



Publicity Toolkit for Promoting New Wetland Video Suite

Help promote the benefits of wetlands and celebrate local conservation efforts

Wisconsin Wetlands Association (WWA) has produced a new suite of educational videos designed to promote the many benefits wetlands provide to Wisconsin communities and to encourage and inspire more community-based wetland conservation work. We are grateful for your help amplifying the launch of these new videos during American Wetlands Month (May, 2019). We hope this toolkit will make it easy for you to share these videos with your audiences.

HOW TO USE THIS TOOLKIT

We invite you to help us amplify this launch and have prepared this toolkit to provide easy-to-post content to make it simple and quick for you to share these videos with your audiences. We will kick off our May video campaign on May 1 on social media and on our website (wisconsinwetlands.org/videos).

In this toolkit, we suggest ways you could share the videos with your audience. Below, we’ve provided a Table of Contents to help you find the supporting details and information you’re looking for. You may find that some content is more relevant to your work than others, so pick and choose what’s right for you.

1. Campaign schedule, video descriptions, and URLs.....	p. 2
2. Tips for posting on social media	p. 3
3. Include stories announcing the video series in your newsletter, email, blog, social media	
a. Sample short-form announcement for newsletter/blog (<100 words)	p. 4
b. Sample long-form announcement for newsletter/blog (300 words)	p. 5
c. Thumbnails of and captions for photos to accompany announcement text	p. 6
d. Sample campaign announcement posts for social media.....	p. 7
4. Share individual videos on social media (video descriptions below)	
a. Sample social media posts for <i>Wetlands: Vital Solutions</i> video (May 1).....	p. 8
b. Sample social media posts for <i>How Wetlands Manage Water</i> (May 6)	p. 9
c. Sample social media posts for <i>Landowners Care for Wetlands</i> (May 10)	p. 10
d. Sample social media posts for <i>Communities Care for Wetlands: Stone Lake</i> (May 15).....	p. 11
e. Sample social media posts for <i>Farmers Care for Wetlands</i> (May 20)	p. 12
f. Sample social media posts for <i>Communities Care for Wetlands: La Crosse</i> (May 24)	p. 13
5. Share additional content in your newsletter, blog (not time sensitive)	
a. Sample long-form text from the “explainer” video (575 words)	p. 14
b. Thumbnails of and captions for photos to accompany “explainer” text	p. 16

CAMPAIGN SCHEDULE, VIDEO DESCRIPTIONS, AND URLS

We ask that you do not promote a video on social media before we debut it according to the below schedule. Please *do* promote the videos through emails, newsletters, and other communications as fits your communications schedule.

- May 1: ***Wetlands: Vital Solutions*** – This light-hearted documentary-style “overview” video features wetland conservation professionals explaining what wetlands are, why they matter, and how you can help protect them. www.wisconsinwetlands.org/videos/WetlandsVitalSolutions
- May 6: ***How Wetlands Manage Water*** – This white-board “explainer” video uses simple illustrations and clear language to outline how wetlands manage water and support watershed health. www.wisconsinwetlands.org/videos/HowWetlandsManageWater
- May 10: ***Landowners Care for Wetlands*** – Private landowners own 75% of Wisconsin’s remaining wetlands. Hear one couple’s story of what their wetlands mean to them and how these wetlands contribute to community health. www.wisconsinwetlands.org/videos/LandownersCareforWetlands
- May 15: ***Communities Care for Wetlands*** – Citizens in the small town of Stone Lake in Washburn County came together to protect wetlands for the health of their lake, and, at the same time, created a treasured community resource. www.wisconsinwetlands.org/videos/CommunitiesCareforWetlands_SL
- May 20: ***Farmers Care for Wetlands*** – Nick and Dianne Somers are potato and vegetable growers near Stevens Point. Hear why protecting wetlands is important to them and helps their community at the same time. www.wisconsinwetlands.org/videos/FarmersCareforWetlands
- May 24: ***Communities Care for Wetlands*** – The La Crosse River Marsh is right in the middle of the city. It not only reduces flooding, cleans water, and provides wildlife habitat, it also bolsters the city’s economy and quality of life. www.wisconsinwetlands.org/videos/CommunitiesCareforWetlands_LX

TIPS FOR POSTING ON SOCIAL MEDIA

We've drafted posts for your use on social media. Please choose the language that is most appropriate for your audiences and the hooks and messages that will resonate with them (and with your own mission and work). Feel free to use the suggested language as-is, adapt the language to suit your needs, or write your own custom messages.

