or ornamental grass, there's a Texas Native to enrich your landscape. Find out more for #TexasNativePlantWeek at [www.TXSmartScape.com](http://www.TXSmartScape.com)
- 🇺🇸 Consider Texas native plants all year round when buying and installing landscaping. You'll enjoy the benefits far beyond #TexasNativePlantWeek
- 🇺🇸 Encourage friends and neighbors to plant natives for #TexasNativePlantWeek. They'll thank you when they see the outcomes and benefits of going native!

#### 4: World Animal Day — #WorldAnimalDay

- 🇺🇸 Protect local wildlife for #WorldAnimalDay! #DooTheRightThing by picking up pet waste, which carries harmful diseases that affect animals and people – [DFWStormwater.com/PetWaste](http://DFWStormwater.com/PetWaste)

#### 5: World Habitat Day — #WorldHabitatDay

- 🇺🇸 Water is crucial for any habitat. Begin conserving water in our habitat for #WorldHabitatDay, whether that be adopting #SmartScape landscaping from TXSmartScape.com or protecting water quality at [DefendYourDrainsNorthTexas.com](http://DefendYourDrainsNorthTexas.com)

#### 5: World Teachers Day — #WorldTeachersDay

- 🇺🇸 Happy #WorldTeachersDay! We've got resources for teaching kids and adults about pollution. Check out this free tool kit! - <http://bit.ly/2z8x7KT>

#### 7: National LED Light Day - #NationalLEDLightDay

- 🇺🇸 Texas ranks 6th in the nation for energy consumption per capita. Switch to LED lights for #NationalLEDLightDay! Find out more at [ConserveNorthTexas.org](http://ConserveNorthTexas.org)

#### 13: National Train Your Brain Day - #TrainYourBrainDay

- 🇺🇸 Wipes and cleaning cloths, paper towels, feminine hygiene products, and personal care items don't belong in the toilet. Learn how to #DefendYourDrains for #TrainYourBrainDay

#### 25: National Greasy Food Day - #GreasyFoodsDay

- 🇺🇸 After you celebrate #GreasyFoodsDay, be sure to #DefendYourDrains: Make sure you scrape greasy foods off your plates right into the garbage can instead of your garbage disposal. [DefendYourDrainsNorthTexas.com](http://DefendYourDrainsNorthTexas.com)

## Texas Smartscape

- 🇺🇸 Did you know... #SmartScape landscaping conserves water, reduces chemical fertilizer and pesticide use, and attracts beneficial insects and birds for your neighborhood? Find out more at TXSmartScape.com
- 🇺🇸 Find out more about your soil, mulching, and composting at [TXSmartScape.com/design-tools/soil-mulch.php](http://TXSmartScape.com/design-tools/soil-mulch.php) . Fall is a great time to asses soil needs and apply proper mulch and compost to gardens and landscapes.

## Doo the Right Thing

- 🇺🇸 If waste is not picked up, people and pets are at risk of parasites. #DooTheRightThing and always clean up after your pets, even at home – [DFWStormWater.com/PetWaste](http://DFWStormWater.com/PetWaste)

- 🌍 Don't scare your community by leaving your pet's waste on the ground. #DooTheRightThing and pick it up every time – DFWStormWater.com/PetWaste

## Fats, Oils, and Grease

- 🌍 When not disposed of properly, FOG builds up in the sewer system and constricts the flow of water, which can cause sewer back-ups into homes and overflow discharges onto streets. #DefendYourDrains throughout the holidays at DefendYourDrainsNorthTexas.com
- 🌍 #DefendYourDrains! Pouring cooking oil, poultry fat, or grease into the kitchen sink or toilet can cause sewer backups. DefendYourDrainsNorthTexas.com has instructions for proper fat, oil, and grease disposal.

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

- 🌍 Yard waste makes up about 18% of America's trash. Reuse yard waste as mulch or compost and #YardSmart
- 🌍 Reuse yard waste whenever possible. Grass clippings and leaves can be collected and used as mulch to protect garden and landscape plants during the cold months to come. #YardSmart and #RethinkWaste at TXSmartScape.com
- 🌍 Run-off from your sprinkler, watering hose, or from the rain can carry yard waste and fertilizer into storm sewers. #YardSmart and water efficiently to protect our community's health and save money.

## Educator's Toolbox

- 🌍 Have you met Wally? He's a Water Molecule! Check out his video on the photosynthesis process - <http://www.schooltube.com/video/d235cb8c44c6bea55a48/Adventures-of-Wally-the-Water-Molecule>