

# Valentine's Social Media Campaign

## Support Key Federal Estuary Programs

#iheartestuaries (2/12 – 2/14)



RESTORE  
AMERICA'S  
ESTUARIES



**NERRA**  
National Estuarine  
Research Reserve  
ASSOCIATION

## Valentine Social Media Campaign FAQs

- 1) What is the Valentine's Social Media Campaign?
- 2) When should I participate?
- 3) Who should participate?
- 4) Why should I participate?
- 5) How do I participate?
- 6) Where can I get more information?

### 1) What is the Valentine's Social Media Campaign?

A three-day social media campaign to demonstrate local support for federal programs that benefit estuaries to Congress, the Administration, and Federal programs. Now in its sixth year, this campaign is a partnership of Restore America's Estuaries (RAE), and National Estuarine Research Reserve Association (NERRA) and the Association of National Estuary Programs (ANEP).

### 2) When should I participate?

The #iheartestuaries campaign begins on Monday, February 12<sup>th</sup> and will run through the end of February 14<sup>th</sup>.

### 2) Who should participate?

You, and as many other, staff, friends, partners, and supporters as humanly possible! If you need some inspiration for social media posts, feel free to check out our sample posts. Or just use our text! Retweets and shares can take as little as one minute a day for three days—that's only three minutes of your time to support estuaries and our programs.

### 3) Why should I participate?

Support for the coastal programs depends on decision makers in Congress and the federal government understanding how people on the ground value our work and the estuaries this work protects. Social media from constituents gets noticed disproportionately, so a little goes a long way and a lot is a home run. In a poll of congressional staffers last year, 80% of them said that it takes *less than 30 posts* to a lawmaker's Facebook or Twitter communications feed for a congressional office to take heed of the public feedback, so tweet and post early and often. It's for a good cause, right?

### 4) How do I participate?

#### A) If you are an experienced Twitter or Facebook user with just a little bit of time, it's easy:

Each day from 2/12 to 2/14, choose one of the readymade tweets below and click to tweet. Then check [RAE's](#) facebook page to share what we post throughout the day!

- .@USFWS Coastal Program: \$1 of fed investment = nearly \$13 of econ gains #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops [Click to tweet!](#)
- >2 mil visitors to @NOAA NERRS/yr and >\$20M in direct economic benefit! #iheartestuaries @HouseAppropsGOP @SenateApprops @AppropsDems [Click to tweet!](#)
- National Estuary Program protects and restores water quality for our communities! #iheartestuaries @EPAGov [Click to tweet!](#)
- .@NOAAHabitat Community-based Restoration=HabitatRestoration=FishRecovery=Jobs #iheartestuaries @HouseAppropsGOP @SenateApprops @AppropsDems [Click to tweet!](#)

# Valentine's Social Media Campaign

Support Key Federal Estuary Programs

#iheartestuaries (2/12 – 2/14)



RESTORE  
AMERICA'S  
ESTUARIES



**NERRA**  
National Estuarine  
Research Reserve  
ASSOCIATION

**B) If you are an experienced Twitter or Facebook user who wants to create their own content, here are some ideas:**

- Browse ready-made tweets about estuaries and other programs on [pages 3-5](#) for other facts and inspiration
- Add an additional twitter target (your own Representative/Senator, for example) to a premade tweet; you can choose from the list [page 6](#).
- Create your own tweet or post with a custom image and why you support estuaries! Just be sure to use the #iheartestuaries hashtag when you post.



**C) If you are new to Facebook or twitter:** Take the plunge. Spend five minutes on one of the following how to sites, create an account and use one of the ideas above. Really, it's easy.

- For twitter: <http://www.gcflearnfree.org/twitter101>
- For facebook: <http://www.gcflearnfree.org/facebook101/3.2>

**5) Where can I get more information?**

On the following pages are additional readymade tweets and twitter targets that can be used for estuaries and your partner coastal programs. Additionally, you can visit our [website](#) to learn more about this campaign and check out the report from last year's campaign.



In order to demonstrate support for key federal programs that benefit estuaries and to raise awareness among Congress and the Administration, Restore America's Estuaries (RAE), National Estuarine Research Reserve Association (NERRA), and the Association of National Estuary Programs (ANEP) are joining forces to celebrate Valentine's Day through a joint, 3-day "I heart estuaries" campaign.

## estuaries

Demonstrating support for funding key programs like USFWS Coastal Program, EPA's National Estuary Program, NOAA's National Estuarine Research Reserve System, and NOAA's Community-based Restoration Program has never been more important.

**This Valentine's Day, show Congress that there is a lot of love for estuaries and let our leaders know that protecting estuaries means protecting our future. Please use hashtag: #iheartestuaries.** This allows us to track participation on Twitter and Facebook. Please use the sample messages below or be creative with your own versions.

### Sample Tweets:

#### General Awareness/Educational

Estuary regions make up only 13% of the land area in the cont'l US, but are responsible for nearly 50% of the economic output! #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops @SenShelby @SenatorShaheen @CongCulberson @RepJoseSerrano [Click to tweet!](#)

Coastal Restoration: Good for the environment, good for the economy #iheartestuaries @SenThadCochran @SenatorLeahy @USRepRodney @NitaLowey [Click to tweet!](#)

30 jobs created per \$1million invested in habitat restoration #iheartestuaries @HouseAppropsGOP @SenateApprops @SenShelby @CongCulberson [Click to tweet!](#)

\$1 invested in enviro restoration creates \$4 econ value by enhancing tourism/fishing #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops [Click to tweet!](#)

\$1 invested in enviro restoration avoids \$6 of future disaster costs. 2017 was costliest EVER in terms of natural disasters. #iheartestuaries @HouseAppropsGOP @SenateApprops @AppropsDems @SenThadCochran @SenatorLeahy @USRepRodney @NitaLowey [Click to tweet!](#)

Habitat restoration creates more than 30 jobs per \$1M invested. That's more than twice as many jobs as oil/gas & transportation combined #iheartestuaries @HouseAppropsGOP @SenateApprops @AppropsDems @SenShelby @SenatorShaheen @CongCulberson @RepJoseSerrano [Click to tweet!](#)

More than 600 commercial fish species spend some part of their lives in an estuary. Love to eat oysters? Keep our estuaries healthy! #iheartestuaries @HouseAppropsGOP @SenateApprops @AppropsDems @CongCulberson @RepJoseSerrano @SenShelby @SenatorShaheen [Click to tweet!](#)

Our coastal counties provide >50% of our national GDP #iheartestuaries @HouseAppropsGOP @SenateApprops @AppropsDems @NOAAHabitat [Click to tweet!](#)

1 out of 6 jobs in America is marine-related #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops @CommerceGov @NOAA [Click to tweet!](#)

Estuaries support 2/3 of all commercial seafood #iheartestuaries @CommerceGov @NOAAHabitat @HouseAppropsGOP @AppropsDems @SenateApprops [Click to tweet!](#)

Estuaries are a vital part of our natural infrastructure. 22 of the 32 largest cities in the world are located on estuaries! #iheartestuaries @SenateApprops @HouseAppropsGOP @AppropsDems [Click to tweet!](#)

Healthy estuaries support a vibrant fishing industry. In 2016, U.S. commercial fishermen landed \$5.3 billion worth of fish and shellfish! #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops @CongCulberson @RepJoseSerrano @NOAAFisheries [Click to tweet!](#)

Restoring #oysters works! In #MobileBay, AL, an oyster reef restoration prj increased blue crab populations nearly 300%, red drum by more than 100%, spotted seatrout by 90%, & flounder by 80% #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops @RepByrne @NOAAHabitat [Click to tweet!](#)

Recreational fishermen depend on healthy estuaries. These anglers took 63 million trips and caught 371 million fish in 2016! #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops @CongCulberson @RepJoseSerrano @SenShelby @SenatorShaheen [Click to tweet!](#)

Protecting and restoring habitat for fish also protects and enhances coastal communities' resilience in the face of extreme weather. It's a win-win! #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops @CongCulberson @RepJoseSerrano @SenShelby @SenatorShaheen [Click to tweet!](#)

Hey @HouseAppropsGOP @AppropsDems @Senate Dems, did you know that coastal wetlands provide storm protection valued at \$23.2 billion per year!? Let's fund the programs that help protect #estuaries! #iheartestuaries [Click to tweet!](#)

### **USFWS Coastal Program**

Coastal wetlands and marshes help filter storm water and keep estuaries clean and healthy. Support the @USFWS Coastal Program! @SenThadCochran @SenatorLeahy @lisamurkowski @SenatorTomUdall @USRepRodney @NitaLowey @KenCalvert @BettyMcCollum4 #iheartestuaries [Click to tweet!](#)

Estuaries need love! Support @USFWS Coastal Program! #iheartestuaries @USFWSRefuges @HouseAppropsGOP @AppropsDems @SenateApprops [Click to tweet!](#)

.@USFWS Coastal Program: \$1 of fed investment = nearly \$13 of econ gains #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops [Click to tweet!](#)

Coastal habitats like marshes, mangroves, & oyster reefs reduce storm flooding & erosion. Fully fund @USFWS Coastal Prgm work 2 protect coasts, save lives & property, & reduce need for \$\$ hard infrstr! #iheartestuaries @lisamurkowski @SenatorTomUdall @KenCalvert @BettyMcCollum4 [Click to tweet!](#)

### **NOAA National Estuarine Research Reserve System**

Dear @SenShelby @SenatorShaheen @CongCulberson @RepJoseSerrano, Support @NOAA Estuarine Research Reserves! #iheartestuaries [Click to tweet!](#)

