

FAQ: 2021 I HEART Social Media Campaign

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♥ What is the I Heart Social Media Campaign?

I Heart Estuaries is a national, three-day social media campaign to demonstrate local support for federal programs that benefit estuaries to Congress, NOAA, and other Federal programs. Now in its eighth year, this campaign is a partnership of NERRA, Restore America's Estuaries (RAE), and the Association of National Estuary Programs (ANEP). **It will be held February 12–14.**

♥ Who should participate?

You! And as many staff, volunteers, friends, and partners as humanly possible. If you are too busy to create your own posts, you can always share ours. Retweets and shares can take as little as five minutes a day for three days—that's 15 minutes of your time to support estuaries and our programs!

If you're unsure of how best to participate, contact [Rob Shane](#) to coordinate.

♥ Why should I participate?

Support for coastal programs depends on Congress understanding how people and organizations on the ground value the work we do and the estuaries we protect. Given the ongoing Covid-19 pandemic, a loud presence on social media has never been more necessary than it is today.

♥ How is this different from the Estuary Love Campaign?

NOAA's Office for Coastal Management is not permitted to participate in #IHeartEstuaries given its focus on Congressional outreach (a close step to lobbying). Instead, our NOAA colleagues run the Estuary Love campaign (#EstuaryLove) throughout February from @NOAADigCoast on Twitter and @NOAA Digital Coast on Facebook. The purpose of the campaign is to educate about the importance of estuaries, provide facts about Reserves, build awareness of Reserve programs, and encourage others to visit Reserves and fall in #EstuaryLove. To avoid confusion, NOAA **will not use** #EstuaryLove during the I Heart Estuaries campaign. You are welcome to show your #EstuaryLove in February, *but please remember to use only #IHeartEstuaries on February 12–14.*

♥ How do I participate?

Post to Facebook, Twitter, and Instagram using the #IHeartEstuaries hashtag. If you are new to social media, now is the 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. Really, it's easy, and nowhere near as complex as the coastal science, education, and management issues you deal with every day!

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

Level 1 I Heart Estuaries Participation: On February 12, 13, and 14, choose one of the ready-made tweets

below and click to tweet. Then check RAE, NERRA, and ANEP's Facebook, Twitter, or Instagram pages to help amplify what we've posted that day and you're done.

Level 2 I Heart Estuaries 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. Don't overthink it—have fun and use the resources you have. Don't forget to use #iheartestuaries and tag RAE, NERRA, and ANEP in your posts!

Check out these [sample posts](#) from our friends at NERRA for Facebook, Instagram, and Twitter that were created for this year.

Handles

RAE – FB: @Restore America's Estuaries **Twitter:** @RAestuaries **Instagram:** @RAEstuaries

NERRA – FB: @National Estuarine Research Reserve Association **Twitter:** @Estuaries4Life **Instagram:** @Estuaries4life

ANEP – FB: @Association of National Estuary Programs

Whatever you do, tagging your Congressional representatives and using the #IHeartEstuaries hashtag are CRITICAL. Congress needs to hear us, and our voices are louder when we all use the same hashtag. Check out the list of twitter targets at the end of this document 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.

Level 3 I Heart Estuaries Participation: Encourage friends groups, partners, and local chambers of commerce to get in on the I Heart Estuaries love! Share this guidance with them and encourage them to take these ideas and run them. To make it easier for them to align messages with what they care about, we've created some ready-made tweets below.

Where can I get more information?

Contact info:

NERRA: info@nerra.org

RAE: rshane@estuaries.org

Sample Tweets:

Your local estuary is a place to feel positive, get focused, and channel your creative vibes. #IHeartEstuaries @HouseAppropsGOP @SenateApprops @AppropsDems [Click to tweet!](#)

900 miles of hiking trails and +800 access points, it's no wonder NERRs have been places of refuge for people this year #IHeartEstuaries @HouseAppropsGOP @SenateApprops @AppropsDems [Click to tweet!](#)

Dear @rosadelauro @RepGraceMeng @RepCharlieCrist @RepEdCase @RepMarcyKaptur 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!](#)

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

Most of the fish you love to catch and eat spend part of their lives in an estuary! #iheartestuaries @HouseAppropsGOP @SenateApprops.

More than 600 commercial fish species spend some part of their lives in an estuary #iheartestuaries @HouseAppropsGOP @SenateApprops [Click to tweet!](#)

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

\$1 invested in hazards planning saves \$4 in emergency disaster spending #iheartestuaries @HouseAppropsGOP @SenateApprops [Click to tweet!](#)

Estuaries are a vital part of our natural infrastructure that benefit our economy in many ways #iheartestuaries @SenateApprops @HouseAppropsGOP @AppropsDems [Click to tweet!](#)

Dear @SenatorShaheen @SenShelby @SenatorLeahy @PattyMurray @SenJeffMerkley @ChrisMurphyCT @lisamurkowski Support @NOAA Estuarine Research Reserves! #iheartestuaries [Click to tweet!](#)

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

NOAA Habitat

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

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

.@NOAAHabitat 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!](#)

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 #iheartestuaries [Click to tweet!](#)

For every dollar the @EPAgov 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!](#)

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!](#)

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

Twitter Targets

Please tag all Representatives and Senators from your state.

House of Representatives (*Appropriations Leadership)

*Rosa DeLauro - CT @rosadelauro
Grace Meng - NY @RepGraceMeng
Charlie Crist - FL @RepCharlieCrist
John Rutherford - FL @RepRutherfordFL
Mario Diaz-Balart - FL @MarioDB
Marcy Kaptur - OH @RepMarcyKaptur
Robert Aderholt - AL @Robert_Aderholt
Martha Roby - AL @RepMarthaRoby
Steven Palazzo - MS @StevenPalazzo
Andy Harris - MD @RepAndyHarrisMD
Dutch Ruppersberger - MD @Call_Me_Dutch
Chellie Pingree - ME @chelliepingree
Barbara Lee - CA @RepBarbaraLee
David Price - NC @RepDavidEPrice
Ed Case - HI @RepEdCase

Senate (*Appropriations Leadership)

*Jeanne Shaheen - NH @SenatorShaheen
*Richard Shelby - AL @SenShelby
*Patrick Leahy - VT @SenatorLeahy
Patty Murray - WA @PattyMurray
Jeff Merkley - OR @SenJeffMerkley
Chris Murphy - CT @ChrisMurphyCT
Cindy Hyde-Smith - MS @SenHydeSmith
Tammy Baldwin - WI @SenatorBaldwin
Lisa Murkowski - AK @lisamurkowski
Susan Collins - ME @SenatorCollins
Lindsey Graham - SC @LindseyGrahamSC
John Kennedy - LA @SenJohnKennedy
Marco Rubio - FL @SenRubioPress
Dianne Feinstein - CA @SenFeinstein
Jack Reed - RI senator @SenJackReed
Christopher Coons - DL @ChrisCoonsforDE
Brian Schatz - HI @SenBrianSchatz
Chris Van Hollen - MD @ChrisVanHollen

Administration

@EPA
@NOAA
@USFWS
@CommerceGov
@NOAAHabitat

Appropriations Committees

@HouseAppropsGOP
@SenateApprops
@AppropsDems