# How you can help promote the Tribes Caring for Wetlands in Wisconsin Videos

Thank you for helping amplify the promotion of these great videos during American Wetlands Month this May! On the following pages, you’ll find easy-to-post content for your email newsletter, social media, and more to make it simple for you to share these videos with your audiences. WWA will release one video each week on social media on Mondays starting May 1, 2023 (dates for each video’s release are included on the “Sample language for social media promotion of each video” pages of this toolkit).

The videos are available for you to watch in advance on Vimeo, where you can also download them:

* [Tribes Caring for Wetlands in Wisconsin](https://vimeo.com/showcase/10337814) (a Vimeo “Showcase” with all six videos featuring Bad River, Oneida Nation, and Red Cliff)
* [Caring for Wetlands and Watersheds: The Bad River Band of Lake Superior Tribe of Chippewa Indians](https://vimeo.com/showcase/10340876) (a Vimeo “Showcase” with the three videos featuring the Bad River Band)
* [Protecting our Waters: Wetland Conservation and the Red Cliff Band of Lake Superior Chippewa](https://vimeo.com/812523179)

## HERE’S WHAT YOU CAN DO

* Share our [Facebook](https://www.facebook.com/WisconsinWetlands) and [LinkedIn](https://www.linkedin.com/company/wisconsin-wetlands-association) posts, adding any language you want to connect the posts to your work.
* Like and retweet our posts on [Twitter](https://twitter.com/WIWetlandsAssoc).
* Include a story in your email newsletter or print newsletter.

OUTREACH TOOLKIT CONTENTS

Suggested text for email newsletter and/or blog2

Sample language for social media promotion of each video3-6

Video descriptions and keywords7

Codes for embedding these videos into your website8

Text about project partners and funders9

Find additional materials in this [Google Drive folder](https://drive.google.com/drive/folders/1GVsgZ7EYxlezn1_67l4I7ftJnDeR1yXw):

* Screenshots (with suggested captions)
* English caption files
* Spanish subtitle files
* Logos for all of the project partners.

If you are not able to access Google Drive, please email [Emily.buck@wisconsinwetlands.org](mailto:Emily.buck@wisconsinwetlands.org) to make other arrangements for getting these materials.

Questions? Contact [Katie.Beilfuss@WisconsinWetlands.org](mailto:Katie.Beilfuss@WisconsinWetlands.org). *Thank you!*

## SUGGESTED TEXT FOR EMAIL NEWSLETTER and/or BLOG

*Please adapt as needed and add your organization/agency name in to personalize the story;* [*video screenshots and captions available in this Google Drive folder*](https://drive.google.com/drive/folders/1GVsgZ7EYxlezn1_67l4I7ftJnDeR1yXw?usp=sharing)*.*

Short version

**Wisconsin Tribes: Leading the way in protecting and restoring wetlands and watersheds**

Four new videos produced by the Wisconsin Tribal Conservation Advisory Council, Wisconsin Wetlands Association, and USDA-Natural Resources Conservation Service highlight the work of the Bad River and Red Cliff Bands of the Lake Superior Tribe of Chippewa Indians in Northern Wisconsin. The long-term landscape approach both the Bad River and Red Cliff Bands take to protect and manage their reservations is maintaining high water quality, managing flood waters, and providing vital habitat. It’s also helping to sustain their culture and way of life. The healthier natural environment provides opportunities for their people to hunt, fish, and gather what nature has provided and establishes relationships that will build a stronger community today and for future generations. These videos are part of a larger initiative by the partners to raise awareness of the vital work Tribes in Wisconsin are doing to protect and restore wetlands and watersheds. [View the videos at wisconsinwetlands.org/WiTribesCaringForWetlands.](https://wisconsinwetlands.org/WiTribesCaringForWetlands)

Longer version

**Wisconsin Tribes: Leading the way in protecting and restoring wetlands and watersheds**

Tribes in Wisconsin are doing vital work to protect and restore wetlands and watersheds. The Wisconsin Tribal Conservation Advisory Council, Wisconsin Wetlands Association, and USDA-Natural Resources Conservation Service have partnered with Tribes to raise awareness of this important work by producing short videos highlighting these stories.

