



#iheartestuaries

Valentine's Social Media Campaign | February 12-14, 2020

Support our estuaries and coasts online!

#iheartestuaries

What is the Valentine's Social Media Campaign?

The Valentine's Social Media Campaign is a three-day long digital campaign designed to show support for our coasts and estuaries. This campaign is a partnership of Restore America's Estuaries (RAE), the National Estuarine Research Reserve Association (NERRA), and the Association of National Estuary Programs (ANEP).

Through this campaign, RAE hopes to encourage the general public to get involved with their local estuary, whether through volunteering, advocacy, or just by visiting their neighborhood bay or riverfront. It's a chance to remind people why we love our estuaries! On a larger scale, the #iheartestuaries campaign is aimed at showing elected officials the broad support for many federal programs that benefit our estuaries.

When should I participate?

The #iheartestuaries campaign begins on Wednesday, February 12 and will run through the end of Friday, February 14.

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 below. 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.

Why should I participate?

Support for our coasts depends on decision makers understanding how people on the ground value our work and the estuaries we fight to protect. Social media from local community members is a key factor when connecting with these elected officials. In a poll of congressional staffers, 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.

How do I participate?

Post to Facebook, Twitter, and Instagram using the **#iheartestuaries** hashtag. If you are new to social media, now is time to take the plunge on any one of these platforms. Spend 10 minutes with one of the following tutorials, create an account, and dig in.

- [Twitter tutorial](#)
- [Facebook tutorial](#)
- [Instagram tutorial](#)

Level 1 #iheart Participation: On February 12, 13, and 14, choose one of the ready-made tweets below and *click to tweet*. You can also use a premade social media post found [here](#) to attach with your posts. Remember, these sample tweets can be used across Facebook and Instagram.

Then check RAE's Facebook, Twitter, or Instagram pages to share what we've posted that day (it will be up by 9 am EST each day) and you're done.

Level 2 #iheart Participation: If you have more time, get creative! Make a handmade sign and ask different stakeholders to hold it so you have a visual of your own to share. Draw a valentine in the sand, take a picture, and post it. Write a goofy poem and get a video of someone reciting it. If you are working on a project with another organization, send them a valentine. Don't overthink it—have fun and use the resources you have. Feel free to use the following resources:

- [#iheart logo](#)
- [Facebook](#) | [Twitter](#) | [Instagram](#) (premade graphics)
- ANEP [wildlife photos](#)
- NERRA [Flicker](#) page for NERRS photos
- NERRA [YouTube Page](#) for NERRS videos

Level 3 #iheart Participation: Encourage friends groups, partners, and local stakeholders to get in on the #iheartestuaries estuary love! Share the resources on pages 3-5 and encourage them to take these ideas and run with it.

Whatever you do, tagging your local stakeholders and using the #iheartestuaries hashtag are CRITICAL. Our voices are louder when we use same hashtag. Check out the list of Twitter targets at the end of the handout below to see which ones fit your message and don't forget to tag your representatives no matter who they are. [CSPAN has a list on Twitter](#) with all members of Congress' Twitter handles listed.

Where can I get more information?

Contact RAE communications and outreach manager, Sarina Katz, at skatz@estuaries.org. And don't forget to skim the resources below; they contain sample posts and a list of Twitter targets.



#iheartestuaries

To demonstrate support for key programs that benefit estuaries and to raise awareness among local and federal partners about the importance of our estuaries, Restore America's Estuaries (RAE), the 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" social media campaign.

Demonstrating support for key programs like the 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 key stakeholders that there is love for estuaries and let our leaders know that protecting estuaries means protecting our future. Please use the hashtag #iheartestuaries and adopt the sample messages below to fit your needs. *Remember, these Twitter posts can be used across Facebook and Instagram as well.*

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 [Click to tweet!](#)

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

30 jobs are created per \$1M invested in habitat restoration #iheartestuaries [Click to tweet!](#)

#Estuaries provide clean water, abundant wildlife, natural beauty, recreation, and historic and cultural assets that boost property values and attract tourism. #iheartestuaries [Click to tweet!](#)

\$1 invested in environmental restoration creates \$4 economic value by enhancing tourism/fishing #iheartestuaries [Click to tweet!](#)

The total economic value of #coralreef services for the U.S is over \$3.4 billion each year. @HouseAppropsGOP @SenateApprops @AppropsDems #iheartestuaries [Click to tweet!](#)

It's estimated that #coralreefs prevent \$94 million in flood damages every year. The U.S. ranks in the top 10 countries to receive risk reduction benefits from coral reefs. #iheartestuaries [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 [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 [Click to tweet!](#)

Annually, coastal counties produce more than \$8.3 trillion in goods and services, employ 55.8 million people, and pay \$3.4 trillion in wages. #iheartestuaries [Click to tweet!](#)

1 out of 6 jobs in America is marine-related #iheartestuaries [Click to tweet!](#)

#Estuaries provide habitat for about 68% of the U.S. commercial fish catch and 80% of recreational catch. @NOAAHabitat #iheartestuaries [Click to tweet!](#)

Estuaries provide 2/3 of all commercial seafood catch #iheartestuaries [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 [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 [Click to tweet!](#)

Did you know that coastal wetlands provide storm protection valued at \$23.2 billion per year!? Let's support 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! #iheartestuaries [Click to tweet!](#)

Estuaries need love! Learn more about the @USFWS Coastal Program and give your support! www.fws.gov/coastal/ #iheartestuaries [Click to tweet!](#)

The @USFWS Coastal Program leverages \$8 for each \$1 invested in program funds. That's a great turnaround. #iheartestuaries [Click to tweet!](#)

#DYK since 1985, the @USFWS Coastal Program has protected 2.1 million acres of habitat and restored more than 550,000 acres. Support their continued work. @HouseAppropsGOP @SenateApprops @AppropsDems #iheartestuaries [Click to tweet!](#)

The @USFWS Coastal Program works on the ground with local partners to protect our coastal habitats. #iheartestuaries [Click to tweet!](#)

NOAA National Estuarine Research Reserve System

Dear @RepGraceMeng @RepCharlieCrist @SenatorShaheen @RepJoseSerrano @RepEdCase @RepMarcyKaptur Support @NOAA Estuarine Research Reserves! #iheartestuaries [Click to tweet!](#)

Dear @brianschatz @SenatorShaheen @SenFeinstein @lisamurkowski 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 [Click to tweet!](#)

Support @NOAA Estuarine Research Reserves! #iheartestuaries [Click to tweet!](#)

NERRS advances science-based management of habitats, monitor habitat resiliency, and develop innovated restoration strategies. Support our estuaries and NERRS! #iheartestuaries [Click to tweet!](#)

EPA

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

NEPs support 28 critical estuary habitats across the country by involving community members in the decision making process. Support its continued success @SenShelby @SenatorShaheen @NitaLowey @RepJoseSerrano! #iheartestuaries [Click to tweet!](#)

For every dollar the EPA provides, NEPs leverage \$19 in local funds to protect and improve environments, communities, and economies! #iheartestuaries [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 [Click to tweet!](#)

@EPAgov's Southeast New England Program provides over \$1M in funding each year to support H2O quality projects in RI and MA. @SenJackReed #iheartestuaries [Click to tweet!](#)

@HouseAppropsGOP @SenateApprops @AppropsDems do you know which @EPAgov NEP is in your home district? Time to find out! <http://bit.ly/37ssDO4> #iheartestuaries [Click to tweet!](#)

NOAA Habitat

Support @NOAAHabitat #iheartestuaries [Click to tweet!](#)

@NOAAHabitat = Habitat Restoration = Fish Recovery = Jobs #iheartestuaries [Click to tweet!](#)

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

@NOAAHabitat supports restoration benefiting communities, economies, fisheries, and recreational opportunities along our coasts. #iheartestuaries [Click to tweet!](#)

Estuaries provide nurseries for young fish to eat and grow. As @NOAAHabitat restores and protects these important areas, they support fish and communities along our coasts! #iheartestuaries [Click to tweet!](#)

Most of the fish and shellfish eaten in the US spend some or all of their life in estuaries. @NOAAHabitat's work restoring estuaries helps protect these species—and the jobs and communities they support. #iheartestuaries [Click to tweet!](#)

Estuaries provide us with cleaner water by filtering out pollution. @NOAAHabitat helps conserve these natural filters, benefiting both humans and underwater life. #iheartestuaries [Click to tweet!](#)
@NOAAHabitat worked with partners to restore #estuary habitat in Tillamook Bay, #Oregon. The work is revitalizing tidal wetlands and reducing flooding in nearby communities. #iheartestuaries
<https://go.usa.gov/xd4az> [Click to tweet!](#)

Estuaries like the #ChesapeakeBay are some of our most treasured places. Thanks to our friends at @NOAAHabitat and @chesbayprogram for their efforts to protect and restore the #Chesapeake! #iheartestuaries [Click to tweet!](#)

Twitter Targets:

Administration
@CommerceGov
@NOAA
@EPA

Appropriations Committees
@HouseAppropsGOP
@SenateApprops
@AppropsDems

Appropriations Leadership
@SenShelby
@SenatorShaheen
@NitaLowey
@RepJoseSerrano

Photos for Facebook, Twitter, and Instagram

- [Premade social posts](#)
- ANEP [wildlife photos](#)
- NERRA [Flicker](#) page for NERRS photos
- NERRA [YouTube Page](#) for NERRS videos