**America’s Watershed Initiative Report Card**

**Social Media Messaging & Creative**

**Oct. 14 Social Media Posts Announcing Release of Report Card**

Below find generic messaging that you can post on your organization’s Facebook or Twitter accounts to announce the release of America’s Watershed Report Card. **Please do not promote any of these social media posts before October 14.** Photos are included in this toolkit.

You can also help promote America’s Watershed Report Card by:

* Posting more social media messages about the report. In addition to this toolkit, we have provided another document with messaging related to specific report card goals.
* Following @AWInitiative and @Nature\_org on Twitter and retweeting posts.
* Following The Nature Conservancy on Facebook and sharing content.

**Use the Hashtag** #RaiseTheGrade to help us track your social media

…….

**Messaging to Post on Facebook –** copy and paste(Feel free to add a sentence about your organization’s involvement.):

*The Mississippi River Basin received a “D+” in a first-ever report card, released today by leaders from a variety of sectors in America’s heartland. The America’s Watershed Initiative worked with more than 700 stakeholders to compile the report. They’ve flagged numerous challenges for this hard-working watershed, which spans 31 states and two Canadian provinces, but also found opportunities to #RaisetheGrade:* [*http://bit.ly/1GoIHf5*](http://bit.ly/1GoIHf5)

**Message to post to Twitter:**

*Mississippi River Basin receives D+ in first-ever report card. Let’s #RaiseTheGrade:* [*http://bit.ly/1GoIHf5*](http://bit.ly/1GoIHf5)

**Photos can be found on Dropbox:**

<https://www.dropbox.com/sh/miuuwtpol3v9232/AAD8OyR8Wik5aGqerb2UPAjZa?dl=0>

 You may also use the image below:

