Laguna de Santa Rosa: Wetlands Restoration is Working

March 2018
INTRODUCTION

LET’S GET STARTED!

This fully customized Story Publishing Guide provides detailed instructions, tips, and tools for you to publicize and share this new story, across all your social media channels.

WHAT’S INSIDE...

- **YOUTUBE**
  Optimize your video on YouTube.

- **EMAIL BLAST**
  Link to that blog post in your next email newsletter.

- **FACEBOOK**
  Link to that blog post in your next Facebook posts.

- **TWITTER**
  Link to that blog post in your next Twitter tweets.
YOUR VIDEO

Upload your video to YouTube and choose the best available option for a thumbnail. If using Vimeo, upload a custom thumbnail of your choice.

METADATA

TITLE

#wetlandrestoration is working - Laguna de Santa Rosa

SHORT DESCRIPTION

http://sfbayjv.org – The Laguna de Santa Rosa is the largest tributary to the Russian River, connecting local creeks to the ocean in Sonoma County. The Laguna is being restored to a natural floodplain where birds can thrive in the wetlands, and people can enjoy hiking and boating.

TAGS

wetlands, restoration, bay area, sonoma county, wildlife, kayaking, boating, laguna de santa rosa
The Laguna de Santa Rosa is the largest tributary to the Russian River, connecting local creeks to the ocean in Sonoma County. The Laguna is being restored to a natural floodplain where birds can thrive in the wetlands, and people can enjoy hiking and boating. Watch the video....
FACEBOOK (TEXT+IMAGE)

Use these suggestions to share your story on Facebook. These can be published as a “link” or a “photo” post – just be sure to include a link to your blog post!

SOCIAL POST #1
The Laguna de Santa Rosa is the largest tributary to the Russian River, connecting local creeks to the ocean in Sonoma County… #WetlandRestoration http://yourlinkhere.com

![Laguna de Santa Rosa](image1)

SOCIAL POST #2
Thanks to restoration efforts, people and wildlife can enjoy the natural freshwater floodplain of the Laguna de Santa Rosa. #WetlandRestoration http://yourlinkhere.com

![Kayaking in Laguna de Santa Rosa](image2)

upload video to Facebook and share a link to blog post with this text

use image

upload video to Facebook and share a link to blog post with this text

use image
TWITTER (TEXT ONLY)

Use these suggestions to share your story on Twitter. These are text-only suggestions and must be 140 characters or less. Always be sure to include a link to the blog post with your video!

TWEET #1
[VIDEO] The Laguna de Santa Rosa is the largest tributary to the Russian River, connecting local creeks to the ocean in Sonoma County…#WetlandRestoration http://yourlinkhere.com

TWEET #2
[VIDEO] Thanks to restoration efforts, people and wildlife can enjoy the natural freshwater floodplain of the Laguna de Santa Rosa…#WetlandRestoration http://yourlinkhere.com

TWEET #3
[VIDEO] Once used as an airport, a recreational lake, and a garbage dump, The Laguna de Santa Rosa is being restored to critical wildlife habitat…#WetlandRestoration http://yourlinkhere.com
START SHARING!

Are there other channels or partners that can support you in sharing your story? We look forward to hearing about the success of this new story as it reaches your audience!

QUESTIONS OR COMMENTS?

We want to make sure that your story makes its greatest impact. If you have additional questions or need support in making that happen, get in touch with the TrimTab Media team.

info@trimtabmedia.tv