Facebook facebook.com/WisconsinWetlands

We recommend sharing the videos directly from WWA's page so that the videos auto-play for your audience. We have provided links to each video on Facebook with each sample post.

Twitter twitter.com/WIWetlandsAssoc or @WIWetlandsAssoc

We recommend retweeting from WWA's account, as this will be most the most effective way to help us with our reach, but if you need to schedule your tweets in advance, we've provided sample tweets that include links to the videos on our website for your convenience.

LinkedIn linkedin.com/company/wisconsin-wetlands-association

We will be posting on LinkedIn, however we have not provided sample posts for LinkedIn, so feel free to adapt the other posts to fit your LinkedIn needs.

Recommended Hashtags. #WetlandsAreSolutions, #AmericanWetlandsMonth, #wetlands, and #ILoveWetlands are great hashtags to include with your posts and tweets.

SAMPLE SHORT-FORM ANNOUNCEMENT FOR NEWSLETTER/BLOG

(94 words)

May is American Wetlands Month

Are you curious about wetlands and what they do to help our communities? A new suite of videos from Wisconsin Wetlands Association promotes the many benefits of wetlands and seeks to encourage and inspire more community-based wetland conservation work in Wisconsin. The videos are being widely distributed on social media throughout the month of May and are also available for free download and distribution. To watch the videos and find out how you can use them to support conversations and programs that will improve the health of Wisconsin communities and natural resources, visit wisconsinwetlands.org/videos.

(304 words)

New Videos Promote the Benefits of Wetlands and Celebrate Local Wetland Conservation Efforts

May is American Wetlands Month. To celebrate, Wisconsin Wetlands Association (WWA) has debuted a new suite of educational videos designed to promote the many benefits wetlands provide to Wisconsin communities and to encourage and inspire more community-based wetland conservation work.

“Wetlands are among the most important parts of our landscape for providing natural benefits like flood abatement and clean water,” says WWA’s Outreach Programs Director Katie Beilfuss. **“These videos will help communities understand how restoring wetlands can reduce floods, support wildlife, and keep our waters clean for fishing, swimming, boating, and drinking.”**

WWA produced six short videos, including:

- A white-board “explainer” video that uses simple illustrations and clear language to outline how wetlands manage water and support watershed health;
- A light-hearted documentary-style video featuring wetland conservation professionals explaining what wetlands are, why they matter, and how you can help protect them; and
- Four videos that tell the stories of Wisconsin landowners, farmers, and community groups protecting and caring for wetlands in Eau Claire, Plover, Stone Lake, and La Crosse.

The videos will be widely distributed through a coordinated social media campaign throughout the month of May and are also available for free download and distribution. WWA has also created and posted a companion video outreach “toolkit” to help land use planners, natural resource managers, and educators incorporate the videos into public presentations and facilitate community conversations about local wetland conservation opportunities.

“We receive requests all the time from natural resource educators looking for tools to help them promote the importance of wetlands and the ways wetlands can be solutions to local water problems,” says Beilfuss. “These videos help address that need.”

To view the videos and find out how you can use them to help start and enrich conversations and programs that will improve the health of Wisconsin communities *and* natural resources, visit wisconsinwetlands.org/videos.

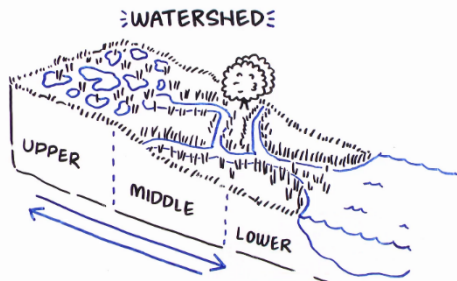
Thumbnails and captions for photos to accompany the article/blog are on the following page.

Download this article (titled “Announcement text for NL or blog.doc”)

and full resolution photos at wisconsinwetlands.org/videos/ToolkitContent.

THUMBNAILS AND CAPTIONS FOR PHOTOS TO ACCOMPANY TEXT

Full-size images available for download at wisconsinwetlands.org/videos/ToolkitContent



Wetlands in the upper, middle, and lower parts of a watershed manage water in different and important ways.



Wetlands occur between the places that are always wet and the places that are always dry.



Nick Somers, a potato and vegetable grower in central Wisconsin, cares for hundreds of acres of wetlands on his property.



The La Crosse River Marsh is right in the middle of the city. It not only reduces floods, cleans water, and provides wildlife habitat, it also bolsters the city's economy and quality of life.



Private landowners own 75% of Wisconsin's wetlands and play a vital role in maintaining and enhancing the natural benefits wetlands provide for us all.



Citizens in the small town of Stone Lake in Washburn County in NW Wisconsin came together to protect wetlands for the health of their lake.

Photo credit: Wisconsin Wetlands Association

SAMPLE CAMPAIGN ANNOUNCEMENT POSTS FOR SOCIAL MEDIA

- Facebook
 - Learn how wetlands help people and nature in this video, one of several new videos from Wisconsin Wetlands Association in celebration of American Wetlands Month in May:
<https://.facebook.com/WisconsinWetlands/videos/823922911298498/>
- Twitter
 - Learn how wetlands help people and nature, with the first of @WiWetlandsAssoc's new suite of videos in celebration of #AmericanWetlandsMonth!
www.wisconsinwetlands.org/videos/WetlandsVitalSolutions
- LinkedIn
 - Learn how wetlands help people and nature with Wisconsin Wetlands Association's new suite of videos debuting this May in celebration of American Wetlands Month. Watch their first video here: www.wisconsinwetlands.org/videos/WetlandsVitalSolutions

Facebook: Share videos directly from WWA's page

Twitter: Retweet from WWA's account then add your own language

Use hashtags: #WetlandsAreSolutions, #AmericanWetlandsMonth, #wetlands, and #ILoveWetlands

SAMPLE SOCIAL MEDIA POSTS FOR WETLANDS: VITAL SOLUTIONS VIDEO WEEK OF MAY 1

- Facebook:
 - Do you know people who still think wetlands are wastelands? Share this video to help change their mind!
<https://www.facebook.com/WisconsinWetlands/videos/823922911298498/>
 - You won't believe how many of Wisconsin's wildlife species need wetlands.
<https://www.facebook.com/WisconsinWetlands/videos/823922911298498/>
 - Flooding in your community? Watch to see how wetlands can be part of the solution
<https://www.facebook.com/WisconsinWetlands/videos/823922911298498/>
 - Do you like clean water? Find out how wetlands keep Wisconsin's waters clean.
<https://www.facebook.com/WisconsinWetlands/videos/823922911298498/>
 - Do you use words like "swamped" and "bogged down" when you're overwhelmed? Be kinder to wetlands! They help you. Find out how:
<https://www.facebook.com/WisconsinWetlands/videos/823922911298498/>
- Twitter:
 - Do you know people who still think #wetlands are wastelands? Share this video from @WiWetlandsAssoc to help change their mind!
www.wisconsinwetlands.org/videos/WetlandsVitalSolutions
 - You won't believe how many of Wisconsin's wildlife species need #wetlands
www.wisconsinwetlands.org/videos/WetlandsVitalSolutions
 - Flooding in your community? Watch this video from @WiWetlandsAssoc to see how #wetlands can be part of the solution. #WetlandsAreSolutions
www.wisconsinwetlands.org/videos/WetlandsVitalSolutions
 - Do you like clean water? Find out how #wetlands keep Wisconsin's waters clean in this video from @WiWetlandsAssoc
www.wisconsinwetlands.org/videos/WetlandsVitalSolutions
 - Do you use words like "swamped" and "bogged down" when you're overwhelmed? Be kinder to wetlands! They help you. Find out how with this video from @WiWetlandsAssoc: www.wisconsinwetlands.org/videos/WetlandsVitalSolutions

Facebook: Share videos directly from WWA's page

Twitter: Retweet from WWA's account then add your own language

Use hashtags: #WetlandsAreSolutions, #AmericanWetlandsMonth, #wetlands, and #ILoveWetlands

SAMPLE SOCIAL MEDIA POSTS FOR HOW WETLANDS MANAGE WATER VIDEO WEEK OF MAY 6

- Facebook:
 - What's a healthy watershed? And how do wetlands help? Watch to find out. <https://facebook.com/watch/?v=2387075621355795>
 - Are you concerned about water quality and flooding? Learn how wetlands are part of the solution. <https://facebook.com/watch/?v=2387075621355795>
 - We can't fix issues downstream if we don't fix problems upstream. Learn why: <https://facebook.com/watch/?v=2387075621355795>
 - For wetlands, like in real estate, location matters. Find out why: <https://facebook.com/watch/?v=2387075621355795>
- Twitter:
 - What's a healthy watershed? And how do #wetlands help? Watch this video from @WiWetlandsAssoc to find out: www.wisconsinwetlands.org/videos/HowWetlandsManageWater
 - Are you concerned about water quality and flooding? Learn how #wetlands are part of the solution with this video from @WiWetlandsAssoc. www.wisconsinwetlands.org/videos/HowWetlandsManageWater
 - We can't fix issues downstream if we don't fix problems upstream. Learn why from our partners @WiWetlandsAssoc: www.wisconsinwetlands.org/videos/HowWetlandsManageWater
 - For #wetlands, like in real estate, location matters. Find out why from our partners @WiWetlandsAssoc: www.wisconsinwetlands.org/videos/HowWetlandsManageWater

Facebook: Share videos directly from WWA's page

Twitter: Retweet from WWA's account then add your own language

Use hashtags: #WetlandsAreSolutions, #AmericanWetlandsMonth, #wetlands, and #ILoveWetlands

SAMPLE SOCIAL MEDIA POSTS FOR LANDOWNERS CARE FOR WETLANDS VIDEO WEEK OF MAY 10

- Facebook:
 - “We are in our own little piece of paradise here.” Learn how one couple protects and cares for their wetlands. <https://facebook.com/watch/?v=2675459939136777>
 - Do you own wetlands? Hear from fellow wetland owners about why they think caring for wetlands is so important. <https://facebook.com/watch/?v=2675459939136777>
 - Did you know that 75% of Wisconsin’s wetlands are privately owned? Thanks to all you landowners who protect and care for wetlands. Hear one couple’s story: <https://facebook.com/watch/?v=2675459939136777>
 - The landowners in this video look to Wisconsin Wetlands Association to connect them with resources that help them care for their land. You can too: <https://facebook.com/watch/?v=2675459939136777>
- Twitter:
 - “We are in our own little piece of paradise here.” Hear from one Wisconsin couple about why they protect and care for their #wetlands. @WiWetlandsAssoc www.wisconsinwetlands.org/videos/LandownersCareforWetlands
 - Do you own wetlands? Hear from fellow wetland owners about why they think caring for #wetlands is so important. www.wisconsinwetlands.org/videos/LandownersCareforWetlands
 - 75% of Wisconsin’s wetlands are privately owned! Thanks to all you landowners who protect and care for #wetlands. Hear one couple’s story: @WiWetlandsAssoc www.wisconsinwetlands.org/videos/LandownersCareforWetlands
 - Looking for information about how to take care of the #wetlands you own? Our partners @WiWetlandsAssoc have resources that can help. www.wisconsinwetlands.org/videos/LandownersCareforWetlands

