



## 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

#### **@partners**

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

#protectedlands  
#givingback  
#cleanwater  
#cleanwaterforall  
#openspace  
#brandywinevalley  
#MyBrandywine  
#CleanWater  
#OneVision

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

## EXAMPLES:

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.

## HEALTHY COMMUNITIES



**Duration: 0:41**

<https://vimeo.com/277167784>

### KEY THEMES:

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

### SOCIAL MEDIA:

#hashtags  
 #BrandywineCreek  
 #BCG  
 #HealthyCommunities  
 #QualityofLife

@partners  
 @WmPennFdn  
 @ChesCoCommuter  
 @DelRivCoalition  
 @DelawareEstuary

#ProtectCleanWater	@ChescoChamber
#4States1Source	@StroudCenter
#TrailsaddValue	@UDelaware
#GetOutside	@DENaturesociety
#Nature	@Natlands
#BrandywineTrail	@Pa_nature
#mtb	@BikeChesterCo
#mountainbiking	@bikelancaster
#trails	@bcgp
#volunteer	@circuittrails
#giveback	@eastbradfordtwp
	@ChesterCountyTrailClub
	[+ all the Other Greenway munis!]

## EXAMPLES:

Love #hiking #biking and playing out in the woods? Chances are there's a local group of trail tenders that could use your help! #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 #mtbiking @BikeChesterCo

People don't realize that most trail building and upkeep work relies on #volunteers. "The more we have, the more gets done." Join in! #HealthyCommunities #BrandywineCreekGreenway #BikePA #GiveBack @ChesterCountyTrailClub

There's no need for #NatureDeficitDisorder when you're surrounded by trails and open space, but these places need protection and maintenance. Get Involved! #HealthyCommunities #BrandywineCreekGreenway #volunteer @circuittrails

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

The #BrandywineCreekGreenway unites 25 municipalities 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:**



## 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

#### **@partners**

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

#GetOutside  
#Nature  
#Fishing  
#FishingRodeo  
#WaterQuality  
#teachkidstofish

@UDelaware  
@DENaturesociety  
@Natlands  
@Pa\_nature  
@fishcoatesville  
@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:

