



Social Media Toolkit

Trash in our waterways is a tangible representation of the environmental threats facing our community and our planet. Channelkeeper's **#WatershedBrigade** invites you to fight litter and make a local impact.

Channelkeeper's **#WatershedBrigade** is a community of volunteers dedicated to keeping our local watersheds and beaches clean. Brigade members remove trash from trails, creeks, rivers, and beaches in our watershed, act as environmental stewards, and participate in restoration and data collection used to prioritize community and government efforts to reduce pollution at its source. And it's fun! Volunteers earn points that make them eligible for perks and prizes.

Amplify our Message:

We need your help getting the word out. We've created this social media toolkit for you to use to connect with new **#WatershedBrigade** volunteers, inspire more community engagement around litter and pollution reduction in our area, and to elevate the conversation.

How You Can Help:

- Copy and paste the social media posts we've provided or develop your own customized posts to share;
- Add the **#WatershedBrigade** hashtag to your social media posts and engage with us;
- Follow **@sbchannelkeeper** on Facebook, Twitter, LinkedIn, and Instagram and share our **#WatershedBrigade** content;
- If you're doing a clean-up, tag **@Sbchannelkeeper** in your **#WatershedBrigade** post.

Sample Posts:

- Fight #litter and make a local impact. Join the **#WatershedBrigade** to help us keep our waterways and environment healthy.
- The solution to pollution is YOU. Channelkeeper's **#WatershedBrigade** invites you to help us fight litter and make a local impact.
- Help eliminate environmental threats facing our community and our planet. Fight litter with the **#WatershedBrigade** and keep our waterways clean.
- Keeping our beaches, creeks, and ocean clean is important. Help keep our community trash-free by conducting a local clean-up! Join the **#WatershedBrigade** for helpful resources and clean-up materials and contribute to **@SBChannelkeeper**'s ever-growing database of trash collected.
- Help keep our creeks, trails, beaches, and open spaces clean by joining **@SBChannelkeeper** **#WatershedBrigade**—a group of environmental stewards who clean up our trails, creeks, beaches, and river access areas and spread awareness about the need to prevent littering.