Facebook: Share videos directly from WWA’s page

Twitter: Retweet from WWA’s account then add your own language

Use hashtags: #WetlandsAreSolutions, #AmericanWetlandsMonth, #wetlands, and #ILoveWetlands

SAMPLE SOCIAL MEDIA POSTS FOR COMMUNITIES CARE FOR WETLANDS VIDEO (STONE LAKE) WEEK OF MAY 15

- Facebook:
 - Concerned about water quality in your community? Learn how one northern Wisconsin community came together to protect their lake by protecting wetlands.
<https://facebook.com/watch/?v=2156148601172850>
 - “I see the wetlands as an integral part of a system, not a separate piece.”
<https://facebook.com/watch/?v=2156148601172850>
 - “What we’ve really tried to do here is reach a balance between keeping it natural and providing access.” Learn how one community went about protecting their wetlands.
<https://facebook.com/watch/?v=2156148601172850>
- Twitter:
 - Concerned about water quality in your community? Learn how one northern Wisconsin community kept their lake clean by protecting #wetlands. @WiWetlandsAssoc
www.wisconsinwetlands.org/videos/CommunitiesCareforWetlands_SL
 - “I see the wetlands as an integral part of a system, not a separate piece.” Our partners @WiWetlandsAssoc released another great video on #wetlands, watch it here:
www.wisconsinwetlands.org/videos/CommunitiesCareforWetlands_SL
 - “What we’ve really tried to do here is reach a balance between keeping it natural and providing access.” Learn how one town went about protecting their #wetlands.
@WiWetlandsAssoc. www.wisconsinwetlands.org/videos/CommunitiesCareforWetlands_SL

Facebook: Share videos directly from WWA’s page

Twitter: Retweet from WWA’s account then add your own language

Use hashtags: #WetlandsAreSolutions, #AmericanWetlandsMonth, #wetlands, and #ILoveWetlands

SAMPLE SOCIAL MEDIA POSTS FOR FARMERS CARE FOR WETLANDS VIDEO WEEK OF MAY 20

- Facebook:
 - “This wetland, I feel, is a benefit for all the people downstream.” Hear from one Wisconsin farmer about why his family protects and cares for wetlands on their land. <https://facebook.com/watch/?v=338570620129130>
 - “We are really stewards of the land, and we take care of the land.” Learn why one Wisconsin farmer sees caring for his wetland as caring for downstream neighbors. <https://facebook.com/watch/?v=338570620129130>
 - Wetlands can be an important part of the solution to Wisconsin’s water resource issues. Hear from one Wisconsin farmer about why his family protects and cares for wetlands on their land. <https://facebook.com/watch/?v=338570620129130>
- Twitter:
 - “This wetland, I feel, is a benefit for all the people downstream.” Hear from one Wisconsin farmer about why his family protects and cares for their #wetlands. @WiWetlandsAssoc www.wisconsinwetlands.org/videos/FarmersCareforWetlands
 - “We are really stewards of the land, and we take care of the land.” Learn why one Wisconsin farmer cares for his #wetlands. @WiWetlandsAssoc www.wisconsinwetlands.org/videos/FarmersCareforWetlands
 - Wetlands can be an important part of the solution to Wisconsin’s water resource issues. Hear from one Wisconsin farmer about why his family protects and cares for their #wetlands. @WiWetlandsAssoc www.wisconsinwetlands.org/videos/FarmersCareforWetlands

Facebook: Share videos directly from WWA’s page

Twitter: Retweet from WWA’s account then add your own language

Use hashtags: #WetlandsAreSolutions, #AmericanWetlandsMonth, #wetlands, and #ILoveWetlands

