2022 Estuary Blueprint Social Media Toolkit

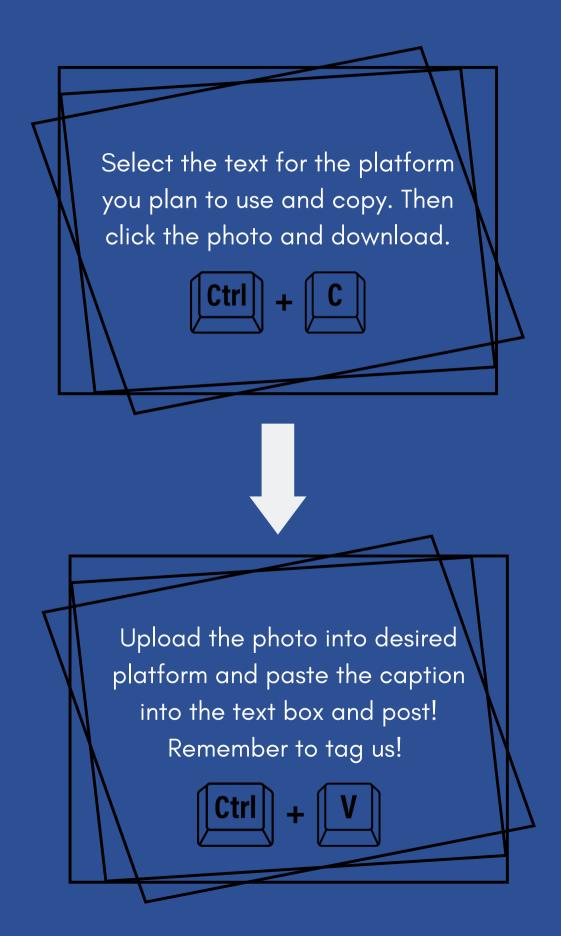


Our Socials:





How to use our toolkit:



FAQ:

Why should we post this?

 Posting about our updated Blueprint will help spread the word both to potential partners and the general public so that they may become informed. Spreading the word is vital to successful implementation of Blueprint actions.

Who can we contact with questions?

• Please email any questions to blueprint@sfestuary.org

Where can I find more information?

• You can read the detailed Blueprint here!

New to social media?

- Twitter tutorial
- Instagram tutorial
- Facebook tutorial

Our Hashtags/Tags:

#2022EstuaryBlueprint #partnershipinaction







@sfestuarypartnership

@San Francisco Estuary Partnership

@SFEstuary

Climate Change

Copy and Paste captions



Instagram

What is the region doing in the next five years to address the effects of climate change in the #Bay and #Delta? Read the #2022EstuaryBlueprint to find out! link in bio of esfestuarypartnership #climatechange #environmentalaction #climateadaptation

Facebook

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Twitter

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Sea Level Rise

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Instagram

Between now and 2100, the Bay's daily tides are likely to rise three to six feet due to global sea level rise, potentially affecting thousands of people, jobs, and infrastructure. The newly released Estuary Blueprint lays out a five-year plan to achieve thriving habitats and wildlife, improved water quality for people and animals, increased scale and pace of climate change adaptation and planning, and healthier human and wildlife communities. Click the link in esfestuarypartnership bio to read more.

#estuary #2022estuarybueprint

#climateadaptation #environment

Facebook

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Twitter

Between now and 2100, the Bay's daily tides are likely to rise three to six ft due to global #sealevelrise, potentially affecting thousands of people. The #2022EstuaryBlueprint lays out a plan to improve our region's response. Read at: sfestuary.org/estuary-blueprint #partnershipinaction



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Community

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Instagram

How does the Estuary's health affect you?
Having a healthy Estuary means being able to enjoy it through recreational activities. A healthy Estuary also acts to protect communities from flooding and water quality contamination. Check out the updated blueprint to see how we are working together toward a healthy Estuary for human and wildlife communities: link in bio of esfestuarypartnership #climatechange #flooding #waterquality #environment

Facebook

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Twitter

A healthy #SFEstuary means being able to enjoy recreational activities as the #estuary protects communities from flooding and water quality #contamination. Check out the #2022EstuaryBlueprint to see how a healthy Estuary can support healthy communities: https://www.sfestuary.org/estuary-blueprint/



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Action 1: Climate Resilience

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Instagram

While climate change intensifies, we must work together to come up with solutions that work for people and planet. The #2022EstuaryBlueprint accelerates climate action for the San Francisco Bay Area and Sacramento-San Joaquin Delta region. With #partnershipinaction, we can meet the moment: link in bio of esfestuarypartnership #2022EstuaryBlueprint, #partnershipinaction, #climatechange, #climate

Facebook

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eSFBCDC edeltastewardshipcouncil #2022EstuaryBlueprint, #partnershipinaction, #climatechange, #climate

Twitter

As #climatechange intensifies we must work together to come up with solutions that work for people and planet. The #2022EstuaryBlueprint accelerates #climateaction for the #SFBay Area and Sacramento-San Joaquin Delta region. #sacdelta #partnershipinaction https://www.sfestuary.org/estuary-blueprint/



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Action 2: Equity

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Instagram

The updated Estuary Blueprint acknowledges
the disparities between different
communities when it comes to climate
change. Our goal is to minimize these
impacts through consideration and planning
while working with frontline, underserved,
and indigenous communities. Learn more by
clicking the link in esfestuarypartnership bio.
edeltastewardshipcouncil
#2022EstuaryBlueprint #equity
#climatechange #climateaction
#indigenousknowledge

Facebook

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Learn more at https://www.sfestuary.org/estuary-blueprint/
edeltastewardshipcouncil
#2022EstuaryBlueprint #equity
#climatechange #climateaction
#indigenousknowledge

Twitter

The #2022EstuaryBlueprint acknowledges racial and social disparities when it comes to #climatechange. Our goal is to minimize these effects through consideration and planning while working with underserved and indigenous communities and Tribes. #equity https://www.sfestuary.org/estuary-blueprint/



Click the image to download

Action 3: Adaptation Planning

Copy and Paste captions



Instagram

The advancement of natural and nature-based infrastructure is key to achieving climate resilience. However, there are several barriers that can slow down the process and implementation of projects. The #2022EstuaryBlueprint seeks to dismantle these obstacles, click the link in esfestuarypartnership bio to learn more. emtcbata #climatecrises #climatesolutions #climateadaptation #bayarea

Facebook

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Twitter

The advancement of natural and #naturebasedsolutions is key to achieving #climateresilience. However, there are several barriers that can slow down the process and implementation of projects. The #2022EstuaryBlueprint seeks to dismantle these obstacles:

https://www.sfestuary.org/estuary-blueprint/



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Action 4: Adaptation Projects

Copy and Paste captions



Instagram

The #2022EstuaryBlueprint aims to accelerate
the implementation of natural and naturebased solutions to address issues such as sea
level rise and more. Find out more about
specific solutions at the link in
esfestuarypartnership bio
eca_coastal #naturebasedsolutions
#naturalsolutions #climateadaptations

Facebook

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https://www.sfestuary.org/estuary-blueprint/
@CoastalConservancy #naturebasedsolutions
#naturalsolutions #climateadaptations

Twitter

The #2022EstuaryBlueprint aims to accelerate implementation of natural and nature-based strategies to address #climatechange issues such as #sealevelrise and more.

#naturebasedsolutions #naturalsolutions #climateadaptation

https://www.sfestuary.org/estuary-blueprint/



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Action 5: Watershed Connections

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Instagram

Reestablishing watershed connections
between creeks and floodplains is vital to
habitat restoration, flood management, water
quality improvement, food supply and much
more. The #2022EstuaryBlueprint plans to
implement projects which will connect
watersheds to the Estuary so that the Bay and
Delta regions can reap the benefits. Discover
more at the link in esfestuarypartnership bio.
#watershed #watershedmanagement
#climate

Facebook

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#watershedmanagement #climate

Twitter

Reestablishing watershed connections between creeks and floodplains is vital to #habitat #restoration, #flood mgmnt, #water quality, food supply, & more. The #2022EstuaryBlueprint will implement reconnections so #SFBay and #sacdelta can reap the benefits: https://www.sfestuary.org/estuary-blueprint



Click the image to download

Action 6: Sediment

Copy and Paste captions



Instagram

Sediment is a vital building block for ecosystem health. Unfortunately, human activity has significantly decreased the Estuary's sediment supply. See what the #2022EstuaryBlueprint plans to do to redistribute sediment and advance ecosystem restoration at the link in esfestuarypartnership bio. #sealevelrise #sediment

Facebook

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Twitter

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Click the image to download

Action 7: Carbon Management

Copy and Paste captions



Instagram

Wetlands act as a major carbon sink, making them a useful tool for greenhouse gas reduction and subsidence prevention- a major issue in the Delta due to dried out wetlands. The #2022EstuaryBlueprint aims to restore our wetlands to improve carbon sequestration. Learn more about specifics at the link in esfestuarypartnership bio.

