San Pablo Bay: Wetlands Restoration is Working

JANUARY 2017

YOUR STORY PUBLISHING GUIDE
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.

- **BLOG POST**
  Embed that YouTube video in a story-rich blog post.

- **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.
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
San Pablo Bay: Wetlands Restoration is Working

SHORT DESCRIPTION
www.sfbayjv.org – Is wetlands restoration working? Something unprecedented is happening in San Pablo Bay on the northern edge of San Francisco Bay. Thanks to a unique partnership of people working together, the northern tidal marsh basin will evolve into established tidal marsh once again. (January 2017)

TAGS
wetlands, restoration, ecosystems, tidal marsh, san francisco bay, san pablo bay, sonoma land trust
San Pablo Bay: Wetlands Restoration is Working

At Sears Point in San Pablo Bay, wetlands restoration is working.

Something unprecedented is happening along the Northern edge of San Francisco Bay. Since the mid 1990s, farmers, the Sonoma Land Trust, caring citizens, and staff from both federal and state agencies have come together to preserve miles of land and habitats. Close to 40,000 acres of land have been protected between the Petaluma and Napa Rivers.
In October 2015, a breach was opened at Sears Point Ranch, allowing salt water to fill some of this area in the northern tidal marsh basin for the first time in over a century. In years to come, this area will evolve into established tidal marsh, as it was before being diked off from the bay.

Thanks to a unique partnership of people working together, the beauty and quality of San Pablo Bay will be enjoyed by wildlife and people of generations to come.
Wetlands restoration is working. #WetlandsRestoration

The San Francisco Bay Joint Venture (SFBJV) is celebrating 20 years of partners protecting wetlands for wildlife and people. Learn more at SFBayJV.org.
San Pablo Bay: Wetlands Restoration is Working

Is wetlands restoration working? Something unprecedented is happening in San Pablo Bay on the northern edge of San Francisco Bay. Thanks to a unique partnership of people working together, the northern tidal marsh basin will evolve into established tidal marsh once again. **Watch the video...**
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**

Is wetlands restoration working? Something unprecedented is happening in San Pablo Bay on the northern edge of San Francisco Bay... #WetlandsRestoration

![Image of wetlands](image1.jpg)

**SOCIAL POST #2**

This is how wetlands restoration works... Thanks to a unique partnership of people, the tidal salt marshes of San Pablo Bay will be enjoyed by wildlife and people of generations to come. #WetlandsRestoration

![Image of wetlands](image2.jpg)

Thanks to a unique partnership of people working together - including farmers, caring citizens, non-profit organizations, and both Federal and State agencies...
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**

Something unprecedented is happening on the northern edge of San Francisco Bay... http://yourlinkhere.com #WetlandsRestoration

**TWEET #2**

At Sears Point, water filled the north tidal marsh basin for the first time in over a century: http://yourlinkhere.com #WetlandsRestoration

**TWEET #3**

“The beauty of San Pablo Bay will be enjoyed by wildlife and people of generations to come.” http://yourlinkhere.com #WetlandsRestoration
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.

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