



A PROGRAM OF TCEQ

## National Estuaries Week 2021 Social Media Toolkit



National Estuaries Week takes place on September 18-25, 2021. Many of you are planning some great events and volunteer opportunities. As one of two estuary programs in Texas, GBEP is excited to have such great partners who work every day to protect and preserve one of Texas' most valuable resources.

Below are tools and resources for participating in events and sharing on social media channels.

### **The Goals of National Estuaries Week:**

- To create broad public awareness and support for our nation's estuaries and coasts.
- To encourage active engagement and participation with local estuaries through volunteer and educational events.
- To communicate the value and importance of our estuaries and coasts to key decision makers at the local and federal levels.

### **Register Your Event:**

If you have a planned event, please register your event on the Restore America's Estuaries [registration page](#). We'd love to see the Galveston Bay estuary represented!

### **Events in the Galveston Bay Watershed:**

Houston Audubon's Bird Week September 18-25th

Houston Audubon and local conservation partners arrange a week of virtual and in-person events centered around our region's birds and wildlife – from birding opportunities and watch parties, trivia and movie night, and more, there's something for all Houstonians to enjoy. Keep up with Houston Bird Week on social media using #HoustonBirdWeek and follow on their social media accounts at @HoustonAudubon. For more information, visit [houstonaudubon.org/programs/birdweek.html](http://houstonaudubon.org/programs/birdweek.html).

Texas General Land Office Adopt a Beach Clean-up on September 18th

Be part of the statewide effort to clean Texas beaches.

For more information, visit [www.texasadoptabeach.org/volunteer/cleanups/index.html](http://www.texasadoptabeach.org/volunteer/cleanups/index.html)

Galveston Bay Foundation Marsh Mania on September 25th

Help restore vital marsh habitat by planting smooth cord grass in Kemah or Galveston. Space is limited.

For more information, please visit the website link below. [galvbay.org/events/](http://galvbay.org/events/)

University of Houston Clear Lake Environmental Institute of Houston Habitat Workdays on September 21<sup>st</sup>

Habitat volunteers help weed and mulch flower beds, plant native plants, maintain pathways, and trim trees and bushes. Volunteers may also help clean out the pond on select workdays.

For more information, visit [www.uhcl.edu/environmental-institute/education/school-habitats/work-day](http://www.uhcl.edu/environmental-institute/education/school-habitats/work-day), or contact: Wendy Reistle [reistleuhcl.edu](mailto:reistleuhcl.edu).

The Citizens Environmental Coalition website is a resource for more events. Visit [cechouston.org/](http://cechouston.org/)

### **Sharing on Social Media:**

As you all are planning and doing events, here are some examples of quick social media posts:

Coastal wildlife habitats are the foundations for whole ecosystems. Will you help protect your local species by restoring their habitats? #EstuariesWeek #BacktheBay (include your organization's website/info)

Your coast needs your help. Do you know the impact of invasive species in the Galveston Bay watershed? #EstuariesWeek #BacktheBay (include your organization's website/info)

You're more connected to Galveston Bay than you think. You can help protect and preserve our ecosystem. #EstuariesWeek #BacktheBay (include your organization's website/info)

Trash on the ground ends up in Galveston Bay. Keep trash off the ground and out of our water. #EstuariesWeek #BacktheBay (include your organization's website/info).

### **Supporting Websites:**

[estuaries.org/get-involved/new/](http://estuaries.org/get-involved/new/)

[gbep.texas.gov/](http://gbep.texas.gov/)

[backthebay.org/](http://backthebay.org/)

### **Images:**

Photos and graphics available on the GBEP website that can be shared to your stakeholders for social media posts throughout the week. [gbep.texas.gov/resources/](http://gbep.texas.gov/resources/)

Images you can share on social media channels and websites:



**DON'T TRASH A GOOD THING**

Even if you're miles from the coast, storm drains and creeks all over the greater Houston area eventually find their way to Galveston Bay. Stopping litter and harmful runoff at the source can make a big difference.



**SAVE WATER HERE — AND THERE**

Plant and animal life in the Bay depend on the right mix of fresh and salt water. Doing your part to reduce water waste at home and work helps preserve this balance and keep the Bay healthy.



**HELP PRESERVE BAY HABITATS**

Wetlands and other Bay area habitats support wildlife, filter pollution from our water and help act as a buffer against hurricanes and flooding. Supporting land preservation and reducing the spread of invasive species helps the Bay keep up the good work.

Find more at [www.backthebay.org](http://www.backthebay.org)