

# Social Media Toolkit

## 2024

# Event Details

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Join us from June 1 to 9, 2024 for Chesapeake Bay Awareness Week! Chesapeake Bay Awareness Week is a time to celebrate the cultures, history and natural beauty of the nation's largest estuary. During the week, there will be a wide variety of online and in-person events, volunteer opportunities and social media conversations for everyone to take part in to celebrate the Chesapeake Bay.

# How to Participate

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The 2024 theme is “Unsung Heroes of the Chesapeake Bay.” The theme this year focuses on individuals, wildlife, places and more that may not always get the deserved recognition for the work they do within the watershed. Use this toolkit to kickoff your Chesapeake Bay Awareness Week social media campaign. Let this be an opportunity to talk about your local watershed and the unsung heroes within your community!

# Official Subthemes

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This year, we're breaking the 9 days up into two different subthemes:

- June 1-5 | **Habitat Heroes: Nature's Silent Protectors**
- June 6-9 | **Tide Turners: Recognizing Bay Advocates**

Need ideas for your social posts? We've also created a list of daily subthemes you can follow!

# Daily Subthemes

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- June 1: Kicking off Chesapeake Bay Awareness Week
- June 2: The science behind Chesapeake Bay restoration
- June 3: The benefits of environmental protection
- June 4: Rivers, streams and lands of the Chesapeake Bay watershed
- June 5: Wildlife and land conservation
- June 6: Wildlife and land conservation
- June 7: Forest protection and tree planting
- June 8: Indigenous communities of the Chesapeake
- June 9: Highlighting individual Chesapeake Bay advocates



# Saturday, June 1: Kicking Off Chesapeake Bay Awareness Week

Sample Posts

- #ChesapeakeBayAwarenessWeek is a time to appreciate the cultures, history and natural beauty of the nation's largest estuary. Follow along with us June 1-9 as we celebrate the watershed!
- This Chesapeake #ChesapeakeBayAwarenessWeek, we're celebrating Unsung Heroes of the Bay. Follow along to learn about elements of the watershed that don't get highlighted enough and be part of the conversation by sharing your memories of the Chesapeake. #UnsungHeroes
- Chesapeake #ChesapeakeBayAwarenessWeek is a time to celebrate the cultures, history and natural beauty of the nation's largest estuary. Discover your connection to the Bay by attending one of these events. ([Chesapeake Bay Awareness Week Events](#))



# Sunday, June 2: The Science Behind Chesapeake Bay Restoration

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Sample  
Posts

- Considerable investment has gone into helping farmers reduce the runoff coming from their property, and it's resulted in cleaner waterways across the Chesapeake. But how did we identify the right practices to put in place? And how did we learn that agriculture was a big source of pollution in the first place? This was all figured out by Chesapeake Bay #scientists, a group that doesn't always get the credit it deserves but is a crucial part to protecting the watershed. #ChesapeakeBayAwarenessWeek #UnsungHeroes (Photo by Will Parson/Chesapeake Bay Program) ([Photo](#))
- By using science to paint a picture of Chesapeake Bay health, our partnership helps decision-makers plan for future restoration efforts. Find out how this unsung part of Chesapeake Bay protection leads to cleaner water. #ChesapeakeBayAwarenessWeek #UnsungHeroes ([Bay 101: Monitoring and modeling the Chesapeake Bay](#))
- We know that plastics, pharmaceuticals, fertilizers and other chemicals are in the Chesapeake Bay, but there is a lot unknown about how they impact wildlife. These questions are being investigated by our scientist—a very much unsung part of Chesapeake Bay restoration. #ChesapeakeBayAwarenessWeek #UnsungHeroes (Photo by Will Parson/Chesapeake Bay Program) ([Photo](#))
- In the 1990's and early 2000's, numerous wastewater treatment plants were upgraded to use a new technology called Biological Nutrient Removal, which uses microorganisms to remove nitrogen and phosphorus from wastewater during treatment. Technology such as BNR is only possible because of the amazing #scientists working in the region, and has resulted in cleaner water. Let's celebrate these #UnsungHeroes for #ChesapeakeBayAwarenessWeek! ([Wastewater](#))

# Monday, June 3: The Benefits of Environmental Protection

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Sample Posts

- Wetlands play an important role in the #ChesapeakeBay, filtering out polluted runoff and providing habitats to many species of fish, bird, mammals and more. From herons and ducks to rabbits and muskrats, learn about the wildlife that depend on wetlands. #ChesapeakeBayAwarenessWeek ([Seven critters that call wetlands home](#))
- Artificial Intelligence is changing environmental science and may pave the way to a healthier Chesapeake Bay! A method for wetland mapping could deliver essential outcomes for protecting and conserving wetlands. #ChesapeakeBayAwarenessWeek ([Artificial Intelligence Deep Learning Model for Mapping Wetlands Yields 94% Accuracy](#))
- Forest buffers protect streams and rivers by preventing erosion, removing pollutants and serving as habitat for critters. The best width of a forest buffer is about the length of three school buses laid end to end! #ChesapeakeBayAwarenessWeek ([By the Numbers: 100](#))
- Live stakes are branch cuttings from wetland tree and shrub species that can be planted into the ground alongside streams. These stakes develop roots quickly and eventually grow into trees, which stabilize streambanks, filter nutrients and much more. ([Live Staking: A Trusty Technique for Planting Trees and Shrubs on the Cheap](#))
- Old-growth forests can be hundreds of years old, improve air and water quality, provide vital habitat for wildlife and more. Take an adventure this #ChesapeakeBayAwarenessWeek and visit some old-growth forests in the watershed! ([Branch out and explore 5 old-growth forests in the Potomac River region](#))



# Tuesday, June 4: Rivers, streams and lands of the Chesapeake Bay Watershed

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Sample  
Posts

- Did you know that the Chesapeake Bay watershed stretches as far west as West Virginia? In fact, West Virginia is the starting point for the North Branch of the Potomac River! The Potomac River runs over 383 miles from Fairfax Stone, WV to Point Lookout, MD and drains more than 14,670 square miles of land area. #ChesapeakeBayAwarenessWeek ([Potomac Basin Facts](#))
- The Susquehanna River is the largest tributary of the Chesapeake Bay and it alone provides about half of the total freshwater to the Bay. That's about 19 million gallons of water per minute! #UnsungHeroes #ChesapeakeBayAwarenessWeek ([The Chesapeake Bay and its Watershed](#))
- Did you know that wetlands help keep the water clean? Wetlands act as buffers that soak up stormwater and trap polluted runoff to slow the flow of nutrients, sediment and chemical contaminants into the Bay and its tributaries. #UnsungHeroes #ChesapeakeBayAwarenessWeek ([Bay 101: Wetlands](#))
- What do forests and wetlands have in common? They both act like giant sponges! They soak up pollutants to keep the rivers and streams of the Chesapeake Bay Watershed clean and protect our drinking water! #UnsungHeroes #ChesapeakeBayAwarenessWeek ([Bay 101: Wetlands](#) & [Forest Health](#))

# Wednesday, June 5: Wildlife and land conservation

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## Sample Posts

- What do beavers and oysters have in common? They are both #HabitatHeroes that work as ecosystem engineers! An ecosystem engineer is a species that provides and maintains habitats that would not otherwise exist! #HabitatHeroes #ChesapeakeBayAwarenessWeek ([‘God’s engineers’: How beavers can repair an ecosystem](#))
- Oysters are ecosystem engineers that build reefs which oxygenate and filter water while also protecting shorelines from storm surges and erosion. They are one of the most important #HabitatHeroes in the Bay’s tidal areas! #ChesapeakeBayAwarenessWeek ([Chesapeake Bay: Oyster Restoration](#))
- Did you know there are 25 species of mussels that live in the freshwater rivers and streams of Chesapeake Bay? These mussels can each filter up to 15 gallons of water per day! #HabitatHeroes #ChesapeakeBayAwarenessWeek ([Freshwater Mussels Unsung Heroes at Risk in Chesapeake Bay Watershed](#))
- The North American beaver is making a comeback around the Chesapeake Bay! They are #HabitatHeroes because the dams that they build trap sediment, store groundwater, reduce nutrient pollution and create wetlands and habitat to support biodiversity! #ChesapeakeBayAwarenessWeek ([Five Facts You Didn’t Know About Beavers](#))

# Thursday, June 6: Wildlife and land conservation

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Sample Posts

- Since 2010, the Chesapeake Bay Program has protected nearly 1.64 million acres of land! Learn more about some of the success stories here. ([Seven land conservation success stories from around the Chesapeake region](#)) #ChesapeakeBayAwarenessWeek
- Conserving land is one of the best ways to protect water quality, habitats and biodiversity. Pennsylvania has the most acreage of protected land in the Bay watershed, with 3.6 million acres. It is followed by Virginia with 2.9 million acres and Maryland with 1.7 million acres! #ChesapeakeBayAwarenessWeek ([Region on track for 2-million-acre land protection goal](#))
- Forests in the Chesapeake Bay provide \$74 billion dollars in ecosystem benefits every year by filtering air and water pollution and reducing erosion! This is one of the reasons why there is a goal to conserve 30% of the Chesapeake Bay watershed lands by 2030. #ChesapeakeBayAwarenessWeek ([Conserving 30% of the Chesapeake Bay watershed's lands by 2030](#))
- You can help protect land and habitats in your own community by planting native species, reducing or eliminating fertilizer, conserving water and recreating responsibly. ([Chesapeake Conservation](#)) #ChesapeakeBayAwarenessWeek