In celebration of American Wetlands Month in May, the partners have released four new videos featuring the wetland and watershed conservation work being done by the Bad River and Red Cliff Bands of the Lake Superior Tribe of Chippewa Indians in Northern Wisconsin.

The long-term landscape approach Tribes like the Bad River and Red Cliff take to protect and manage their water resources improves water quality, alleviates flooding, and provides habitat. “We must remember to take care of what we have here, to always be mindful that it is something that will sustain us in the long run,” according to Edith Leoso, retired Tribal Historic Preservation Officer for the Mashkiiziibii Natural Resources Department.

Caring for wetlands and watersheds also helps to sustain their culture and way of life. The healthier natural environment provides opportunities for their people to hunt, fish, and gather what nature has provided and establishes relationships that will build a stronger community today and for future generations. “Tribes depend on the land to provide us with the gifts that the Creator created for us,” says Mark Duffy, Chief Conservation Officer with the Red Cliff Band of Lake Superior Chippewa and Red Cliff Tribal Member. “Without these gifts, we wouldn’t be who we are, so we protect these lands.”

Generating and distributing video content is raising the visibility of the important work of Tribes and promoting examples of good wetland conservation in Wisconsin. The videos also help decision-makers and land managers understand how wetlands function and how they can care for them. Finally, telling these stories encourages broad-based understanding of wetlands and watersheds among the public. Earlier videos in this series featured the work of the Oneida Nation in Northeast Wisconsin.

[Check out these short videos to learn more about what Tribes are doing for Wisconsin’s wetlands](https://wisconsinwetlands.org/WiTribesCaringForWetlands) at wisconsinwetlands.org/WiTribesCaringForWetlands.

## SAMPLE LANGUAGE FOR SOCIAL MEDIA PROMOTION

## ***Please adapt the following suggested text as needed to fit your organization’s messaging, tone, etc.***

## May 1 – Protecting our Waters: Wetland Conservation and the Red Cliff Band of Lake Superior Chippewa

#### Facebook & LinkedIn

When posting to Facebook or LinkedIn, we recommend sharing the videos directly from [WWA’s Facebook page](https://www.facebook.com/WisconsinWetlands) or [LinkedIn page](https://www.linkedin.com/company/wisconsin-wetlands-association) so that the videos auto-play for your audience.

*Did you know that May is American Wetlands Month? To celebrate, we’re joining with Wisconsin Wetlands Association to share how Tribes like the Red Cliff Band of Lake Superior Chippewa care for and protect their wetlands—work that we are very proud to support. Stay tuned for a new video every week this month!*

You might think about tagging: WTCAC (@WTCAC), WI Wetlands Assoc. (@WisconsinWetlands), Natural Resources Foundation (@NaturalResourcesFoundation), Red Cliff (@RedCliffTribe),

#### Twitter

When posting to Twitter, we recommend retweeting from [WWA’s account](https://twitter.com/WIWetlandsAssoc), as it will be most the most effective way to amplify (if we all share the same tweet, we will all have better performing tweets!)

*Did you know that May is American Wetlands Month? To celebrate, we’re joining with @WIWetlandsAssoc to share new videos that highlight the work that Tribes like @RedCliffTribe are doing to care for and protect this vital cultural and ecological resource.*

If you are scheduling your own tweet, add 3-4 screenshots and [a link to the Vimeo page](https://vimeo.com/812523179). [Download screenshots here.](https://drive.google.com/drive/folders/1GVsgZ7EYxlezn1_67l4I7ftJnDeR1yXw?usp=sharing)

### May 8 – Water is Life: Wetland Conservation and the Bad River Band of Lake Superior Chippewa

#### Facebook & LinkedIn

When posting to Facebook or LinkedIn, we recommend sharing the videos directly from [WWA’s Facebook page](https://www.facebook.com/WisconsinWetlands) or [LinkedIn page](https://www.linkedin.com/company/wisconsin-wetlands-association) so that the videos auto-play for your audience.

