

Stormwater Management

SEASONAL SOCIAL MEDIA POSTS

Share one message each month to engage your community

We want to make it as easy as possible for you to engage people in your community to take specific actions to reduce urban stormwater impacts in Madison, soak up more rain where it falls, and clean up the waters in our rivers and lakes. Your voice will make a difference for the watershed. This guide provides you with twelve seasonal messages, one for each month of the year, that we hope you will share with your personal or organizational network on social media, on your website, or in e-newsletters.



No matter which platform you use, the people in your network will be more likely to trust and pay attention to a message from someone they know—you!

HOW DO I SHARE THESE MESSAGES?

1. Go to the current month in this guide.
2. Download the image for that month and upload it to your social media account.
3. Copy the image caption text and paste it into your social media account to accompany the image.
4. Personalize the text if desired.
5. Share!

WHO USES SOCIAL MEDIA?

In 2020, the Pew Research Center found that 72% of Americans reported using some kind of social media. It continues to be a highly effective and low-cost method for sharing information and engaging many of the people who live, work, and play in your community. The most common platforms used by adults in the United States today are YouTube (81%), Facebook (69%), and Instagram (40%). Nextdoor, the social media platform neighbors sometimes use to share information with one another, is used by 13% of adults.

Are you planning to engage a specific audience using social media? Consider which social media platforms that audience is using and share your message there.

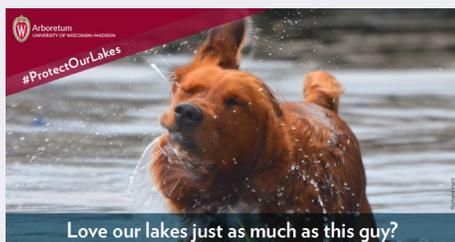
WINTER *Focus on learning about watershed management efforts*

DECEMBER

SHARE

Get involved in local watershed initiatives

Share the **December post** to help your neighbors think about getting involved!



DOWNLOAD IMAGE

<https://go.wisc.edu/ph1bgb>

IMAGE CAPTION

Consider getting involved with the Friends of Lake Wingra! They have a vision for the health of our watershed, and you can make a difference. Sign up for the monthly newsletter to learn more about their goals and how you can help. <https://www.lakewingra.org/> #ProtectOurLakes

JANUARY

SHARE

Learn about rain gardens

Share the **January post** to help your neighbors learn more about rain gardens and start thinking about spring.



DOWNLOAD IMAGE

<https://go.wisc.edu/vci1o6>

IMAGE CAPTION

Escape from the snow by taking some time to learn about rain gardens this winter! You can make one of your own by planting native plants that soak up the rain and help prevent flooding in our area. <https://www.ripple-effects.com/rainGardens> #SoakUpTheRain

FEBRUARY

SHARE

Choose native plants for your landscape

Share the **February post** this month to get the word out about the benefits of native plants.



DOWNLOAD IMAGE

<https://go.wisc.edu/g5gcmu>

IMAGE CAPTION

You can make a difference for our lakes in your own backyard! Native plants help soak up the rain and prevent flooding in our area. Now is the time to plan how you can add those deep roots to your yard. <https://dnr.wisconsin.gov/topic/endangeredresources/nativeplants.html> #SoakUpTheRain

SPRING *Focus on helping heavy rains soak into the soil*

MARCH

SHARE

Order your native plants, or support a local project

Share the **March post** early in the month so that neighbors have plenty of time to get their native plant orders in before deadlines later in the month.



DOWNLOAD IMAGE

<https://go.wisc.edu/vqau04>

IMAGE CAPTION

Native plants make the best rain gardens, which are important sites where stormwater can soak into the soil. A garden of any size can make a big difference, so check out <https://foamadison.org/> or <https://www.ripple-effects.com/plantDane> to pre-order native plants for pickup in May! The deadlines to order are usually in mid-March, so make sure to get yours in early. #SoakUpTheRain

APRIL

SHARE

Redirect your downspouts

Help spread the word about this simple fix by sharing the **April post** early in the month.



DOWNLOAD IMAGE

<https://go.wisc.edu/vv046f>

IMAGE CAPTION

Help rain soak into the soil instead of rushing directly to the storm drains that empty into and pollute our local lakes! Redirect your roof downspouts so rain can run into your yard or garden instead of onto a paved surface. Flexible downspout extensions are available at many hardware stores, so don't wait to make this quick fix! <https://ripple-effects.com/> #SoakUpTheRain

MAY

SHARE

Plant native plants

Share the **May post** early in the month to encourage your neighbors to get out and get their hands in the dirt!