SAMPLE SOCIAL MEDIA POSTS FOR COMMUNITIES CARE FOR WETLANDS VIDEO (LA CROSSE) WEEK OF MAY 24

- Facebook:
 - “We’re in a city, and yet we have access to all this incredible nature.” Hear from one Wisconsin community about how caring for wetlands benefits their city.
<https://facebook.com/watch/?v=2021237911511455>
 - “You can’t imagine the level of flooding we would have if we converted this marsh.” Learn how protecting and caring for wetlands can help protect your community.
<https://www.facebook.com/watch/?v=2021237911511455>
 - “We’ve really come together as a community to recognize just how critical this wetland resource is from an economic standpoint.”
<https://www.facebook.com/watch/?v=2021237911511455>
 - Here’s the final video in Wisconsin Wetlands Association’s American Wetlands Month series! Hear how one Wisconsin city has come together to protect their wetlands.
<https://www.facebook.com/watch/?v=2021237911511455>
- Twitter:
 - “We’re in a city, and yet we have access to all this incredible nature.” Watch a new video from @WiWetlandsAssoc about why one Wisconsin community cares for their #wetlands.
www.wisconsinwetlands.org/videos/CommunitiesCareforWetlands_LX
 - “You can’t imagine the level of flooding we would have if we converted this marsh.” Learn why caring and protecting #wetlands
www.wisconsinwetlands.org/videos/CommunitiesCareforWetlands_LX
 - “We’ve really come together as a community to recognize just how critical this wetland resource is, from an economic standpoint especially.”
www.wisconsinwetlands.org/videos/CommunitiesCareforWetlands_LX
 - Here’s the final video in @WiWetlandsAssoc’s #AmericanWetlandsMonth series! Hear why one Wisconsin city has come together to protect their #wetlands.
www.wisconsinwetlands.org/videos/CommunitiesCareforWetlands_LX

Facebook: Share videos directly from WWA’s page

Twitter: Retweet from WWA’s account then add your own language

Use hashtags: #WetlandsAreSolutions, #AmericanWetlandsMonth, #wetlands, and #ILoveWetlands

(579 words)

How Wetlands Manage Water

Do you remember fishing with your grandpa? Catching frogs at the water’s edge? Some of these precious childhood memories of nature tie back to wetlands.

Wetlands occur between the places that are always wet and the places that are always dry. Not only do they give us great memories, they also protect the health and safety of our communities. They reduce flood damages, help keep our waters clean, and ensure we have water to drink and use in our businesses.

But the ability of wetlands to provide these benefits depends on how we use and manage our land and water. Across much of the state, the changes we have made to our landscape have disrupted this ability. And as a result, we’re seeing more flood damages and water quality problems.

The good news is that wetlands can be an important part of the solutions to these problems. And by understanding how wetlands work, we can begin the exciting process of restoring wetlands to help heal Wisconsin’s waters.

Because water flows downhill, we can’t fix issues downstream if we don’t fix problems upstream. So let’s start at the top and look at how it’s all connected...the watershed.

A watershed is an area where all surface waters—lakes, rivers, streams, *and* wetlands—drain to a shared body of water. But wetlands in different parts of a watershed manage water in different ways.

Wetlands in the upper parts of a watershed form in low spots on the land. These wetlands capture, store, and slowly release runoff from rain and snowmelt. They may not always look like wetlands—they’re wet in the spring and dry by late summer—and often they don’t even appear to be connected to streams or rivers, but they are critical.

Here’s how: individually, these wetlands may be small, but they can be locally abundant. Together, they hold and manage a lot of water and literally slow the flow, allowing the water to soak into the ground. This reduces erosion and flood peaks and helps protect downstream roads and neighborhoods.

Wetlands in the middle part of a watershed form along rivers and creeks, giving them room to swell during high water. They are most commonly known as floodplain wetlands.

When floodwaters spread out across a floodplain they slow down and spread out. Slower-moving water has less erosion-causing energy. And water that can spread out means lower flood peaks downstream.

Wetlands in the lower parts of a watershed form where rivers empty into larger bodies of water, especially lakes. Where rivers flatten out, the current disperses and the river drops its load of sediments and other material. This makes the water that enters the lake cleaner and clearer, which means better fishing, swimming, and boating.

So, are the wetlands near you healthy and abundant enough to support watershed health, or are they too damaged to do the work you need them to do?