*“Here, where the water is very prevalent, it is very important to us, and it was important to our chiefs who selected this place.” -Edith Leoso*

*For the Bad River Band of Lake Superior Chippewa Indians, water is life. And protecting that water means protecting the watersheds from top to bottom, including the uplands, floodplains, and coastal wetlands. We’re proud to support the Tribe in their work to protect and care for their waters and their wetlands.*

You might think about tagging: WTCAC (@WTCAC), WI Wetlands Assoc. (@WisconsinWetlands), Natural Resources Foundation (@NaturalResourcesFoundation), Bad River Tribe (@badrivergovt), Mashkiizibi Natural Resources Dept. (@BadRiverNRD)

#### Twitter

When posting to Twitter, we recommend retweeting from [WWA’s account](https://twitter.com/WIWetlandsAssoc), as it will be most the most effective way to amplify (if we all share the same tweet, we will all have better performing tweets!).

*For the Bad River Tribe, water is life. And protecting that water means protecting the watersheds from top to bottom, including the uplands, floodplains, and coastal wetlands. We’re proud to support the Tribe in their work to protect and care for their waters and their wetlands.*

If you are scheduling your own tweet, add 3-4 screenshots and [a link to the Vimeo page](https://vimeo.com/812520876). [Download screenshots here.](https://drive.google.com/drive/folders/1GVsgZ7EYxlezn1_67l4I7ftJnDeR1yXw?usp=sharing)

### May 15 – Preserving a Way of Life: Wetland Conservation and the Bad River Band of Lake Superior Chippewa

#### Facebook & LinkedIn

When posting to Facebook or LinkedIn, we recommend sharing the videos directly from [WWA’s Facebook page](https://www.facebook.com/WisconsinWetlands) or [LinkedIn page](https://www.linkedin.com/company/wisconsin-wetlands-association) so that the videos auto-play for your audience.

*The Kakagon-Bad River Sloughs are the largest rice beds in the Great Lakes Basin. The Bad River Band of Lake Superior Chippewa has taken care of these rice beds for generations—they know that if they take care of this place, the ecosystem will take care of them.*

You might think about tagging: WTCAC (@WTCAC), WI Wetlands Assoc. (@WisconsinWetlands), Natural Resources Foundation (@NaturalResourcesFoundation), Bad River Tribe (@badrivergovt), Mashkiizibi Natural Resources Dept. (@BadRiverNRD)

#### Twitter

When posting to Twitter, we recommend retweeting from [WWA’s account](https://twitter.com/WIWetlandsAssoc), as it will be most the most effective way to amplify (if we all share the same tweet, we will all have better performing tweets!)

*Did you know that the Kakagon-Bad River Sloughs are the largest rice beds in the Great Lakes Basin? The Bad River Tribe has taken care of these rice beds for generations, and they know that if they take care of this place, the ecosystem will take care of them.*

If you are scheduling your own tweet, add 3-4 screenshots and [a link to the Vimeo page](https://vimeo.com/814408986). [Download screenshots here.](https://drive.google.com/drive/folders/1GVsgZ7EYxlezn1_67l4I7ftJnDeR1yXw?usp=sharing)

### May 22 – Managing Watersheds in an Age of Climate Change: Wetland Conservation and the Bad River Band of Lake Superior Chippewa

#### Facebook & LinkedIn

When posting to Facebook or LinkedIn, we recommend sharing the videos directly from [WWA’s Facebook page](https://www.facebook.com/WisconsinWetlands) or [LinkedIn page](https://www.linkedin.com/company/wisconsin-wetlands-association) so that the videos auto-play for your audience.

