



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.

January 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 Drinking Straw Day (Advocate for not using wasteful, plastic straws)

- f** For #DrinkingStrawDay make a personal commitment to say "no" to plastic straws. Whenever ordering a drink, politely request "no straw, please." 500 million straws are used and discarded every day in the United States alone. That's 175 Billion a year filtering into landfills and littering our waterways and oceans. #RethinkWaste
- t** Commit to saying "no" to plastic straws this #PlasticStrawDay. 500 million straws are used and discarded every day in the US alone. That's 175 Billion a year filtering into landfills and littering our waterways and oceans. #RethinkWaste

3: The 2018 Take Care of Texas Kids Art Contest begins! - <http://takecareoftexas.org/kids/k-5-art-contest>

- f** Take Care of Texas' annual Kids Art Contest has begun! The contest is open to all K-5 students in Texas. SIXTEEN students will win a Samsung tablet or laptop! TakeCareOfTexas.org/art-contest
- t** Take Care of Texas' annual Kids Art Contest has begun! The contest is open to all K-5 students in Texas. SIXTEEN students will win a Samsung tablet or laptop! TakeCareOfTexas.org/art-contest

12: National Pharmacist Day

- f** Once, it was common practice to flush medications (also known as pharmaceuticals) down the toilet. We now know that these substances are bad for our local water supply. For #NationalPharmacistDay, find out what else you shouldn't flush at www.DefendYourDrains.com
- t** Once, it was common practice to flush medications (also known as pharmaceuticals) down the toilet. We now know that these substances are bad for our local water supply. Find out what else is you shouldn't flush at www.DefendYourDrains.com #DefendYourDrains

- f** Do not dispose of unused, unwanted, or expired medications down drains! Most medications flushed down the toilet or in drains are not filtered out through the sewer system and eventually enter our streams, lakes, and rivers – Find a drop off location at www.DefendYourDrainsNorthTexas.com for #NationalPharmacistDay
- t** Do not flush unused, unwanted, and expired medications down the toilet or drains! Meds flushed down the toilet or in drains pass through the sewer system and eventually enter our streams, lakes, and rivers. Find a drop off location at www.DefendYourDrainsNorthTexas.com #DefendYourDrains

14: National Dress Up Your Pet Day

- f** Tomorrow is #DressUpYourPetDay! Dress your pet and #DooTheRightThing by picking up their waste.
- t** Tomorrow is #DressUpYourPetDay! Dress your pet and #DooTheRightThing by picking up their waste.
- f** Today is the day to throw some clothes on your pet, but you should clean up your pet’s waste properly every day. #DressUpYourPetDay today! #DooTheRightThing every day!
- t** Today is the day to throw some clothes on your pet, but you should clean up your pet’s waste properly every day. #DressUpYourPetDay today! #DooTheRightThing every day!

15: Martin Luther King, Jr. Day of Service — #MLKDay

- f** Your actions affect all life downstream. “It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one destiny, affects all indirectly.” – MLK, Jr
- t** Your actions affect all life downstream. “It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one destiny, affects all indirectly.” – MLK, Jr

27: National Seed Swap Day – Last Saturday in January

- f** Happy National Seed Swap Day! Be sure to give Texas SmartScape plant seeds to spread the Lone Star love. #TXSmartScape #NationalSeedSwapDay
- t** Happy National Seed Swap Day! Be sure to give Texas SmartScape plant seeds to spread the Lone Star love. #TXSmartScape #NationalSeedSwapDay

Texas SmartScape

- f** One of the great things about using perennials listed on www.TXSmartScape.com is that they harden off each winter and come back year after year, saving you time and money every spring. #TXSmartScape #Perennials
- t** Perennials listed on www.TXSmartScape.com harden off each winter and come back year after year, saving you time and money every spring. #TXSmartScape #Perennials
- f** Find the perfect winter plants on www.TXSmartScape.com under the plant search database’s search criteria. #TXSmartScape
- t** Find the perfect winter plants on www.TXSmartScape.com under the plant search database’s search criteria. #TXSmartScape
- f** Gardeners: Time for spring dreaming! There’s nothing like a new year to inspire fresh ideas and projects for your garden – www.TXSmartScape.com
- t** Gardeners: Time for spring dreaming! Nothing like a new year to inspire fresh ideas and projects for your garden - www.TXSmartScape.com #TXSmartScape

Doo the Right Thing

- f** It’s cold out, but pet owners should continue to pick up after their dogs. #DooTheRightThing every day to keep people, pets and our planet healthy!

