



## 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**

#BikettheBrandywine  
#BrandywineCreek  
#BrandywineConservancy  
#QualityofLife  
#BCG  
#ProtectCleanWater  
#GetOutside  
#OntheCircuit  
#GetOutside  
#protectedlands  
#givingback  
#cleanwater

#### **@partners**

@WmPennFdn  
@brandywineconservancy  
@bcgp  
@DelRivCoalition  
@DelawareEstuary  
@ChescoChamber  
@StroudCenter  
@UDelaware  
@DENaturesociety  
@Natlands  
@Pa\_nature  
@eastbradfordtwp

#cleanwaterforall  
#openspace  
#brandywinevalley  
#MyBrandywine  
#CleanWater  
#OneVision

[+ all the Other Greenway municipalities!]

## 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.

## DO YOU HAVE WHAT IT TAKES TO BIKE THE BRANDYWINE?



**Duration:** 1:02

<https://vimeo.com/showcase/5488824/video/295600046>

### KEY THEMES:

- Bike the Brandywine
- Experience Nature
- Nature Therapy
- Enables people to explore their area in a new way
- Brandywine Creek Greenway
- Brandywine Conservancy
- Brandywine Valley

### SOCIAL MEDIA:

#### **#hashtags**

#BikettheBrandywine  
#BrandywineCreek  
#BrandywineConservancy  
#BrandywineValley  
#QualityofLife  
#BCG  
#ProtectCleanWater  
#GetOutside  
#SpringtonManor

#### **@partners**

@WmPennFdn  
@bcgp  
@BikeChesterCo  
@BikeChesterCo  
@DelRivCoalition  
@DelawareEstuary  
@ChescoChamber  
@StroudCenter  
@UDelaware

#CyclePA  
 #OntheCircuit  
 #GetOutside  
 #StrubleTrail  
 #BrandywineTrail  
 #ChaddsFord  
 #OnTheCircuit  
 #bike  
 #bikesofinstagram  
 #cycling  
 #cyclinglife  
 #pennsylvaniaisbeautiful  
 #protectedlands  
 #givingback  
 #bikestagram  
 #bike\_ride  
 #bikerides  
 #cyclists  
 #cyclingimages  
 #cleanwater  
 #openspace  
 #cyclingmotivation  
 #brandywinevalley  
 #Mybrandywine  
 #bikeforcleanwater

@DENaturesociety  
 @Natlands  
 @Pa\_nature  
 @eastbradfordtwp  
 [+ all the Other Greenway municipalities!]

## EXAMPLES:

Welcome to the perfect ride: Quiet country roads, #coveredbridges and plenty of climbs. Sag, schwag, and a finish line festival! #BrandywineCreekGreenway #BikeTheBrandywine #MyBrandywine  
[www.bikethebrandywine.org](http://www.bikethebrandywine.org)

#BrandywineValley is full of history, scenic landscapes, great food, endless recreational opportunities—and #cycling is one of the best ways to explore it. Have we got a route 4 you: [www.bikethebrandywine.org](http://www.bikethebrandywine.org)  
 #BrandywineCreekGreenway #QualityofLife #Bikestagram #ridebikesbehappy

You may not have heard of the #BrandywineCreekGreenway, but if you love #cycling and are up for a challenge, we've got THE perfect way to bring you into the loop! #BrandywineCreekGreenway #cyclinglife #cyclingmotivation #bikesofinstagram @BikeChesterCo @bikelancaster

Are you inspired by the #TourdeFrance? Set a goal to your game by getting ready for an epic local ride at end of Sept! Choose your distance, train hard, and get ready to fall in love with the #BrandywineValley!  
 #BrandywineCreekGreenway #BikeTheBrandywine @circuitrails



**ADDITIONAL PHOTO:**



# OPEN SPACE IN DEMAND TO IMPROVE THE QUALITY OF LIFE



**Duration: 0:43**

<https://vimeo.com/showcase/5488824/video/295619335>

## KEY THEMES:

- Open space and quality of life
- Value of open space, public space and trails
- Promotion of space acquisition
- Promotion of the value of parks and trails

## SOCIAL MEDIA:

### #hashtags

#QualityOfLife  
#BrandywineCreek  
#BCG  
#HealthyCommunities  
#ProtectOpenSpace  
#OpenSpace  
#openspaceisessential  
#GetOutside  
#Nature  
#trails

### @partners

@WmPennFdn  
@brandywineconservancy  
@ChesCoCommuter  
@DelRivCoalition  
@DelawareEstuary  
@ChescoChamber  
@StroudCenter  
@UDelaware  
@DENaturesociety  
@Natlands  
@Pa\_nature  
@BikeChesterCo  
@bikelancaster  
@bcgp  
@circuittrails

@eastbradfordtwp  
@ChesterCountyTrailClub  
[+ all the Other Greenway municipalities!]

## EXAMPLES:

Connections to open space through #trails and #parks adds to #QualityOfLife.  
#BrandywineCreekGreenway #HealthyCommunities #ProtectOpenSpace

Protecting open space is essential for creating #healthycommunities. #BrandywineCreekGreenway  
#ProtectOpenSpace #trails #cycling #getoutdoors

People want to live in communities with open space. #BrandywineCreekGreenway #HealthyCommunities  
#ProtectOpenSpace

## ADDITIONAL PHOTOS:







## TRAILS ARE AN INVESTMENT IN THE FUTURE



Duration: 1:29

<https://vimeo.com/showcase/5488824/video/301710663>

### KEY THEMES:

- Creates links between nature and local points of interest
- Local and regional trails
- Benefits of trails: sense of place, community health, links people with the outdoors
- Circuit Trails
- Investment in the future
- Enables people to explore their area in a new way
- Community trails project
- Trail tender groups
- Promote open space and recreation plans

### SOCIAL MEDIA:

#hashtags  
 #BrandywineCreek  
 #BrandywineCreekGreenway  
 #brandywineConservancy  
 #BCG  
 #HealthyCommunities  
 #ProtectCleanWater  
 #4States1Source  
 #CyclePA

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

#OntheCircuit  
 #GetOutside  
 #Nature  
 #BrandywineTrail  
 #mtb  
 #mountainbiking  
 #trails  
 #hiking  
 #getoutdoors  
 #natureperfection  
 #openspace

@DENaturesociety  
 @Natlands  
 @Pa\_nature  
 @BikeChesterCo  
 @bikelancaster  
 @bcgp  
 @circuittrails  
 @eastbradfordtwp  
 @ChesterCountyTrailClub  
 [+ all the Other Greenway municipalities!]

## EXAMPLES:

Trails are an investment in our community and our future. #HealthyCommunities  
 #BrandywineCreekGreenway #GiveBack #OntheCircuit @eastbradfordtwp

Living near open space improves quality of life and increases property values; that's why locals love to give back! #HealthyCommunities #BrandywineCreekGreenway #LoveYourPark  
 #Volunteer #GetOutside @BikeChesterCo

People need nature! Trails are an important way to provide people with access to nature.  
 #HealthyCommunities #BrandywineCreekGreenway

There's no need for #NatureDeficitDisorder when you're surrounded by trails and open space. Many studies have shown the being outside in nature is incredibly therapeutic. #getoutside  
 #HealthyCommunities #BrandywineCreekGreenway @circuittrails

Getting out #onthecircuit often means having the chance to get some dirt under your feet and meet #nature full on.

The #BrandywineCreekGreenway unites 25 locations in Chester and Delaware Counties and boasts more than 50 miles of #trails on the western edge of Philly's regional @circuittrails network! No wonder active people want to live here! #BCG #HealthyCommunities @WmPennFdn  
<http://brandywinegreenway.org>



**ADDITIONAL PHOTO:**