# Friday, June 7: Forest protection and tree planting

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Sample Posts

- Want to help the watershed and be a Chesapeake Bay Hero yourself? Plant a native tree! Trees, of course, provide shade and promote better air and water quality, but native trees support caterpillars and birds as well! #ChesapeakeBayAwarenessWeek ([Five tree species to plant in the Chesapeake region](#))
- Protecting healthy forests is essential to the protection of the Chesapeake Bay. Forests provide habitat, clean air and water, prevent flooding and erosion, and allow for economic and recreational opportunities. #ChesapeakeBayAwarenessWeek ([State of Chesapeake Forests 2.0](#))
- Did you know that across the Chesapeake Bay watershed trees provide over \$6 billion in benefits each year by reducing air pollution, decreasing stormwater runoff and removing carbon from the air? Use the i-Tree Landscape tool to learn more about the economic reason for protecting trees in your area. #ChesapeakeBayAwarenessWeek ([Home - i-Tree Landscape](#))

# Saturday, June 8: Indigenous communities of the Chesapeake

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Sample Posts

- For thousands of years, the Chesapeake Bay supported Indigenous peoples until European colonizers forced them from their ancestral lands. Learn more about the history and culture of the Bay's Indigenous peoples. #ChesapeakeBayAwarenessWeek ([Indigenous Peoples of the Chesapeake](#))
- Along the Bay, Indigenous peoples are reclaiming and restoring the habitat that supported them for thousands of years before they were forced out by European colonists. Learn more about the tribal history along the Nansemond River, and their current efforts to restore their historic lands. #ChesapeakeBayAwarenessWeek ([Indigenous Life on the Nansemond River](#))
- Meet the Piscataway Conoy, who are working with the Potomac River Network to find and fight sources of pollution in the Bay, such as a massive sewage spill at Mattawoman Creek, and cancellation of the controversial Atlantic Coast Pipeline Project. Learn more about the Piscataway Conoy and their efforts to protect their ancestral lands in the Bay. #ChesapeakeBayAwarenessWeek ([An Indigenous tribe conserves its ancestral landscapes](#))
- Want to learn more about indigenous cultures of the Bay? You can explore historical and cultural exhibits at Machicomoco State Park. Named after the Algonquin word for "a special meeting place," the park resides within the Virginia Tidewater territory the Powhatans referred to as Tsenacommacah. #ChesapeakeBayAwarenessWeek ([The story of Indigenous tribes comes to life at Machicomoco State Park](#))

# Sunday, June 9: Highlighting individual Chesapeake Bay advocates

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Sample  
Posts

- Join us in highlighting leaders from your organization, stewards within your community and other advocates of the Chesapeake Bay.





# Images Gallery

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Use photos from our 2024 photo album to supplement your social media posts. Please refer to the description on Flickr for a caption of the photo. Any photos used from the toolkit should be credited to the Chesapeake Bay Program (e.g. Photo by Chesapeake Bay Program).

Access the album here: [Flickr Gallery](#)



# Logos

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Use Chesapeake Bay Awareness Week logos to customize your promotional and social media materials. Access logos here: <https://bit.ly/42gbqfL>



# Hashtags

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#ChesapeakeBayAwarenessWeek

#UnsungHeroes

# Handles to tag

Facebook: [@ChesapeakeBayProgram](#)

Instagram: [@ChesBayProgram](#)

Twitter: [@ChesBayProgram](#)

LinkedIn: [@ChesapeakeBayProgram](#)



# Events

Share your events with the Chesapeake Bay Awareness Week team to be featured on the [Chesapeake Bay Awareness Week webpage](#).

Send the title, date, time, cost and registration link to [bmartinezpenn@chesapeakebay.net](mailto:bmartinezpenn@chesapeakebay.net) to have your event added to the website.

[CELEBRATE CHESAPEAKE BAY AWARENESS WEEK](#) >

## Attend an Event

**Saturday, June 1, 2024**

### National Trails Day

Come on out on National Trails Day and get ready to have some fun!

[View event details >](#)

### Woodland Warblers

Join us for a hike through the Civilian Conservations Corps Trail.

[View event details >](#)

### Clean the Bay Day

This short, three-hour annual event has a massive cumulative impact. Since the event began in 1989, this Virginia tradition has engaged more than 165,500 volunteers who have removed approximately 7.18 million pounds of debris from more than 8,250 miles of shoreline.

[View event details >](#)



Thank you!



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