

PUGET SOUND DAY ON THE HILL

MAY 1–3, 2017



SOCIAL MEDIA PLAN

Goals for social media campaign:

- ▶ Raise awareness of the national importance of Puget Sound—ecologically and economically.
- ▶ Raise awareness of the scale of partnerships working to save Puget Sound.
- ▶ Raise awareness of the specific, innovative, and locally-driven solutions to chronic Puget Sound problems.

Key messages:

- ▶ Puget Sound protection and recovery efforts are a model of innovation and efficient partnerships for creating thriving and resilient communities.
- ▶ This is a critical juncture in our recovery efforts—withdrawal of federal support would result in degradation of water quality and infrastructure, job loss, damage to critical industries, and potentially irreversible ecosystem loss.
- ▶ Federal investment in Puget Sound recovery and protection helps fulfill treaty-based responsibilities.

Suggested hashtags for Twitter and Facebook

#SaveAmericasSound #SaveOurSound

(Because the above two hashtags don't mention Puget Sound, please include a Puget Sound reference in the posts, if possible.)

#PugetSoundDay

Tag your partners

Use the attached Twitter Tagging Tool to generate public “buzz” and let the world know what great participation we have for 2017 Puget Sound Day on The Hill!

Contact:

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SOCIAL MEDIA PLAN

Suggested Activities

DAY	ACTION	FREQUENCY	TOPIC OR POST	COMMENTS
Monday, April 24	Pre-event tweets	Twice, spaced several hours apart	Highlight one of the federally funded projects from our Puget Sound Day on the Hill story book. The stories are available online:	Include the photo from the story book post at https://pugetsoundinnovationstories.blog
	Pre-event FB	Once	https://pugetsoundinnovationstories.blog And mention that you're headed to D.C. soon to show this good work to Congress. (Be sure to use the event hashtag so others can find your post) #SaveAmericasSound #SaveOurSound #PugetSoundDay	
Friday, April 28 or weekend	Travel tweets	Twice, spaced several hours apart	We're off to D.C. along with our partners, to talk to Congress about saving Puget Sound. Keep up with us:	Include a photo if possible – cell phone photos are fine. Send photo and suggested post to your social media manager, or post to your own account. (Be sure to use the event hashtag so others can find your post).
	Travel FB	Once	#SaveAmericasSound (125 characters)	

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Suggested Activities

DAY	ACTION	FREQUENCY	TOPIC OR POST	COMMENTS
Monday, May 1 Tuesday, May 2 Wednesday, May 3	Event day Tweets	Three to four times, as soon as something of particular interest occurs or when there is a good photo opportunity Retweet, Fav, or respond to others' posts as often as you'd like.	Highlight at least one surprising fact you learned or compelling event you attended. Thank those with whom you met, and be sure to tag them in your post.	Emphasize an aspect of one of the key messages (above) in each post. Don't forget the photo (see above). Follow the event hashtag so you can retweet/share/respond often.
	Event day Facebook posts	Twice, at least 5 hours apart		
Thursday, May 3	Post-event tweets	At least one	At least one key take-away insight from the week's meetings, bringing emphasis to one of the key messages.	Include a photo if possible, plus a shoutout to one of the other participants, if appropriate.
	Post-event FB post	One		
Week of May 8	Post-event tweets	At least one	Post a key success point of one of your federally funded projects; tag one of our Congressional representatives, and thank them for helping get the money to make the project happen.	Include a project photo, plus a shoutout to a key partner in the project, if appropriate.
	Post-event FB post	One	(You can also use one of the project stories posted at http://pugetsoundinnovationstories.blog)	