*Our climate is changing. Along the shores of Lake Superior in Northern Wisconsin, one signal of these changes is the intense storm events that in recent years have dropped many inches of water in just a few hours. The work that the Bad River Tribe does to protect and care for their wetlands helps the landscape manage water from these big storms, in turn making it more resilient for future generations.*

You might think about tagging: WTCAC (@WTCAC), WI Wetlands Assoc. (@WisconsinWetlands), Natural Resources Foundation (@NaturalResourcesFoundation), Bad River Tribe (@badrivergovt), Mashkiizibi Natural Resources Dept. (@BadRiverNRD)

#### Twitter

When posting to Twitter, we recommend retweeting from [WWA’s account](https://twitter.com/WIWetlandsAssoc), as it will be most the most effective way to amplify (if we all share the same tweet, we will all have better performing tweets!)

*We’re proud to support the work that the Bad River Tribe does to protect and care for their wetlands, which in turn helps make their landscape more resilient to the effects of climate change today and for future generations.*

If you are scheduling your own tweet, add 3-4 screenshots and [a link to the Vimeo page](https://vimeo.com/812522470). [Download screenshots here.](https://drive.google.com/drive/folders/1GVsgZ7EYxlezn1_67l4I7ftJnDeR1yXw?usp=sharing)

## VIDEO DESCRIPTIONS AND KEYWORDS

[Protecting our Waters: Wetland Conservation and the Red Cliff Band of Lake Superior Chippewa](https://vimeo.com/showcase/10337814/video/812523179)

The Red Cliff Band of Lake Superior Chippewa, located on the southern shore of Lake Superior in the northernmost tip of Wisconsin, retains a strong cultural connection to the waters and lands of the region. Tribal members use a wealth of natural products from wetlands including fish (*gigoonh*), blueberries (*miinan*), cranberries (*aniibinim*, *mashkiigimin*), wild rice (*manoomin*), and many traditional medicines and plants used in ceremonies. Protection of tribal wetlands and the associated cultural resources and natural benefits like clean water and flood protection is critical for the health and welfare of tribal members. Learn how the Tribe recently increased its investment in these critical resources by establishing a wetland program to protect, monitor, and manage wetlands for future generations.

**Keywords**: wetlands, water, Bayfield, Superior, Red Cliff, tribes, watershed, Bayfield County, culture, tradition, Chippewa, Anishinaabe, flooding, water quality, protection

[Water is life: Wetland conservation and the Bad River Band of Lake Superior Chippewa](https://vimeo.com/showcase/10340876/video/812520876)

For the Bad River Band of Lake Superior Tribe of Chippewa Indians in Northern Wisconsin, water is life. Protecting water means protecting the watersheds that provide water for their Reservation and people from top to bottom, including uplands, floodplains, and globally important coastal wetlands along Lake Superior. It also means carefully monitoring their land and water resources and developing programs and policies to protect these resources for future generations. As a result of these efforts, the Tribe is protecting water quality, alleviating flooding, protecting habitat for fish and wildlife, and providing natural resources for their people’s sustenance and cultural practices.

**Keywords**: wetlands, protection, restoration, Bad River, tribes, manoomin, wild rice, flooding, water quality, habitat, Superior, Ashland, Chequamegon, Ashland County, Mashkiiziibii, Chippewa, Anishinaabe

[Preserving a way of life: Wetland conservation and the Bad River Band of Lake Superior Chippewa](https://vimeo.com/showcase/10337814/video/814408986)

The ancestors of today’s Bad River Band of Lake Superior Tribe of Chippewa Indians in Northern Wisconsin followed a prophecy telling their people to travel westward to seek a new home “where the food grows on water.” The vast beds of *manoomin* (wild rice) growing in what we now call the Kakagon-Bad River Sloughs on Lake Superior signaled to the travelers that they’d found this new home. Today, the Sloughs, which have received global recognition for their ecological and cultural importance, continue to provide the natural resources to meet the tribe’s physical and cultural needs.

