CLEAN WATER
BRANDYWINE CREEK GREENWAY
VIDEO TOOLKIT

HOW TO USE THIS GUIDE

This toolkit provides key themes, social media thought starters and example posts for each video addressing clean water. A link to the downloadable video and additional photos for newsletters are also included. This toolkit is meant to get you started; however, feel free to use these videos to help promote local events, community initiatives, celebrate important dates (i.e. Earth Day, Arbor Day, National Trails Day etc.) or in whatever way works best for your community.

DATES TO CELEBRATE

- World Forestry Day – March 21
- World Water Day – March 22
- World Health Day- April 7
- Earth Day – April 22
- Arbor Day – Last Friday in April
- Bike-to-Work Day – Third Friday in May
- National Trails Day – First Saturday in June
- Clean Air Day- June 2

BRANDYWINE CREEK GREENWAY: ONE VISION (OVERVIEW VIDEO)

Duration: 0:59

https://vimeo.com/showcase/5488824/video/320821658

KEY THEMES:

- Protecting Open Space
- Providing Recreational Opportunities
- Preserving History
- Supporting Local Economies
- Improving Water Quality

- Community
- Conservation
- Brandywine Creek Greenway
- Brandywine Conservancy

SOCIAL MEDIA:

#hashtags
#BiketheBrandywine
#BrandywineCreek
#BrandywineConservancy
#QualityofLife
#BCG
#ProtectCleanWater
#GetOutside
#OntheCircuit
#GetOutside
#protectedlands

@partners
@WmPennFdn
@brandywineconservancy
@bcgp
@DelRivCoalition
@DelawareEstuary
@ChescoChamber
@StroudCenter
@UDelaware
@DENaturesociety
@Natlands

#givingback   @Pa_nature
#cleanwater   @eastbradfordtwp
#cleanwaterforall   [+ all the Other Greenway municipalities!]
#openspace
#brandywinevalley
#MyBrandywine
#CleanWater
#OneVision

EXAMPLE POSTS:

The #BrandywineCreekGreenway unites 29 communities in Chester, Delaware and New Castle Counties and boasts more than 50 miles of #trails on the western edge of Philly's regional @circuittrails network! No wonder active ppl want to live here! #BCG #HealthyCommunities @WmPennFdn http://brandywinegreenway.org

The #BrandywineCreekGreenway is a green corridor that spans from Honey Brook #Pennsylvania to #Wilmington #Delaware with #OneVision.

FISHING CONNECTS PEOPLE, CLEAN WATER AND COMMUNITY HEALTH

Duration: 01:36

https://vimeo.com/300557948

KEY THEMES:

- Connecting urban and natural environments
- City of Coatesville
- Fishing Rodeo
- River revitalization
- Community
- Connecting communities with water
- River clean ups
- Connecting kids and nature
- Healthy communities
- Community building events

SOCIAL MEDIA:

#hashtags
#CleanWater
#CleanWaterways
#BrandywineCreek
#BrandywineCreekGreenway
#HealthyCommunities
#ProtectCleanWater
#4States1Source
#GetOutside
#Nature
#Fishing

@partners
@WmPennFdn
@brandywineconservancy
@ChesCoCommuter
@DelRivCoalition
@DelawareEstuary
@ChescoChamber
@StroudCenter
@UDelaware
@DENaturesociety
@Natlands

#FishingRodeo   @Pa_nature
#WaterQuality   @fishcoatesville
#teachkidstofish   @cityofcoatesville
                                 [+ all the Other Greenway municipalities!]

EXAMPLE POSTS:

Have fun and build bonds at a local fishing rodeo. You might even catch a fish while you're at it!
#CleanWater #GetOutside #WaterQuality #HealthyCommunities #BrandywineCreek

Don't just teach kids to fish, teach them to build bonds with their community and nature. @fishcoatesville
#HealthyCommunities #BrandywineCreek #CleanWater

#CleanWater = #HealthyCommunities

ADDITIONAL PHOTO:

GETTING WET BUILDS AWARENESS OF THE LINK BETWEEN WATER AND LAND

Duration: 1:35

https://vimeo.com/showcase/5488824/video/301710593

KEY THEMES:

- Local economies (buy local)
- Get outdoors
- Local investment
- Accessibility to nature and local points of interest
- Environmental tourism

- Promote the Water Trail
- Nature therapy
- Links people with the outdoors
- Enables people to explore their area in a new way
- Brandywine Creek Greenway

SOCIAL MEDIA:

#hashtags
#BrandywineCreek
#BCG
#LocalEconomies
#ProtectCleanWater
#northbrookcanoe
#MyBrandywineSummer
#GetOutside
#nature
#canoe
#kayaking

@partners
@WmPennFdn
@brandywineconservancy
@DelRivCoalition
@DelawareEstuary
@ChescoChamber
@StroudCenter
@UDelaware
@DENaturesociety
@Natlands
@Pa_nature

#relax
#getonthewater
#MyBrandywine
#weekendgetaway
#instatravel
#travelgram
#familyfun
#thingstodowithkids
#natureperfection
#brandywinevalley
#Pennsylvania
#Delaware
#WaterTrail

[+Greenway municipalities!]

EXAMPLE POSTS:

Love spending time on the water? The Brandywine Creek is a great place to #kayak #canoe or #tube. #HealthyCommunities #BCG #northbrookcanoe #MyBrandywine #LocalEconomies

Need an excuse to unplug and relax? Getting out on the water is a great way to spend an afternoon away from technology! #BrandywineCreekGreenway #GetOutside #MyBrandywine #FamilyFun

One of the best ways to learn about #nature is getting out in nature. Getting out of the classroom and onto water is a great way to learn about the importance of clean water. #BrandywineCreekGreenway #WaterTrail #CleanWaterForAll #Pennsylvania #travelgram

There's no need for #NatureDeficitDisorder when you're out on the water. #MyBrandywine #experiencenature #brandywinevalley #GetOutside

Getting out on the #BrandywineCreek is a great way to #relax and meet #nature full on. #HealthyCommunities #natureperfection #thingstodowithkids #Pennsylvania #Delaware

ADDITIONAL PHOTO:

KEEPING OUR WATERWAYS CLEAN

Duration: 0:41

https://vimeo.com/showcase/5488824/video/295600150

KEY THEMES:

- Riverbank cleanup
- Engage with waterways
- Preservation of land
- Creates a sense Stewardship/ ownership

- How people can impact the waterways
- Connection between land preservation and water quality
- Earth Day

SOCIAL MEDIA

#hashtags
#CleanWater
#CleanWaterways
#BrandywineCreek
#RiverbankCleanup
#KeepRiversClean
#BrandywineCreekGreenway
#HealthyCommunities
#ProtectCleanWater
#4States1Source
#GetOutside

@partners
@WmPennFdn
@brandywineconservancy
@ChesCoCommuter
@DelRivCoalition
@DelawareEstuary
@ChescoChamber
@StroudCenter
@UDelaware
@DENaturesociety
@Natlands

#Nature   @Pa_nature
#WaterQuality   @bcgp
#Volunteer   [+ all the Other Greenway municipalities!]
#EarthDay
#GiveBack
#HealthyCommunities
#CleanWaterForAll
#BeTheChange
#Community
#Pennsylvania
#Delaware
#WilmingtonDE
#fishing

EXAMPLE POSTS:

Love #tubing #canoeing or #kayaking on the #BrandywineCreek? Why not give back by spending some time keeping the riverbanks clean! #Community #GiveBack #Volunteer

It's great to spend an afternoon floating or #fishing along the #BrandywineCreek, but the creek and its many tributaries need protection and maintenance. Get Involved! #HealthyCommunities #BrandywineCreekGreenway #Volunteer #RiveCleanup #KeepRiversClean

As the drinking water source for over 400,000 people in the region, it is important that we keep the #BrandywineCreek clean. #ProtectCleanWater #Volunteer #BrandywineCreekGreenway

ADDITIONAL PHOTO:

TREES AND VEGETATION KEEP WATERWAYS CLEAN

Duration: 01:40

https://vimeo.com/showcase/5488824/video/303321290

KEY THEMES:

- Clean Water
- Sources of drinking water
- Stormwater
- Benefits of trees along waterways
- Volunteer tree plantings
- Stream buffers

SOCIAL MEDIA:

#hashtags
#CleanWater
#CleanWaterways
#BrandywineCreek
#cleanwaterforall
#mybrandywine
#treeplanting
#volunteer
#plantatree
#flooding
#BrandywineCreekGreenway
#HealthyCommunities
#ProtectCleanWater
#4States1Source
#GetOutside

@partners
@WmPennFdn
@brandywineconservancy
@ChesCoCommuter
@DelRivCoalition
@DelawareEstuary
@ChescoChamber
@StroudCenter
@UDelaware
@DENaturesociety
@Natlands
@Pa_nature
@BikeChesterCo
@bikelancaster
@bcgp

#Nature
#StreamBuffers
#WaterQuality
#WaterFiltration
#Stormwater
#GreenStormwaterInfrastructure
#Resiliency
#Pennsylvania
#Delaware
#WilmingtonDE

@circuittrails
@eastbradfordtwp
@ChesterCountyTrailClub
[+ all the Greenway municipalities]

EXAMPLES:

Did you know #trees are vital for #CleanWater? Not only do trees provide shade that keeps #streams and aquatic life cool, they also prevent erosion and filter pollution. #CleanWater #WaterQuality #WaterFiltration

Because the #BrandywineCreek is the drinking water source for many communities downstream including #WilmingtonDE, it is important to protect #waterquality upstream. #WaterFiltration #CleanWater #MyBrandywine

Grass, shrubs and trees along streams can help protect and buffer the stream from pollutants and erosion, improving #waterquality. #StreamBuffers #CleanWater #BrandywineCreek
#Pennsylvania used to be covered by forests, but as more people began to settle here forests were removed and the stream corridor began to change. Restoring forests along streams can improve #WaterQuality.

Because trees and other vegetation is so important for #cleanwater, land conservation and restoration can improve #waterquality. #StreamBuffers #ProtectCleanWater #4States1Source

ADDITIONAL PHOTO:

THE QUALITY OF WATER DRIVES THE BUSINESS OF BEER

Duration: 0:56

https://vimeo.com/showcase/5488824/video/282360904

KEY THEMES:

- Clean water
- Economic value of clean water
- Connection to drinking water
- Victory Brewing Company and Reliance on Brandywine Creek (quality of water Impacts quality of beer)

- Clean water is often taken for granted
- Water protection
- Water quality impacts the whole community
- Promoting a beer/wine tour
- Nature and commerce

SOCIAL MEDIA:

#hashtags
#BrandywineCreek
#BrandywineCreekGreenway
#beer
#shoplocal
#LocalEconomies
#ProtectCleanWater
#waterquality
#northbrookcanoe
#4States1Source

@partners
@WmPennFdn
@brandywineconservancy
@ChesCoCommuter
@DelRivCoalition
@DelawareEstuary
@ChescoChamber
@StroudCenter
@UDelaware
@DENaturesociety
@Natlands

#PABeer   @Pa_nature
#BVbeerscene   @VictoryBeer
#PreserveProtect   @Victory_Bill (for twitter) @billcovaleski (instagram)
                                     @eastbradfordtwp
                                      [+ all the Other Greenway municipalities!]

EXAMPLES:

How are you quenching your thirst now that #summer is here? Whether with iced tea or #PAbeer, it all starts with the water! #ShopLocal #BVbrewscene #ProtectCleanWater @VictoryBeer

@Victory_Bill "Water is everyone's raw material & because you can just turn on a tap to access it makes it way too easy for people to forget about protecting it." #ProtectCleanWater #PreserveProtect @VictoryBeer @ChescoGovt @WmPennFdn

@Victorybeer "As a company, we have an opportunity to bring awareness that this great natural environment needs to be preserved. It doesn't just stay perfect all by itself!" #LocalEconomies #ProtectCleanWater #BrandywineCreekGreenway

Protecting #nature costs money and jobs. Say what? #LocalEconomies depend on a healthy environment and #CleanWater! That's what the #BrandywineCreekGreenway is all about http://brandywinegreenway.org

The Brandywine is such a phenomenal source of pure water that @Victorybeer has locations of both the East and West branches of the Creek. Let's keep it that way! #ProtectCleanWater & support the #BrandywineCreekGreenway http://brandywinegreenway.org

ADDITIONAL PHOTO: