

Eden Landing: Wetlands Restoration is Working

JUNE 2017



**YOUR STORY
PUBLISHING GUIDE**

trim**tab**media

INTRODUCTION

SF BAY JOINT VENTURES - FEBRUARY 2017

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...

- **VIDEO**

Optimize your video on the web.

- **EMAIL BLAST**

Link to that blog post in your next email newsletter.

- **FACEBOOK**

Link to that blog post in your next Facebook posts.

- **TWITTER**

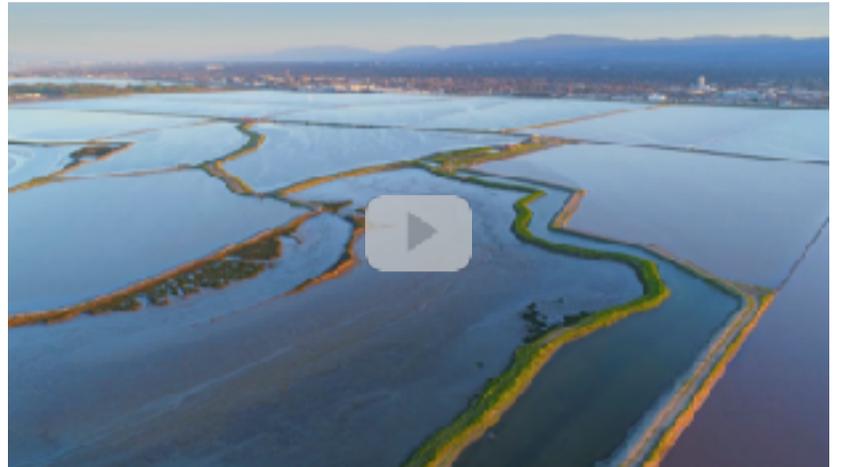
Link to that blog post in your next Twitter tweets.

VIDEO

Use this information to upload and optimize your video on YouTube.

YOUR VIDEO

Upload your video to YouTube, Vimeo, or other channels - and choose the best available option for a thumbnail.



METADATA

TITLE

Eden Landing: Wetlands Restoration is Working

SHORT DESCRIPTION

www.yourwetlands.org/support - Eden Landing in was the birthplace of solar salt making in the Bay Area. Thanks to the passage of Prop 50 (2002), it is now being restored to a variety of wetland habitats. As a result, more wildlife and people are returning to this special place. (June 2017)

TAGS

wetlands, restoration, bay area, salt marsh, solar salt, wildlife, hayward, eden landing

EMAIL BLAST

Use this guide to embed your story in your next email newsletter.