#wetlands #climateknowledge
#carbonemmissions

Facebook

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#wetlands #climateknowledge
#carbonemmissions

Twitter

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https://www.sfestuary.org/estuary-blueprint



Click the image to download

Action 8: Wetland Monitoring

Copy and Paste captions



Instagram

The Wetlands Regional Monitoring
Program collects data about tidal
wetlands to improve management and
restoration of these precious habitats.
By staying informed, we can restore and
adapt at a regional level. Read more at
the link in esfestuarypartnership bio.
#climatechange #wetlands
#WRMPWednesday
#2022EstuaryBlueprint

Facebook

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#WRMPWednesday
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Twitter

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Click the image to download

Action 9: Intertidal/Subtidal Habitats

Copy and Paste captions



Instagram

Oyster reefs, eelgrass beds, macroalgal beds, mudflats, rocky areas, and coarse sandy beaches are very important to the Estuary's biodiversity. The #2022Estuaryblueprint seeks to restore these watery treasures. You can learn more at the link in esfestuarypartnership bio.

#climate #environment #2022Estuaryblueprint #oysterreefs

Facebook

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#climate #environment #2022Estuaryblueprint #oysterreefs

Twitter

Subtidal and intertidal habitats like #oysterreefs, eelgrass beds, and mudflats are very important to the Estuary's #biodiversity. The #2022EstuaryBlueprint seeks to restore these watery treasures. Read more: https://www.sfestuary.org/estuary-blueprint/#climate #environment



Click the image to download

Action 10: Tidal Marsh

Copy and Paste captions



Instagram

Did you know that sea level rise
threatens to drown tidal marshes
across the region? The
#2022EstuaryBlueprint aims to restore,
protect, and enhance these important
habitats. Read about it here: the link in
esfestuarypartnership bio.
#tidalmarsh #ecosystems
#climateadaptation #restoration
#wetlands

Facebook

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habitats. Read about it here:
https://www.sfestuary.org/estuaryblueprint/#tidalmarsh #ecosystems
#climateadaptation #restoration
#wetlands

Twitter

#DYK that #sealevelrise threatens to drown tidal marshes across the #SFEstuary region? The
#2022EstuaryBlueprint aims to restore, protect, and enhance these important habitats. Read here:

https://www.sfestuary.org/estuary-blueprint/#tidalmarsh#ecosystems#climateadaptation#restoration#wetlands



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Action 11: Transition Zones

Copy and Paste captions



Instagram

Rising seas threaten many ecosystems across the region. Transition zones will be essential for habitats that will migrate upland along with sea level rise. Read about it on our website linked in the bio of esfestuarypartnership #sealevelrise #transitionzones #climateeducation #adaptation

Facebook

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Twitter

With #climatechange, #ecosystem transition zones will be essential to maintaining #ecosystemservices such as protecting communities from #sealevelrise and providing #wildlife habitat. Read what the #2022EstuaryBlueprint says about transition zones here: https://www.sfestuary.org/estuary-blueprint/



Click the image to download

Action 12: Managed Wetlands

Copy and Paste captions



Instagram

Managed wetlands provide critical habitat to waterfowl and have the potential to provide even more habitat value if stewarded correctly. Read the #2022EstuaryBlueprint to learn more, linked in esfestuarypartnership bio.
#wetlands #managedponds #earth #outdoors

Facebook

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#wetlands #managedponds #earth #outdoors

Twitter

Managed wetlands like duck hunting ponds provide critical habitat to waterfowl and have the potential to provide even more habitat value if stewarded correctly. Read the #2022EstuaryBlueprint to learn more: sfestuary.org/estuary-blueprint. #wetlands #managedponds #earth #outdoors



Click the image to download

Action 13: Seasonal Wetlands

Copy and Paste captions



Instagram

A seasonal wetland can be found upland and and only floods/fills during winter rains. Seasonal wetlands provide vital habitat for waterfowl and shorebirds. The #2022EstuaryBlueprint seeks to enhance and restore non-tidal seasonal wetlands and explore partnerships with landowners around grazing and forest management. Learn more in esfestuarpartnership bio. #seasonalwetlands #restoration #environmentalrestoration #partnershipinaction

