



COASTAL **RESTORATION** TOOLKIT

SOCIAL MEDIA TIPS & GUIDELINES

Quick Tips & Instructions

Please note that instructions for sharing Coastal Restoration Toolkit vary by social media channel.

When to Post

For all channels, don't post/share before 9:00 am.
People engage with social media best after coffee time.

What to Post

IMAGES

We've included a variety of images you are welcome to post across your channels. Consider posting more than one image in each Instagram post.

BRANDING

If you want to create additional content to post about the toolkit, please see our branding files for usage of logo or brand color palette. This is not mandatory, but it will help to maintain consistency.

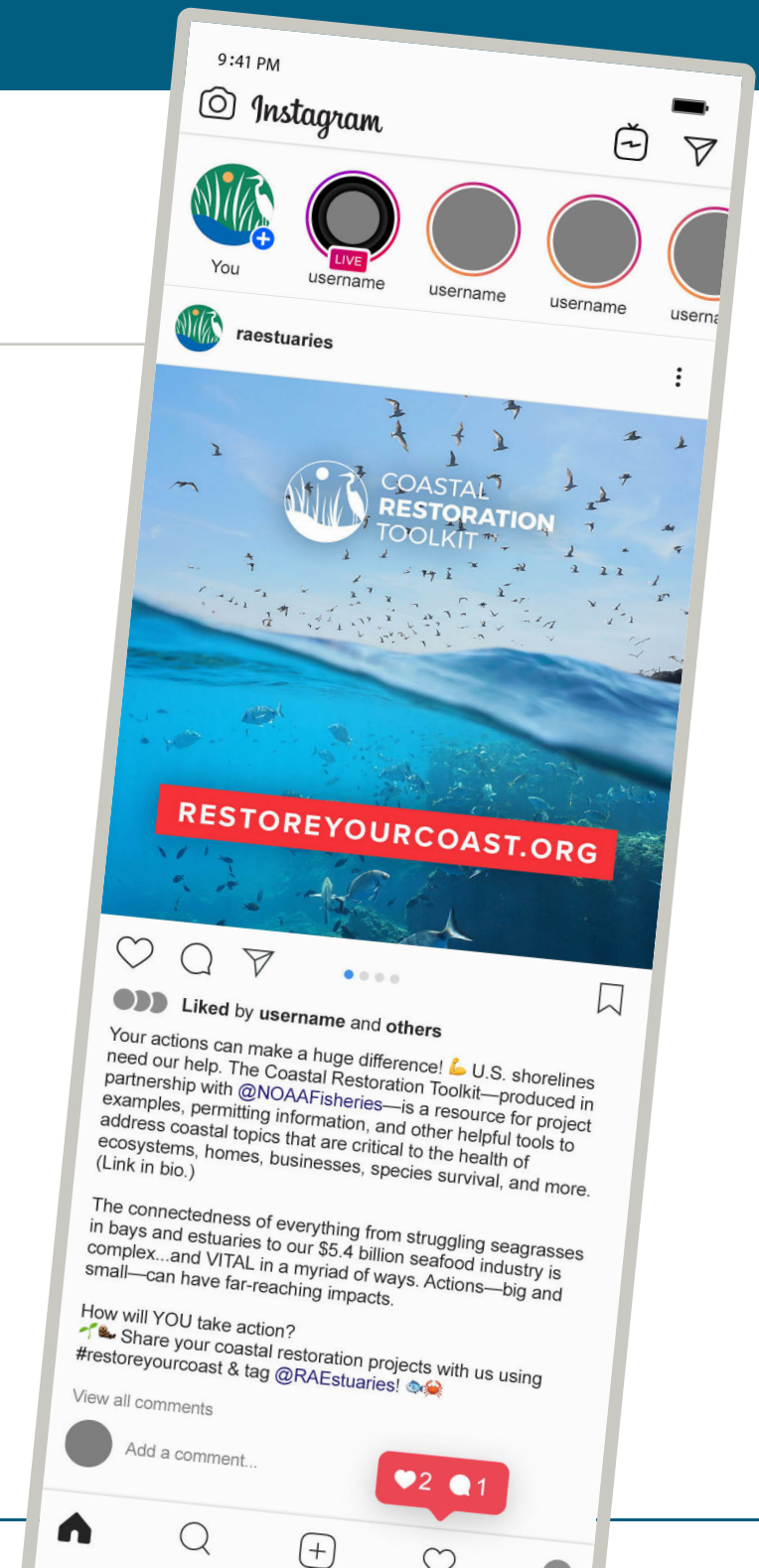
TAGS/MENTIONS

Please tag/mention RAE in your posts about the toolkit or in any questions or comments you'd like to direct to our team.

Instagram: @RAEstuaries

Twitter: @RAEstuaries

Facebook: @RestoreAmericasEstuaries



The toolkit was created in partnership with NOAA, so they need to be credited accurately when we tag/mention them on social channels.

Instagram: @NOAAFisheries

Twitter: @NOAAHabitat

Facebook: @NOAAFisheries

RESTOREYOURCOAST.ORG

Be sure all posts link to Coastal Restoration Toolkit. For Instagram, this will require placing the link in your bio temporarily as caption links are not clickable.

#HASHTAGS

Always encourage your followers to share their own restoration project photos with all of us on Instagram by using #restoreyourcoast. Bonus points for tagging @RAEstuaries and your own organization's account too!

For Twitter and Instagram, we've put together a list of other relevant hashtags to use. For Twitter, this will need to be pared down. For Instagram, you can use as many per post as you'd like. Don't forget to add your own region-specific hashtags! (Think: #OBX, #PugetSound, #GreatLakes, etc.)

#restoreyourcoast #saltmarsh #tidalmarsh #coastalerosion
#coastalflooding #coastalrestoration #habitatrestoration
#coastalwildlife #waterfront #estuary #estuaries #floodzone
#soundside #wildlifeconservation #conservationist #saltwater
#coastalcommunity #sustainability #seagrass #protect-
whatyoulove #protectourplanet #bluecarbon #oysterrestoration
#oysterreef #shorebirds #natureconnection #natureisamazing
#wetlands #docklife #coastalliving #seasideliving #beachlife
#beachgram #saltlife #saltwatersoul #sustainableliving

Questions & Comments

If your followers ask questions about the toolkit that you are unsure how best to answer, feel free to tag us to pull us into the conversation. We're here to help!