



Social Media Best Practices Guide

I Am Carson River Watershed Campaign

'Watershed Moments'

Hello friends and neighbors,

WE NEED YOUR HELP!

We are kicking off a series of 12 PSA films we've coined 'Watershed Moments' as part of our "I Am Carson River Watershed" outreach campaign. Over the 2022, we will be launching one PSA film a month that will highlight actions residents can take at home, at work, and while out and about in the community to contribute to healthier watershed and reduce polluted runoff.

Can you help spread the word about our campaign on your social media and other communication channels available to you?

- **LINK TO PSAs**
[I Am Carson River Watershed PSAs](#)
- **LINK TO PRESS RELEASES**
[Press Releases](#)
- **LINK TO ONLINE PLEDGE**
[Online Pledge](#)

Watch the PSA's, which highlights our wonderful watershed and ways to protect it. PSAs can be found on the splash page at iamcarsonriver.org. Afterwards take the [online pledge](#), and in your posts invite others to do the same. Please feel free sharing this link far and wide!

- **SOCIAL MEDIA**
 - 1) Like CWSD's [Facebook page](#) and/or Follow us on [Instagram](#).
 - 2) Like and share the posts as part of the 'Watershed Moments' PSAs and leave positive, thoughtful comments! Tag us @carsonriver if you do a dedicated post!
 - 3) Tag folks on our [Instagram](#) posts and re-share our stories. Tag @carsonriverwatershed to notify us that you've shared any of our campaign content.
 - 4) To encourage interaction with the campaign, we are encouraging people to watch our video and take the [Online Pledge](#). Anyone who takes the online pledge will be entered into our monthly promotional prize drawings. Prizes may include gift cards to local participating pet stores, garden nurseries, car washes, oil change businesses as well as two Nevada State Park passes, two Carson Hot Springs Passes, and two CSAs from the Fallon Food Hub. Alternatively, participants can participate in our social media challenges to be entered as well. See specific Facebook posts for details.
 - 5) Graphics/Photos – Go to [Press Kit](#) or grab the Watershed Moment icons off our <https://iamcarsonriver.org> splash page (scroll down from the video).

- **Social Media Post Ideas:**

1. What's your favorite thing about living within the Carson River Watershed?

For example: One of my favorite things about living in the Carson River Watershed is the access to the Carson River! From up in Alpine County, CA to down in Churchill County, NV there are awesome places to go to enjoy this amazing lifeline that connects all our communities.

2. How do you feel watching the video(s) and what are the actions you would take to keep our watershed healthy?

For example: Our water and our life are interconnected, so the small, simple actions I can do (like picking up my pet's waste and picking up trash) help me feel like I am making our world a better place for next generations to come!

- **OTHER OUTLETS**

[Media Press Kit \(Logo, Images, Press Release\)](#)

1. **Website:** Do you have a website? Consider putting the I Am Carson River Watershed logo with a link to the campaign on your blog/relevant site etc
 - a. imcarsonriver.org is the link to our splash page and automatically plays the video(s).
2. **Newsletter:** Do you have a newsletter that needs community-based content? Consider including the campaign in your next issue. We have an article in our latest [Watershed Connections](#). Let us know if you would like to use it.
3. **Other Digital Outlets:** Feel free to spread the messages on any of your LinkedIn or Twitter accounts!
4. **Poster and Stickers:** Do you have a brick-and-mortar establishment? Consider putting our promotional poster up with the 'I Am Carson River Watershed' stickers (see logo at the top) that you can give away for free. We have inventory of stickers so let us know if you want us to drop some off with you! See attached pdf of poster.
5. **Note from Leadership:** Does your leadership regularly communicate with your team? Consider incorporating remarks that encourage viewership.
 - a. Many times, a personal invite can be the most successful way to connect. Showcasing to your team or vested audiences demonstrates:
 - i. Your team, and by extension the organization, is community focused.
 - ii. You are willing to fight for what you believe in.
 - iii. You are open to hearing about the causes your team is passionate about!
 - b. If you are a member of the Carson River Coalition, here's your chance to support one of your own! Your support is essential to the success of the campaign... Our ultimate goal is to have people act in ways that benefit the health of the Carson River Watershed so our water quality improves.

- We are doing a robust PR campaign so keep your eyes out for information online and in the news!

By leveraging our combined networks, we anticipate we can connect with more than 100,000 individuals that make up the Carson River Watershed, but we need your help!

THANK YOU FOR YOUR PART IN THIS COMMUNITY ENDEAVOR!