



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.

December 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)

5: International Volunteer Day — #VolunteerDay

- 🌐 Even if you're not volunteering on International #VolunteerDay, you can still help your community by volunteering to limit your impact on the environment. Find out how by visiting [insert stormwater education page](#) or <http://bit.ly/2yJNzBR>

5: World Soil Day — #WorldSoilDay

- 🌐 #WorldSoilDay is December 5th! Most North Texas soils benefit from the addition of organic matter, such as compost. For #WorldSoilDay, add about 3 cubic yards of organic material for every 1,000 square feet - <https://buff.ly/2Azs6N6> #TXSmartScape
- 🌐 There are many different soil types in North Texas, so purchase plants suitable for your soil type or amend your soil to support them. Find out more about soil for #WorldSoilDay at <http://bit.ly/2yMmQCh>

21: First Day of Winter

- 🌐 It's the first day of winter! Here are some tips on winter watering - <http://www.txsmartscape.com/articles/post.php?post=44>
- 🌐 Winter gardening is prep and planning time – now is the time for applying soil amendments and researching SmartScape plants - <http://bit.ly/2iAXCTj>

30: Bacon Day

- 🌐 When finished cooking loads of bacon for #BaconDay, wait for the pan to cool, then wipe the pan clean with a paper towel before washing it in the sink with cold water. Visit DefendYourDrainsNorthTexas.com for more information and cooking oil recycling drop off locations.
- 🌐 The average American eats 18 pounds of bacon a year. That's a lot of grease that should NEVER be poured down the drain! DefendYourDrainsNorthTexas.com #BaconDay #Grease #Recycle

- 🇺🇸 Bacon grease was used to make explosives during WWII and can now be used to make biodiesel or electricity! Visit DefendYourDrainsNorthTexas.com to find a drop-off location for used cooking oil. #BaconDay #Bacon #Grease #Recycle

Texas Smartscape

- 🇺🇸 Now's the time to get faucet protectors and winterize your irrigation system to keep pipes from bursting and ruining your lawn. TX SmartScape plants can handle the irrigation break - buff.ly/2BPFQkx
- 🇺🇸 Texas trees are finally starting to spill their leaves and Texas homeowners will soon begin the time honored tradition of sending said leaves to the landfill, but why not keep the leaves for your lawn's own benefit? Make Fallen Leaves Work for You - <https://buff.ly/2AkdH7h>
- 🇺🇸 Looking for Native Texas plants to incorporate into a yard or garden? Use TXSmartScape.com 's Plant Search Database! #TXSmartScape

Doo the Right Thing

- 🇺🇸 Santa's Naughty list includes those who don't pick up after their pets. Stay on the Nice list and #DooTheRightThing – DFWStormWater.com/PetWaste
- 🇺🇸 #DooTheRightThing to reduce the impact that dog waste has on health and the environment. Preventive measures include: not walking dogs near streams, ponds and lakes, and immediately cleaning up after your dog wherever you go. DFWStormWater.com/PetWaste

Fats, Oils, and Grease

- 🇺🇸 Don't put Fats, Oils, or Grease down the drain! (unless you want to clog your pipes and pay a plumber to come out to your house and fix it) DefendYourDrainsNorthTexas.com
- 🇺🇸 Chunks of hardened fats, oil and grease can build up in our sewers and result in costly repairs: DefendYourDrainsNorthTexas.com

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

- 🇺🇸 A three-inch layer of mulch around trees and plants reduces runoff, helps control weeds, and protects soil. #YardSmart with TXSmartScape.com
- 🇺🇸 #Freezing temperatures are here, #NorthTexas! Make sure your irrigation system is off and your exposed pipes are protected!
- 🇺🇸 Protect your pipes and yard now! Get faucet protectors and winterize your irrigation system to keep pipes from bursting and ruining your lawn. ProTip: #TXSmartScape plants can handle the irrigation break - buff.ly/2BPFQkx

Educator's Toolbox

- 🇺🇸 Need resources for teaching others about gardening? Check out our Educator's Toolbox (<http://bit.ly/2z8x7KT>) where you will find various education resources, including <http://bit.ly/2DJvYKl>
- 🇺🇸 Videos, activity books, games and curriculums can all be found in the FREE Stormwater Educator's Toolbox! Something for every age - http://www.nctcog.org/envir/SEEclean/stormwater/program-areas/public_education/toolbox.asp