**Keywords**: wetlands, protection, restoration, Bad River, tribes, manoomin, wild rice, migration, Superior, Ashland, Chequamegon, Ashland County, Mashkiiziibii, Chippewa, Anishinaabe

[Managing watersheds in an age of climate change: Wetland conservation and the Bad River Band of Lake Superior Chippewa](https://vimeo.com/812522470)

Our climate is changing. Along the shores of Lake Superior in Northern Wisconsin, one signal of these changes is the intense storm events that in recent years have dropped many inches of water in just a few hours. The Bad River Band of Lake Superior Tribe of Chippewa Indians is working with nature to help manage these changes. By protecting wetlands within the watersheds on their Reservation, Bad River is helping manage water from these big storms. Wetlands help slow the flow of water, disperse its energy, and allow the water to soak into the ground, which replenishes groundwater. These areas also provide habitat for wildlife and a more resilient tomorrow for future generations.

**Keywords**: wetlands, restoration, climate change, Bad River, tribes, watershed, flooding, erosion, water quality, Superior, Ashland, Chequamegon, Ashland County, Mashkiiziibii, Chippewa, Anishinaabe

## CODES FOR EMBEDDING THESE VIDEOS INTO YOUR WEBSITE

If you would like to incorporate into any of your webpages, give the following codes to your website manager. If you would like videos with the captions burned into them, please contact [Emily.buck@wisconsinwetlands.org](mailto:Emily.buck@wisconsinwetlands.org).

#### Embed a showcase:

Tribes Caring for Wetlands in Wisconsin

<div style='padding:56.25% 0 0 0;position:relative;'><iframe src='https://vimeo.com/showcase/10337814/embed' allowfullscreen frameborder='0' style='position:absolute;top:0;left:0;width:100%;height:100%;'></iframe></div>

Caring for Wetlands and Watersheds: The Bad River Band of Lake Superior Tribe of Chippewa Indians

<div style='padding:56.25% 0 0 0;position:relative;'><iframe src='https://vimeo.com/showcase/10340876/embed' allowfullscreen frameborder='0' style='position:absolute;top:0;left:0;width:100%;height:100%;'></iframe></div>

#### Embed an individual video:

Protecting our Waters: Wetland Conservation and the Red Cliff Band of Lake Superior Chippewa

<iframe src="https://player.vimeo.com/video/812523179?h=bfc0369e7f" width="640" height="360" frameborder="0" allow="autoplay; fullscreen; picture-in-picture" allowfullscreen></iframe>

Water is Life: Wetland Conservation and the Bad River Band of Lake Superior Chippewa

<iframe src="https://player.vimeo.com/video/812520876?h=e5c0cc55df" width="640" height="360" frameborder="0" allow="autoplay; fullscreen; picture-in-picture" allowfullscreen></iframe>

Preserving a Way of Life: Wetland Conservation and the Bad River Band of Lake Superior Chippewa

<iframe src="https://player.vimeo.com/video/814408986?h=4b6eb3dd37" width="640" height="360" frameborder="0" allow="autoplay; fullscreen; picture-in-picture" allowfullscreen></iframe>

Managing Watersheds in an Age of Climate Change: Wetland Conservation and the Bad River Band of Lake Superior Chippewa

<iframe src="https://player.vimeo.com/video/812522470?h=57c8192e85" width="640" height="360" frameborder="0" allow="autoplay; fullscreen; picture-in-picture" allowfullscreen></iframe>

Text about project partners and funders

*These videos were produced in partnership by the Wisconsin Wetlands Association, Wisconsin Tribal Conservation Advisory Council, USDA-Natural Resources Conservation Service, Mashkiiziibii Natural Resources Department, Red Cliff Treaty Natural Resources Division, Bad River Band of Lake Superior Tribe of Chippewa Indians, an Red Cliff Band of Lake Superior Tribe of Chippewa Indians. Additional financial support was provided by the Brookby Foundation, Forest County Potawatomi Foundation, Great Lakes Restoration Initiative (Bureau of Indian Affairs), and the Natural Resources Foundation of Wisconsin.*