Facebook

A seasonal wetland can be found upland and and only floods/fills during winter rains. Seasonal wetlands provide vital habitat for waterfowl and shorebirds. The #2022EstuaryBlueprint seeks to enhance and restore non-tidal seasonal wetlands and explore partnerships with landowners around grazing and forest management. Learn more here: https://www.sfestuary.org/estuaryblueprint/#seasonalwetlands #restoration #environmentalrestoration #partnershipinaction

Twitter

Seasonal #wetlands provide vital habitat for waterfowl and #wildlife. The #2022EstuaryBlueprint seeks to enhance and restore seasonal wetlands and explore partnerships w/ #farmers and #ranchers on grazing and forest mamnt #partnershipinaction sfestuary.org/estuary-blueprint **@USDA NRCS**



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Action 14: Creeks

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Instagram

River and creek habitats are home to iconic Californian fish, such as salmon and steelhead trout. Over the next 5 years, the #2022EstuaryBlueprint plans to restore riparian habitats and activate the Bay Area Watershed Network. Learn how through the link in esfestuarypartnership bio.

#creekhabitats #riverhabitats

#habitatrestoration #estuary

Facebook

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#creekhabitats #riverhabitats
#habitatrestoration #estuary

Twitter

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#partnershipinaction



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Action 15: Invasive Species

Copy and Paste captions



Instagram

Invasive species are one of the biggest threats to native species and the food web in our Estuary. The #2022EstuaryBlueprint calls for prevention and eradication of invasive species in the Estuary. Learn about it through the link in esfestuarypartnership bio.

> #invasivespecies #preventionfirst #Sfestuary #2022estuaryblueprint

Facebook

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Twitter

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Action 16: Freshwater Flows

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Instagram

Inadequate freshwater flow is one of the Estuary's biggest stressors, particularly from the Sacramento and San Joaquin rivers and their tributaries. The #2022EstuaryBlueprint seeks to improve the freshwater flows through the Delta and San Francisco Bay. Click the link in esfestuarypartnership bio for more.

#freshwaterflow #Delta #sfbay #sanfranciscobay #environment

Facebook

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Click the link for more:

https://www.sfestuary.org/estuary-blueprint/

#freshwaterflow #Delta #sfbay
#sanfranciscobay #environment

Twitter

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https://www.sfestuary.org/estuary-blueprint/



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Action 17: Water Conservation

Copy and Paste captions



Instagram

More efficient landscaping and residential water usage can help us reach water conservation goals. Learn more about plans for water conservation in the #2022EstuaryBlueprint: link in esfestuarypartnership bio. #waterconservation #environmentallyconscious #reducewaterusage #californiadrought

Facebook

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Twitter

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Action 18: Recycled Water

Copy and Paste captions



Instagram

What is recycled water? It refers to used water which has been treated to meet drinking or non-drinking standards. The #2022EstuaryBlueprint strives to increase the efficiency and use of recycled water throughout the region. Learn more at the link in esfestuarypartnership bio.

#recycledwater #drought
#californiadrought #ecofriendly
#climatechange

Facebook

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#recycledwater #drought
#californiadrought #ecofriendly
#climatechange

Twitter

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Action 19: Stormwater Management

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Instagram

In cities around the region, streets and sidewalks cover about 15-25% of the land. These surfaces prevent water from being absorbed by the soil, and carry pollutants into the Estuary. Green stormwater infrastructure can reduce this runoff which harms our Estuary. Read more at the link in esfestuarypartnership bio.

#stormwaterrunoff #waterpollution

Facebook

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sfestuary.org/estuary-blueprint #stormwaterrunoff #waterpollution

Twitter

Streets and sidewalks prevent water from being absorbed by the soil and also carry pollutants into the #SFBay and #Delta. Green stormwater infrastructure can help slow, filter, and reduce this runoff which harms our Estuary.

Read more here: sfestuary.org/estuary-blueprint #waterpollution



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Action 20: Nutrients

Copy and Paste captions



Instagram

Excess levels of nutrients in the water can be harmful to water quality, wildlife, and can even create harmful algal blooms which are dangerous for people who boat, fish, or swim in the water. The #2022EstuaryBlueprint promotes monitoring and studies of nutrients in the Estuary to prevent harm. Learn more through the link in esfestuarypartnership bio. #waternutrients #wastewater #climatechange #globalwarming

Facebook

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#waternutrients #wastewater
#climatechange #globalwarming

Twitter

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Action 21: Emerging Contaminants

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Instagram

Contaminants of Emerging
Concern (CECs), including microplastics,
have the potential to harm people and
wildlife, and have not yet been adequately
addressed through regulation.
The #2022EstuaryBlueprint identifies the
monitoring and action plans needed to
protect people and wildlife from CECs.
Learn more through the link in
esfestuarypartnership bio.
#microplastics #contaminants

Facebook

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Learn more here: sfestuary.org/estuary-blueprint

#microplastics #contaminants

Twitter

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Action 22: Health Risks of Contaminants

Copy and Paste captions



Instagram

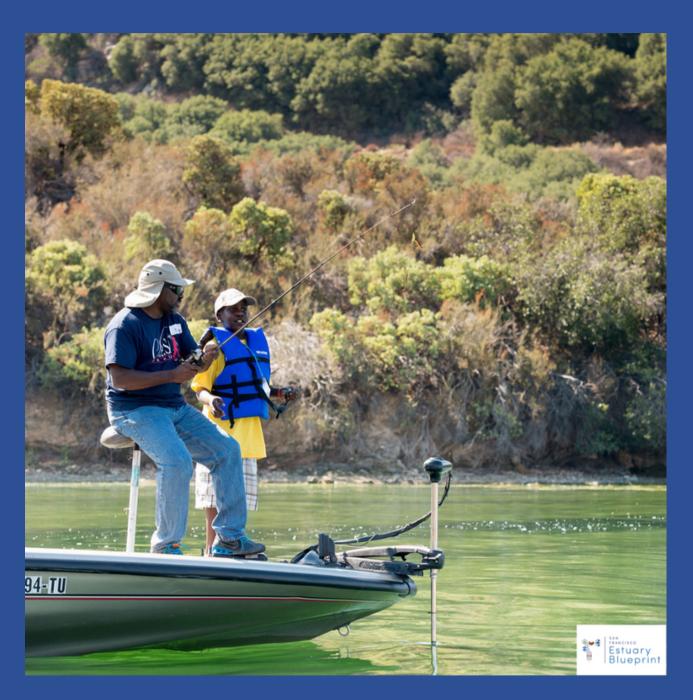
Fish living in the Estuary are prone to absorbing certain contaminants that make them unsafe for human consumption. The #2022EstuaryBlueprint addresses these contaminants using a human-centric approach. Learn about it through link in esfestuarypartnership bio. #watertoxins #toxicfish #resilience #stewardship

Facebook

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Twitter

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Click the image to download

Action 23: Trash

Copy and Paste captions



Instagram

Every year 1.36 million gallons of trash flow into the San Francisco Bay alone. Learn how the #2022EstuaryBlueprint plans to reduce trash and other marine debris prevalent in the Estuary through the link in esfestuarypartnership bio. #trashcleanup #contamination #SanFranciscobay

Facebook

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Twitter

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Action 24: Public Access

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Instagram

Everybody deserves access to the beautiful
San Francisco Estuary. Learn how the
#2022EstuaryBlueprint aims to improve
public access to the spaces around the
Estuary while maintaining healthy habitats
for wildlife by clicking the link in
esfestuarypartnership bio.
#publicpark #baynature
#recreationalparks #sfestuary

Facebook

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#publicpark #baynature #recreationalparks #sfestuary

Twitter

Everybody deserves access to the beautiful San Francisco Estuary. Learn how the #2022EstuaryBlueprint aims to improve #public access to open spaces around the #SFEstuary while maintaining healthy habitats for wildlife:

sfestuary.org/estuary-blueprint #publicpark #baynature #parks



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Action 25: Champion the Estuary

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Instagram

Our ultimate goal is to collaborate with partners and the public in order to make future informed decisions with the interest of the Estuary at heart. Join us: we need YOU to champion the Estuary! Click the #2022EstuaryBlueprint link in the esfestuarypartnership bio to learn more!

#estuary #estuaryeducation

#educationalcontent

#environmentalscience #climatechange

Facebook

Our ultimate goal is to collaborate with partners and the public in order to make future informed decisions with the interest of the Estuary at heart. Join us: we need YOU to champion the Estuary! https://www.sfestuary.org/estuary-blueprint/#estuary #estuaryeducation #educationalcontent #environmentalscience #climatechange

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