>2 mil visitors to @NOAA NERRS/yr and >\$20M in direct economic benefit! #iheartestuaries @HouseAppropsGOP @SenateApprops @AppropsDems @CongCulberson @RepJoseSerrano @SenShelby @SenatorShaheen [Click to tweet!](#)

Reserves create an interface b/w people & coasts so we can better understand how coastal envmnts fnx & how 2 manage 4 benefit of all communities they support. Fully fund @NOAA Estuarine Research Reserves! #iheartestuaries @SenShelby @SenatorShaheen @CongCulberson @RepJoseSerrano [Click to tweet!](#)

NERRS advances science-based management of habitats, monitor habitat resiliency, and develop innovated restoration strategies. Support our estuaries and NERRS! #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops @CongCulberson @RepJoseSerrano @SenShelby @SenatorShaheen [Click to tweet!](#)

### **EPA National Estuary Program**

Dear @KenCalvert @BettyMcCollum04 @lisamurkowski @SenatorTomUdall, Support @EPAWater National Estuary Program! #iheartestuaries [Click to tweet!](#)

National Estuary Program protects and restores water quality for our communities! #iheartestuaries @EPAgov @KenCalvert @BettyMcCollum04 @lisamurkowski @SenatorTomUdall [Click to tweet!](#)

For every dollar the EPA provides, NEPs leverage \$19 in local funds to protect and improve environments, communities, and economies! #iheartestuaries @SenThadCochran @SenatorLeahy @lisamurkowski @SenatorTomUdall @USRepRodney @NitaLowey @KenCalvert @BettyMcCollum4 [Click to tweet!](#)

Clean water = Healthy estuaries! Both are essential for coastal tourism and vibrant, thriving coastal communities. Full funding of @EPAwater NEPs support clean water and healthy estuaries #iheartestuaries @KenCalvert @BettyMcCollum04 @lisamurkowski @SenatorTomUdall [Click to tweet!](#)

### **NOAA Community-based Restoration Program**

.@SenShelby @SenatorShaheen @CongCulberson @RepJoseSerrano @USRepRodney @NitaLowey Support @NOAAHabitat community-based restoration #iheartestuaries #supportourestuaries [Click to tweet!](#)

.@NOAAHabitat = Habitat Restoration = Fish Recovery = More Jobs! It's a win-win! .@SenShelby @SenatorShaheen @CongCulberson @RepJoseSerrano @USRepRodney @NitaLowey #iheartestuaries [Click to tweet!](#)

.@NOAA Community-based Restoration = More Fish = More Jobs #iheartestuaries #supportourestuaries Jobs #iheartestuaries #supportourestuaries @HouseAppropsGOP @SenateApprops @AppropsDems [Click to tweet!](#)

Building habitat protects natural infrastructure. @NOAAHabitat supports restoration to benefit communities, economies, fisheries, and recreational opportunities along our coasts. #iheartestuaries @SenShelby @SenatorShaheen @CongCulberson @RepJoseSerrano @USRepRodney @NitaLowey [Click to tweet!](#)

When disasters like the Deepwater Horizon oil spill occur, @NOAA helps to restore habitat #iheartestuaries @SenShelby @SenatorShaheen @CongCulberson @RepJoseSerrano @USRepRodney @NitaLowey [Click to tweet!](#)

Every year, @NOAA responds to hundreds of oil spills and hazardous substance releases across the nation and works to restore these damaged habitats. #iheartestuaries @SenShelby @SenatorShaheen @CongCulberson @RepJoseSerrano @USRepRodney @NitaLowey [Click to tweet!](#)

# Valentine's Social Media Campaign

Support Key Federal Estuary Programs

#iheartestuaries (2/12 – 2/14)



RESTORE  
AMERICA'S  
ESTUARIES



**NERRA**  
National Estuarine  
Research Reserve  
ASSOCIATION

## Twitter Audience

### Administration

@CommerceGov  
@EPAgov  
@NOAA  
@USFWS

### Appropriations Committees

@HouseAppropsGOP  
@SenateApprops  
@AppropsDems

### Appropriations Leadership

|                 |                  |                 |
|-----------------|------------------|-----------------|
| @SenThadCochran | @lisamurkowski   | @CongCulberson  |
| @SenatorLeahy   | @SenatorTomUdall | @RepJoseSerrano |
| @SenShelby      | @USRepRodney     | @KenCalvert     |
| @SenatorShaheen | @NitaLowey       | @BettyMcCollum4 |

### Other Congressional Targets

|                |                |
|----------------|----------------|
| @RepBonamici   | @SenJackReed   |
| @RepRickLarsen | @SenWhitehouse |
| @RepLoBiondo   | @SenatorWicker |
| @Congbillposey | @SenBooker     |
| @FrankPallone  |                |
| @RepByrne      |                |

---

FOR MORE INFORMATION, PLEASE CONTACT:

**Leigh Habegger**, External Affairs Manager  
Restore America's Estuaries  
703-524-0248; lhabegger@estuaries.org

