

DCNR – Social Media Post Overview

Draft for client review | Updated July 10, 2020

****Image collection/selection notes, links to graphics for review and/or questions in orange below. Copy updates/new image notes highlighted below.**

1. Week 1

a) DCNR launches pilot program to promote streamside buffers

- **Copy:** We've launched a "Buffer My Stream" campaign to promote the benefits of streamside buffers. The effort makes citizens aware that free assistance from buffer experts to customize, fund, and plant a streamside buffer on their property with a waterway is available. Read more at (bit.ly.xxxxxx)

Learn more about streamside buffers: <https://bit.ly/BufferMyStream>
#BufferMyStream

- **Supporting asset:** Campaign media release link - *The graphics for the display ads can be found here under this folder/following -- [Digital Ads > Display Ads](#)*
Note: You have not approved the ad resizes yet for these, but we can update them if there are any edits needed.

2. Week 2

a) The difference a streamside buffer makes

- **Copy:** Which stream looks healthier to you? The answer is clear. Without a streamside buffer, heavy rainfall can cause pollution to run off into your waterway and erode streambanks. Streamside buffers filter out pollution, resulting in cleaner water and healthier land.

Learn more about streamside buffers: <https://bit.ly/BufferMyStream>
#BufferMyStream

- **Supporting asset:** Click this following **UPDATED LINK** to download this graphic: [Before and after images from Info Sheets](#); *PPO&S added photo credits*



b) A site visit from buffer experts will guide the customized plan for your property

- **Copy:** Ready to **plant** your streamside buffer? Contact our stream buffer experts at dcnr.pa.gov/BufferMyStream, ra-nrstreambuffers@pa.gov, or 717-705-2820 to arrange a site visit. They'll recommend an approach that is customized for you and your property.

Learn more about streamside buffers: <https://bit.ly/BufferMyStream>
[#BufferMyStream](https://bit.ly/BufferMyStream)

- **Supporting asset:** Agricultural buffered stream image(s) from archive – **DCNR to select preferred image(s) to post**

3. Week 3

a) Buffer experts can help you find funding and provide installation support

- **Copy:** Want a streamside buffer on your property? **Our stream buffer experts can help you design and fund your buffer planting.** Contact us at dcnr.pa.gov/BufferMyStream, ra-nrstreambuffers@pa.gov, or 717-705-2820.

Learn more about streamside buffers: <https://bit.ly/BufferMyStream>
[#BufferMyStream](https://bit.ly/BufferMyStream)

- **Supporting asset:** Agricultural buffer installation image(s) from archive – **DCNR to select preferred image(s) to post**

b) Any size of waterway on your property can benefit from a streamside buffer

- **Copy:** Does your property have a waterway on it? A streamside buffer can protect it from erosion and pollution, no matter what size the stream. The trees within your buffer will act like sponges to slow rainwater runoff, keeping your land intact and protecting your property value.

Learn more about streamside buffers: <https://bit.ly/BufferMyStream>
[#BufferMyStream](https://bit.ly/BufferMyStream)

- **Supporting asset:** Images of small and large buffered waterways – **DCNR to select preferred images to post**

4. Week 4

a) How the natural power of trees is key to streamside buffers

- **Copy:** The trees that make up streamside buffers help create healthier land and cleaner water, naturally. They act like sponges to slow rainwater runoff, keep land intact and add aesthetic value.

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#BufferMyStream

- **Supporting asset:** Streamside buffer photo from archive where trees are prominent – *DCNR to select preferred image to post*

5. Week 5

a) The important role of native trees and shrubs

- **Copy:** Did you know? Effective streamside buffers feature trees and shrubs native to our region. Native plants thrive in our climate, are easier to care for, and provide excellent food and habitat for local species of wildlife in water and on land.

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#BufferMyStream

- **Supporting asset:** Photos from info sheet ([Photo 1](#); [Photo 2](#) and [Photo 3](#)) – *There's only one photo that we used from DCNR - this one has the photo credits. The other two we purchased from iStock and don't require photo credits*

6. Week 6

a) Residential landowner testimonial (Chip Brown)

- **Copy:** “When you have a piece of land, you have to be a good steward of it. Streamside buffers improve the health of the soil while cleaning and protecting the waterways.” – Chip Brown, owner of Pointer Haven Lodge in Centre County and 109 acres along Elk Creek

Learn more about streamside buffers: <https://bit.ly/BufferMyStream>
#BufferMyStream

- **Supporting asset:** Click this following **UPDATED LINK** to download this image: [Image of Chip/his land](#) *PPO&S added photo credits*

- **Photo caption:** To improve Elk Creek and the wild habitats that surround it, Brown planted a streamside buffer to help filter and absorb runoff. Success followed shortly—an uptick in wildlife activity was noted soon after the plantings.

7. Week 7

a) Agricultural landowner testimonial (Roger Rohrer)

- **Copy:** Roger Rohrer is a firm believer in streamside buffers. That's because his farm has benefitted from the cleaner water and healthier land they deliver. **He says,** "Buffers are not only a great asset for improving our farm's environmental footprint, but they also enhance our neighborhood's quality of life."

Learn more about streamside buffers: <https://bit.ly/BufferMyStream>
#BufferMyStream

- **Supporting assets:** **Click this following UPDATED LINK to download this image:** [Image of Roger/his land](#) **PPO&S added photo credits**
 - **Photo caption:** "Being a good neighbor is very important to us, and our buffers are the best BMP to manage stormwater and is the best and last defense for keeping pollution out of our streams. Our neighbors appreciate the cleaner water and the wildlife the buffers bring to the area," Rohrer said.

8. Week 8

a) Individual benefits of streamside buffers

- **Copy:** With all the benefits that streamside buffers provide, shouldn't you consider having one installed on your property?

Learn more about streamside buffers: <https://bit.ly/BufferMyStream>
#BufferMyStream

- **Supporting asset:** **Click this following LINK to download this graphic:** [Highlight each of the four benefits with campaign graphic](#)