If you don't know the answer, you're not alone! But if you're concerned about water quality and flooding and care about fish and wildlife, encouraging your community to explore how local wetlands are—or are not—supporting watershed health is a great place to start.

Working together, we can use wetlands as solutions in our communities. And at the same time, we can insure that our kids and grandkids create the same treasured childhood memories we hold dear.

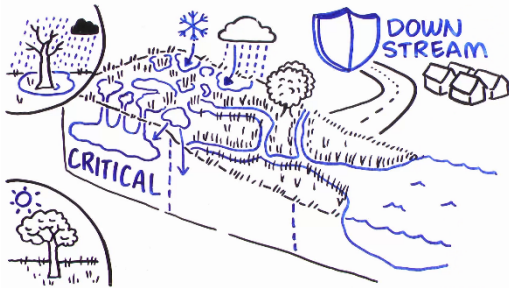
This article was written by the Wisconsin Wetlands Association. View a dynamic video version of this article at www.wisconsinwetlands.org/videos/HowWetlandsManageWater.

*Thumbnails of and captions for photos to accompany the article/blog are on following page.
Download full resolution photos at www.wisconsinwetlands.org/videos/ToolkitContent in the
“White board video text and screen shots” folder*

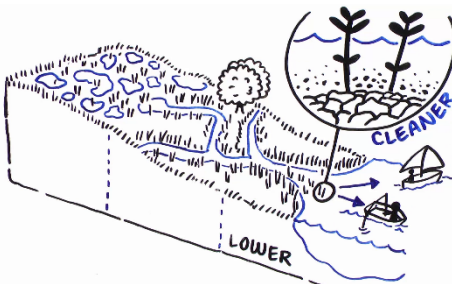
THUMBNAILS OF AND CAPTIONS FOR PHOTOS TO ACCOMPANY THE “EXPLAINER” TEXT



Wetlands occur between the places that are always wet and the places that are always dry. They reduce flood damages, help keep our waters clean, and ensure we have water to drink and use in our businesses.



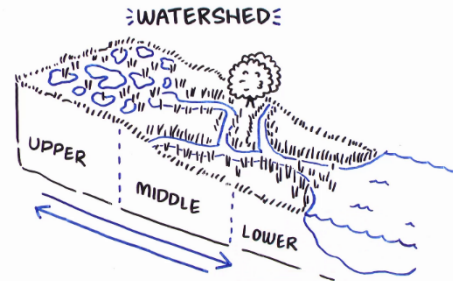
Wetlands in the upper part of a watershed hold and manage a lot of water and literally slow the flow, allowing water to soak into the ground.



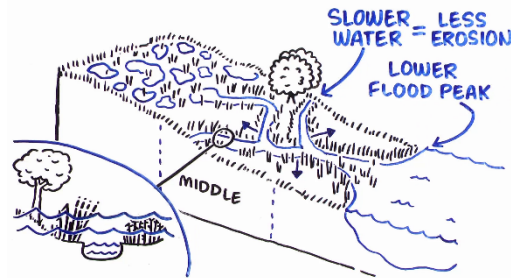
Wetlands in the lower parts of a watershed form where rivers empty into larger bodies of water. Here, the current disperses and the river drops its load of sediments and other material, making the water that enters the lake cleaner and clearer.



Working together, we can use wetlands as solutions in our communities. At the same time, we can insure that our kids and grandkids create the same treasured childhood memories we hold dear.



A watershed is an area where all surface waters—lakes, rivers, streams, *and* wetlands—drain to a shared body of water. Wetlands in different parts of a watershed manage water in different ways.



Wetlands in the middle part of a watershed form along rivers and creeks, giving the room to swell during high water, reducing erosion, and resulting in lower flood peaks downstream.



Are the wetlands near you healthy and abundant enough to support watershed health, or are they too damaged to do the work you need them to do? If you don't know the answer, you're not alone!

Full-size images are available for download at www.wisconsinwetlands.org/videos/ToolkitContent in the “white board video text and screen shots” folder.