DOWNLOAD IMAGE

<https://go.wisc.edu/m9cwov>

IMAGE CAPTION

Once the risk of frost has passed, converting even a small corner of your yard to native plants can make a big difference for our lakes! Their deep roots help rain soak into the soil and protect against flooding. These resources will show you how to get started: <https://www.ripple-effects.com/rainGardens> #SoakUpTheRain

SUMMER *Focus on creating healthy yards so we can enjoy healthy lakes*

JUNE

SHARE

Set up a rain barrel

Share the **June post** to help encourage your neighbors to try it out!



DOWNLOAD IMAGE

<https://go.wisc.edu/w8619g>

IMAGE CAPTION

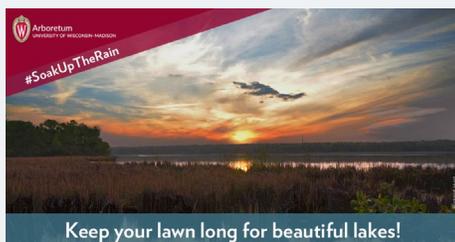
Not only do rain barrels help prevent flooding from excess stormwater, they also provide a free source of water for your garden! Learn more about purchasing and setting up your barrel here (styles and colors vary): <https://ripple-effects.com/rainBarrels> #SoakUpTheRain

JULY

SHARE

Engage in healthier mowing habits

To spread the word about adjusting the height of mower blades, share the **July post** early in the month.



DOWNLOAD IMAGE

<https://go.wisc.edu/2ln380>

IMAGE CAPTION

Raising your mower blade height to at least 2.5 inches can help grow a full, dense lawn. This allows your yard to soak up the rain and helps prevent stormwater from carrying pollutants into our beautiful local lakes. More here: <https://ripple-effects.com/yardAndGarden#lawn> #SoakUpTheRain

AUGUST

SHARE

Get smart about fertilizer

To spread the word about the consequences of improper fertilizer use, share the **August post**.



DOWNLOAD IMAGE

<https://go.wisc.edu/nn5351>

IMAGE CAPTION

If yard and garden fertilizers are improperly applied, excess nutrients can wash into our lakes and contribute to algae growth that gets in the way of summer fun. Learn about steps you can take to minimize your impact if you do choose to use it: <https://ripple-effects.com/yardAndGarden> #ProtectOurLakes

FALL *Focus on keeping our streets leaf-free and waters clear*

SEPTEMBER

SHARE

Recycle leaves the right way

Help get your neighbors thinking about leaf recycling by sharing the **September post**.



DOWNLOAD IMAGE

<https://go.wisc.edu/5uz649>

IMAGE CAPTION

When fall leaves wash into our lakes, they contribute excess nutrients that can lead to unpleasant algae growth and harm wildlife the following summer. Make sure you're ready to recycle your leaves right, whether it's by mulching them on your lawn or setting them out for pickup. <https://ripple-effects.com/Leaf-free-Streets> #LeafFreeStreets

OCTOBER

SHARE

Remove leaves from the street gutter

Encourage neighbors to sign up for the Leaf-Free Streets alert program! Text alerts are sent in October and November, so make sure to share the **October post** early in the month.



DOWNLOAD IMAGE

<https://go.wisc.edu/z90dot>

IMAGE CAPTION

When leaves enter our lakes, they contribute excess nutrients that can lead to unpleasant algae growth and harm wildlife. Keep leaves off the streets to prevent this from happening! If you live in Dane County, you can sign up to receive alerts 1–2 days before large rain events. More here: <https://ripple-effects.com/Leaf-free-Streets> #LeafFreeStreets

NOVEMBER

SHARE

Compost leftover yard waste in your own backyard

Share the **November post** early in the month to remind neighbors of this option for dealing with yard waste.



DOWNLOAD IMAGE

<https://go.wisc.edu/fp3o34>

IMAGE CAPTION

What turns your garden green—nutrients—can also turn our lakes green! Keep nutrients out of our lakes and in your soil by composting any yard waste that hasn't been collected. <https://dnr.wisconsin.gov/topic/Recycling/compost.html> #LeafFreeStreets



Arboretum
UNIVERSITY OF WISCONSIN-MADISON



Sid Baachandran on Unsplash.com



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