

Chesapeake Bay Awareness Week

Toolkit for Social



Event Details

Join us from June 3 to 11, 2023 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 are 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

The 2023 theme is "Chesapeake Journeys." The theme this year focuses on how people and places have changed over time and all of the ways people can explore the watershed. Use this toolkit to kickoff your Chesapeake Bay Awareness Week social media campaign. Use the posts as they are or feel free to make your own. Talk about your local watershed and the journeys in your community.

Daily Themes

Saturday, June 3: Kickoff

Sunday, June 4: From the headwaters to the Bay

Monday, June 5: Wildlife migrations

Tuesday, June 6: Restoring our watershed

Wednesday, June 7: Preserving special places

Thursday, June 8: Journey by land

Friday, June 9: Journey by water

Saturday, June 10: Resilience of the watershed

Sunday, June 11: Begin your stewardship journey



Saturday, June 3: Kickoff

**SAMPLE
POSTS**

Chesapeake #BayAwarenessWeek is a time to appreciate the cultures, history and natural beauty of the nation's largest estuary. Follow along with us June 3-11 as we celebrate the watershed! ([photo](#))

This Chesapeake #BayAwarenessWeek, we're celebrating Chesapeake Journeys. Tag along to learn about journeys in the watershed and be part of the conversation by sharing your memories of the Chesapeake. #ChesapeakeJourneys

Chesapeake #BayAwarenessWeek 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. <https://www.chesapeakebay.net/action/chesapeake-bay-awareness-week>

What waterways are you connected to? Use the River Runner app to track the journey of raindrop from your neighborhood to the Chesapeake Bay. <https://river-runner.samlearner.com/>

Celebrate #BayAwarenessWeek by attending an event! Learn about the Rappahannock Tribe and Fones Cliffs with @ChesapeakeConservancy, clean the Bay with @BayFoundation, measure water quality at the annual Patuxent Wade-In and more. <https://www.chesapeakebay.net/action/chesapeake-bay-awareness-week>

Sunday, June 4: From the headwaters

**SAMPLE
POSTS**

Did you know that you live in the (fill in) watershed, which is part of the greater Chesapeake Bay watershed? #BayAwarenessWeek ([photo](#))

The Chesapeake Bay watershed spans more than 64,000 square miles, encompassing parts of six states—Delaware, Maryland, New York, Pennsylvania, Virginia and West Virginia—and the entire District of Columbia. More than 18 million people live in the Chesapeake Bay watershed. #BayAwarenessWeek

More than 100,000 streams, creeks and rivers—called tributaries—thread through the Chesapeake Bay watershed. Each watershed resident lives within a few miles of one of these local waterways, which act like pipelines that connect our communities to the Bay. #BayAwarenessWeek

The Chesapeake Bay watershed includes 206 counties covering parts of six states and D.C. Each local community plays a part in the health of local rivers and the Bay. #BayAwarenessWeek

Monday, June 5: Wildlife migrations

**SAMPLE
POSTS**

For day 3 of #BayAwarenessWeek, we're focusing on the journeys that migrating wildlife make in the watershed! What are your favorite Chesapeake Critters?

Some of the Bay's most iconic creatures only live here for part of the year. These critters make extreme journeys each year to return. ([Globetrotters of the Chesapeake region](#))
#BayAwarenessWeek #ChesapeakeJourneys

Shad and herring migrate thousands of miles from the Atlantic Ocean to reach ancestral spawning grounds in Bay's freshwater rivers. To support their journey, organizations across the Chesapeake are removing dams, upgrading culverts and building "fish ladders." #BayAwarenessWeek
#ChesapeakeJourneys ([Over 31,000 miles of fish passage opened in the Chesapeake since 1988](#))

Tuesday, June 6: Restoring our watershed

**SAMPLE
POSTS**

For day 4 of #BayAwarenessWeek, we're focusing on restoration projects in the watershed!

Restoration projects in the Bay watershed come in all varieties. It could be repairing an eroded stream bank, adding healthy grasses back to a shoreline, planting trees along streams, establishing oyster habitat in a river, and more! #BayAwarenessWeek

This year marks the 40th anniversary of the Chesapeake Bay Program. The Chesapeake Bay was the first estuary in the nation targeted by Congress for restoration and protection. In the late 1970s, U.S. Senator Charles "Mac" Mathias (R-Md.) sponsored a Congressionally funded \$27 million, five-year study to analyze the Bay's rapid loss of wildlife and aquatic life. The study, which was published in the early 1980s, identified excess nutrient pollution as the main source of the Bay's degradation. These initial research findings led to the formation of the Chesapeake Bay Program in 1983. <https://www.chesapeakebay.net/who/bay-program-history>

Wednesday, June 7: Preserving special places

**SAMPLE
POSTS**

For day 5 of #BayAwarenessWeek, we're focusing on special places in the watershed! The Chesapeake region is full of ecologically and historically important locations. What are some of your favorite places in the watershed?

With these 7 projects, acres of forest, wetland, farmland and beach were preserved for their benefits to water quality, but also because of the rich culture and history they hold. ([Seven land conservation successes that protect Chesapeake culture](#)) #BayAwarenessWeek

The Rappahannock Tribe were once forced from their land by European colonizers and nearly lost their identity and heritage by American leaders. The Rappahannock Tribe persisted and reacquired 465 acres of their ancestral land on the banks of the Rappahannock River. #SavingSpecialPlacesWeek ([Their land, once again](#))

Through multiple efforts, the Rappahannock Tribe reacquired 465 acres of ancestral land on the banks of the Rappahannock River and are actively working on 2 more parcels totaling over 1,600 acres. This is an amazing win for conservation and for the Rappahannock Tribe. #SavingSpecialPlacesWeek ([Native American tribe in Va. reclaims big parcel of its homeland](#))

Thursday, June 8: Journey by land

**SAMPLE
POSTS**

For day 6 of #BayAwarenessWeek, we're focusing on the hiking, biking and other journeys people make in the watershed!