Your Email Headline Goes Here



Your Organization email@emailaddress.org

Jan 1 (1 hour ago) ☆



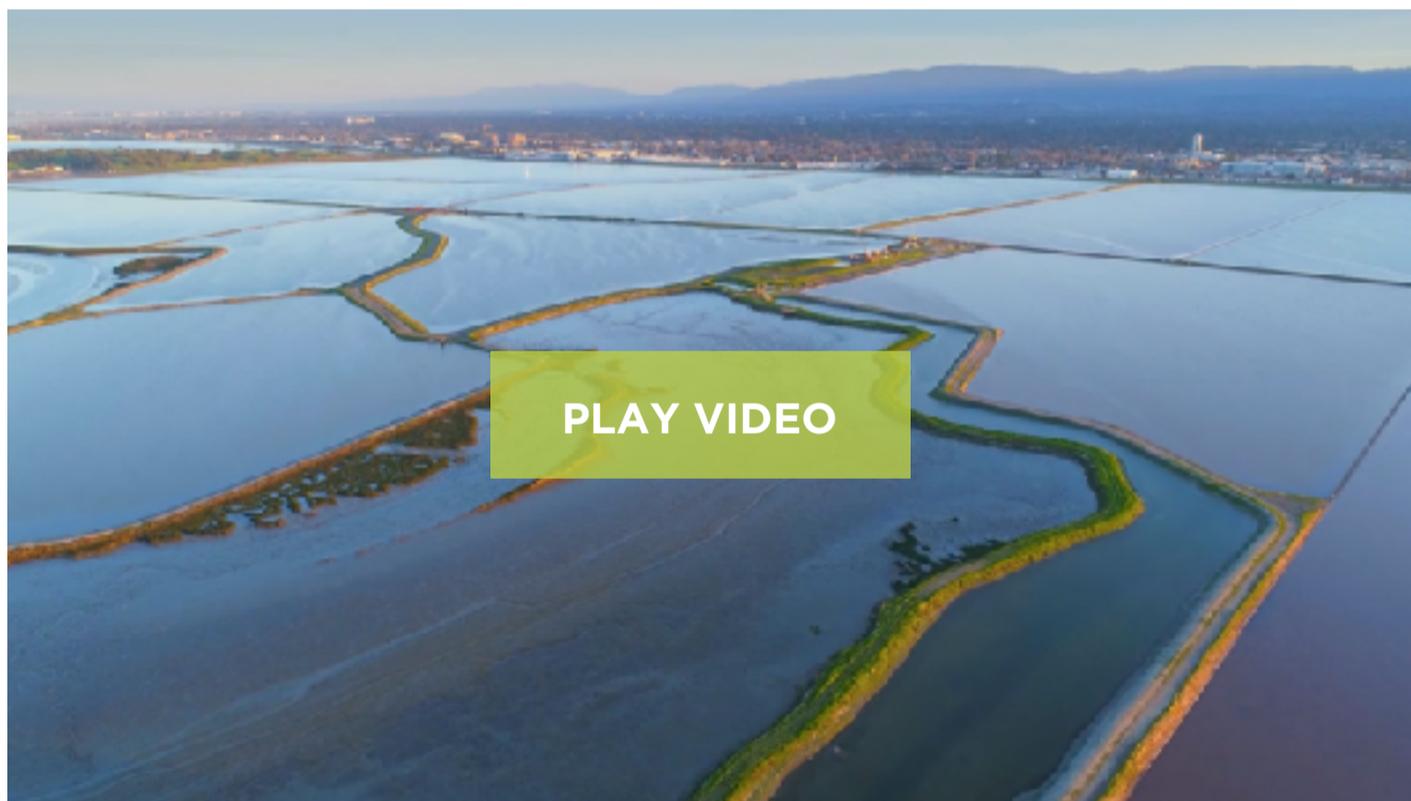
use your brand styling to open your newsletter



use bold header styling to introduce story

Redwood Creek: Wetlands Restoration is Working

insert featured image here



use bold styling, and add link to blog with video

Eden Landing in was the birthplace of solar salt making in the Bay Area. Thanks to the passage of Prop 50 (2002), it is now being restored to a variety of wetland habitats. As a result, more wildlife and people are returning to this special place. **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

share a link to
blog post+video
with this text

Is wetlands restoration working? Eden Landing, once the birthplace of solar salt making, is now being restored to wetland habitats... #WetlandsRestoration <http://yourlinkhere.com>

use featured
image #1



SOCIAL POST #2

share a link to
blog post+video
with this text

Thanks to the support of people like you, wildlife and people are returning to enjoy the wetlands of Eden Landing. #WetlandsRestoration <http://yourlinkhere.com>

use featured
image #2



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

insert a quick
link to blog post

Eden Landing, once the birthplace of solar salt making, is being restored... <http://yourlinkhere.com> #WetlandsRestoration

TWEET #2

insert a quick
link to blog post

Thanks to the passage of Prop 50, wetlands at Eden Landing are being restored... <http://yourlinkhere.com> #WetlandsRestoration

TWEET #3

insert a quick
link to blog post

You can make a difference! Visit, volunteer, or help restore wetland habitats: <http://yourlinkhere.com> #WetlandsRestoration

CLOSING

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