Everyone should have the opportunity to experience the outdoors. All sensory trails make it easier for people to connect with nature. #BayAwarenessWeek ([All Sensory Trail makes for a more accessible park](#))

LGBTQ+ hiking groups provide opportunities to connect with nature and build community. #BayAwarenessWeek ([LGBTQ+ hiking groups blaze Chesapeake trails](#))

These groups are making sure everyone feels welcome at the many parks and trails in the region. #BayAwarenessWeek ([Six Black-led organizations changing the face of outdoor recreation](#))

The outdoors is for everyone, which is why organizations are working to make parks, museums, and public access sites more accessible to Latinx communities. #BayAwarenessWeek ([Making the outdoors more accessible to the Chesapeake's Latinx communities](#))

Friday, June 9: Journey by water

**SAMPLE
POSTS**

For day 7 of #BayAwarenessWeek, we're focusing on the kayaking, boating, and other journeys people make in the watershed!

Take a virtual tour of your favorite river! @Chesapeake Conservancy and @Terrain360's virtual river tours will take you upstream on some of the Chesapeake Bay's beautiful tributaries.
#BayAwarenessWeek ([Virtual Tour](#))

"The sunlight reflected softly off of Fones Cliffs. The view was so stunning I stopped the boat and turned off her outboard." #FindYourChesapeake and explore the beauty and Indigenous history of Fones Cliffs #BayAwarenessWeek ([Exploring the Rappahannock Around Fones Cliffs](#))

Access to open space and waterways can improve public health and quality of life. People rely on outdoor places to exercise, relax and recharge their spirits. Time spent outdoors can strengthen family bonds and nurture active, creative children. And access to the water can build personal connections with places that have shaped life in the region, boosting tourism economies and creating stewards who care for local resources and engage in conservation efforts. To find a public access site near you, visit www.chesapeakebay.net/action/visit.

Saturday, June 10: Resilience of the watershed

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POSTS**

For day 8 of #BayAwarenessWeek, we're focusing on the resilience of the watershed! Restoration projects have shown us that despite everything, ecosystems can bounce back when properly supported.

A handful of tributaries in the West Branch Susquehanna River have shown their resilience in recent years, rebounding after decades of acid mine drainage degraded the water quality. #BayAwarenessWeek ([From 'Red and Dead' to Class A Fishery, West Branch Susquehanna rebounds](#))

The use of natural and other green infrastructure techniques, including living shorelines, beach nourishment, forested buffers, bay islands and tidal wetlands, is a move away from the use of more traditional structural shore protection practices such as groins, breakwaters, seawalls and bulkheads. Natural solutions such as these can dampen and absorb wave energy and attenuate coastal flood waters, increasing the resiliency of a coastal community while also offering valuable ecosystem benefits, such as nursery grounds and habitat for near shore species. It's a win-win solution for coastal communities as well as the Bay. ([Using "green infrastructure" to build climate resiliency](#))

Sunday, June 11: Begin your stewardship journey

**SAMPLE
POSTS**

For day 9 of #BayAwarenessWeek, we're focusing on your stewardship journey!

You can be a scientist too! Join a community science initiative to help Chesapeake researchers collect important data to inform restoration efforts. ([Five ways to be a citizen scientist](#))

From hosting cleanups to planting trees and leading workshops, there are ample opportunities to help the Bay. Find the volunteer position that works for you and begin your stewardship journey today. ([Five ways volunteers can help protect the Chesapeake Bay](#))

Saving the Bay can start at home. Use your landscape to benefit Chesapeake wildlife. ([How to use your yard to save birds and bugs](#))

You can be part of Bay restoration! Looking for an organization near you to volunteer with? Use the Chesapeake Bay Program's Find a Group map and start helping make your part of the watershed cleaner. #BayAwarenessWeek ([Find a group](#))

Images Gallery

Use photos from our 2023 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. @chesbayprogram on Instagram). Access the album here: <https://www.flickr.com/photos/tags/chesapeakebayawarenessweek2023>



Logos




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



Hashtags

#BayAwarenessWeek
#ChesapeakeJourneys

Handles to tag

-  [@ChesapeakeBayProgram](#)
-  [@ChesBayProgram](#)
-  [@ChesBayProgram](#)



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 mbaldine@chesapeakebay.net to have your event added to the website.

Celebrate Chesapeake Bay Awareness Week

Chesapeake Bay Awareness Week is an annual event that celebrates the culture, history and natural beauty of the nation's largest estuary.



Participating Organizations

Chesapeake Bay Awareness Week is coordinated each year by the Chesapeake Bay Program. Members of the 2023 planning committee include:

[Alliance for the Chesapeake Bay](#)

[Chesapeake Conservancy](#)

[Chesapeake Research Consortium](#)

[Metropolitan Washington Council of Governments](#)

[Pennsylvania Department of Environmental Protection](#)



Chesapeake Bay **AWARENESS WEEK**

JUNE 3 - 11, 2023